



DESIGN INVESTMENT GUIDE

PLANNING FOR YOUR RENOVATION & INTERIOR DESIGN PROJECT

We are grateful you are doing your research before the investment that is interior design. Understanding the true costs of furniture and construction helps ensure that your vision aligns with your budget. A well-informed approach allows for realistic planning, making the design process smoother.



Contact Us

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Hi, I'm Sarah Kirkpatrick

Owner & Principal Designer at Unshelf Design



I believe your home should be more than just a place to live – it should be a space that sparks joy and gives you a warm **hug** the moment you walk in. That feeling, that sense of coming home to yourself, is what I strive to create in every project. It's the biggest transformation I can offer my clients. My own mom gave hugs that changed lives, and since her passing, I've made it my mission to spread that same warmth and comfort in the best way I know how: through design.

My design style blends classic European influences with the clean lines and natural textures of Japanese aesthetics, creating spaces that are both timeless and deeply personal. This appreciation for diverse styles is fueled by my love of travel. I've explored over 36 countries (and counting), and each trip inspires me in new ways.

Before I became a designer I gained firsthand experience of the renovation process by watching my parents transform four bungalows into eight infills, which I followed by flipping my own two houses. For nine years, I owned a marketing agency, where I honed my project management skills and cultivated strong relationships with vendors and subcontractors.

This experience instilled in me a deep appreciation for process and systems, ensuring a streamlined and stress-free experience for my clients.

When I'm not designing dream homes, you can find me playing competitive ringette (over 20 years strong!), puzzling my way through 'escape rooms' (the irony isn't lost on me – I love designing rooms people *don't* want to escape from!), or enjoying the company of my 3 dogs.

— ‘HOW MUCH DOES INTERIOR DESIGN COST?’

This is absolutely a valid question.

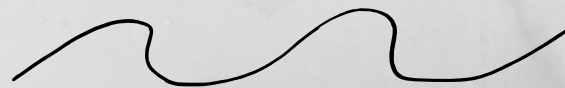
You want to know what your investment is so you can create a realistic budget and plan to see your vision through to completion.

Unfortunately, you will find that designers can't give you an all-in price on the spot. This is not because we are trying to get you under contract before revealing some magic number, but because there are 10,000 different things that go into a proposal and design plan – many of which we need to source and specify, not to mention get trade quotes, before we know pricing.

What I can tell you is that if you have not worked with an interior designer in the last 5 years, it will cost more than you think (no thanks to HGTV showing unrealistic house flipping prices in small-town USA).

That said, I worked with my amazing vendors and put together this high-level Canadian pricing guide to give you a ballpark of what things *could* cost, depending on the quality you expect: Budget, mid-range, high-end, custom.

Keep in mind that when moving into mid-range products, we have access to wholesale furniture that is not available direct-to-consumer, and is exponentially better quality than retail-available items for a similar price.



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Renovating?

Construction-Only Estimates

Please note that these are starting price points to expect for renovation & construction, and do not include any furnishings or decorating.

If you're not planning to renovate your home, you can skip to the next section!

Room	Budget Friendly	Family Home	Dream Home	+ Unshelf Design Fees
Kitchen	\$50,000	\$80,000	\$120,000	\$6-10k
Living/Family Room	\$10,000	\$15,000	\$25,000	\$4-6k
Dining Room	\$10,000	\$15,000	\$25,000	\$2-4k
Powder Room (Half)	\$10,000	\$15,000	\$25,000	\$3-4k
Primary Bedroom	\$10,000	\$15,000	\$25,000	\$4-6k
Closet (Built-Ins)	\$4,000	\$8,000	\$12,000	\$3-5k
Primary Bathroom	\$40,000	\$60,000	\$80,000	\$4-7k
Guest Bedroom	\$5,000	\$8,000	\$12,000	\$3-5k
Guest Bathroom (Full)	\$20,000	\$30,000	\$40,000	\$4-7k
Kids Bedroom / Nursery	\$5,000	\$8,000	\$12,000	\$3-5k
Bonus Room/Den	\$8,000	\$12,000	\$18,000	\$3-5k
Office	\$5,000	\$8,000	\$12,000	\$3-5k
Laundry Room	\$5,000	\$8,000	\$15,000	\$3-5k
Finished Basement	\$25,000	\$40,000	\$60,000	\$4-7k
Unfinished Basement Build-Out	\$50,000	\$80,000	\$120,000	\$6-10k

*****Please note:** The hours listed here are ballpark estimates to help you budget for hiring a designer for the design phase of a project. The design fees are for the design only and do not include procurement, site checks, project coordination, or any deficiencies that may come up. Our pricing is not based on these numbers, and each project is custom quoted. This will, however, help you decide if a designer is an option for you.

‘HOW MUCH DOES FURNISHING COST?’

Design fees for furnishing projects are custom quoted based on your individual project, as pricing varies widely depending on the number of new pieces we are sourcing, the number of existing pieces we need to catalogue and incorporate in the design, space planning options, and visualization needs (among other things). That said, design fees typically fall between 10-20% of the total furniture cost, with approximately half of the time allocated to the design development phase and the other half to procurement, product and project coordination, and installation.

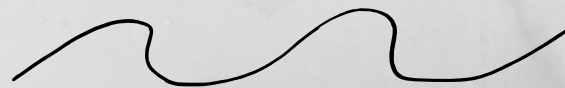
The furnishings themselves are also custom quoted, as many factors impact the price of a piece, including its size, finish, quality, and any customization involved. However, on the following pages you will find room guides with price estimates for common furniture pieces to give you an idea of the cost of furniture (hint: it is not what it used to be).

In addition to the furniture itself, always assume an additional 15% to cover freight, shipping, storage, and delivery.

Depending on your project, additional installers or handymen may be needed for tasks like hanging art and mirrors or assembling furniture (not included in the following room estimates)

STYLING & DECOR

We recommend setting aside a decor budget of at least **10%** of the total furnishing investment.



FURNITURE QUALITY



Entry-level retail

Retail Examples: Structube, IKEA, Homesense, Bouclair, Urban Barn, The Brick, Ashley Furniture



Mid-range retail /
Entry-level designer wholesale

Retail Examples:
Crate & Barrel, EQ3, West Elm, Ethan Allen, Pottery Barn.



Luxury retail /
Mid-range designer wholesale

Retail Examples: Restoration Hardware, Roche Bobois, Montauk, Anthropologie, Rove.



Custom-made or premium

Examples: Antiques, hand-made case goods and reclaimed wood furniture, COM fabricated upholstery.

****Please note:** The prices listed here are ballpark figures to help you budget your project.

** Our pricing is not based on these numbers. These prices also do not include design time, procurement, freight, installation, or any additional hours related to design projects.

Living Room

FURNITURE INVESTMENT GUIDE

Item	Quantity	Budget	Mid-range	High-end	Custom/ Premium
Sofa	1	\$3,000	\$6,000	\$9,000	\$12,000+
Love Seat	1	\$2,000	\$4,500	\$6,000	\$8,000+
Armchair	1	\$1,000	\$1,500	\$3,500	\$6,000+
Ottoman / Bench	1	\$450	\$1,200	\$2,500	\$4,000+
Coffee Table	1	\$1,000	\$1,500	\$3,000	\$5,000+
End Tables	1	\$250	\$500	\$1,500	\$3,000+
Media Storage	1	\$800	\$2,200	\$5,000	\$8,000+
Floor Lamp	1	\$450	\$700	\$1,200	\$3,000+
Table Lamp	1	\$150	\$450	\$1,000	\$2,000+
Area Rug (9 x 12)	1	\$300	\$2,500	\$6,000	\$15,000+
Drapery	2 Panels	\$100	\$2,000	\$5,000	\$10,000+
Window Blinds	6x5' window	\$500	\$1,000	\$3,000	\$6,500+
Total		\$10,000	\$24,050	\$46,700	\$82,500

Dining Room

FURNITURE INVESTMENT GUIDE

Item	Quantity	Budget	Mid-range	High-end	Custom / Premium
Dining Table (for 8)	1	\$1,000	\$2,500	\$6,000	\$8,000+
Host Chair	2	\$500	\$1,200	\$2,000	\$4,000+
Dining Chairs	4	\$400	\$1,200	\$3,000	\$6,500+
Buffet / Sideboard	1	\$500	\$1,500	\$3,000	\$8,000+
Chandelier	1	\$450	\$1,500	\$4,000	\$7,000+
Area Rug (8 x 10)	1	\$500	\$1,500	\$4,000	\$10,000+
Drapery	2 panels	\$200	\$1,500	\$3,000	\$5,000+
Blinds	6x4 window	\$250	\$800	\$1,500	\$2,000+
Total		\$3,800	\$11,700	\$26,500	\$50,500

Kitchen & Breakfast Nook

FURNITURE INVESTMENT GUIDE

Item	Quantity	Budget	Mid-range	High-end	Custom / Premium
Counter / Bar Stools	4	\$800	\$4,000	\$8,000	\$12,000+
Pendant Lights	2	\$400	\$1,200	\$2,500	\$4,000+
Breakfast Table	1	\$600	\$1,800	\$3,500	\$6,000+
Banquette seat	1	\$750	\$1,500	\$3,500	\$7,500+
Console Table	1	\$350	\$1,200	\$2,000	\$5,000+
Server / Sideboard	1	\$850	\$2,300	\$3,800	\$8,000+
Chandelier	1	\$450	\$1,300	\$4,000	\$10,000+
Area Rug Round (8')	1	\$800	\$1,500	\$3,000	\$7,000+
Roman Shade	4x4' window	\$450	\$800	\$1,200	\$1,800+
Total		\$5,450	\$15,600	\$31,500	\$61,300

Primary Bedroom

FURNITURE INVESTMENT GUIDE

Item	Quantity	Budget	Mid-range	High-end	Custom / Premium
King Bed	1	\$1,500	\$3,000	\$6,000	\$10,000+
King Bedding	1	\$350	\$800	\$1,750	\$4,000+
Nightstands	2	\$600	\$1,000	\$3,000	\$6,000+
Table Lamps	2	\$400	\$800	\$2,000	\$5,000+
Floor Lamp	1	\$250	\$500	\$2,000	\$4,000+
Dresser / Tall Chest	1	\$500	\$1,500	\$3,000	\$5,000+
Lounge Chair	2	\$800	\$2,400	\$4,000	\$6,000+
Ottoman / Bench	1	\$450	\$1,000	\$2,200	\$4,000+
Accent Table	1	\$250	\$400	\$650	\$1,000+
Mirror	1	\$300	\$900	\$2,000	\$4,000+
Area Rug (9 x 12)	1	\$1,000	\$2,500	\$4,000	\$10,000+
Drapery & Sheer	4 of each panel	\$800	\$3,500	\$7,500	\$15,000+
Total		\$7,200	\$18,300	\$38,100	\$74,000

Guest Bedroom

FURNITURE INVESTMENT GUIDE

Item	Quantity	Budget	Mid-range	High-end	Custom / Premium
Queen Bed	1	\$800	\$1,500	\$4,000	\$10,000+
Queen Bedding	1	\$200	\$500	\$1,200	\$3,000+
Nightstands	2	\$600	\$1,000	\$3,000	\$6,000+
Table Lamps	2	\$400	\$800	\$2,000	\$5,000+
Dresser / Tall Chest	1	\$500	\$1,500	\$3,000	\$5,000
Accent Chair	1	\$400	\$750	\$1,500	\$3,000
Accent Table	1	\$175	\$350	\$900	\$1,800
Area Rug (8 x 10)	1	\$500	\$1,500	\$4,000	\$10,000
Roller Shade	6x4' window	\$150	\$250	\$400	\$800+
Total		\$3,725	\$8,150	\$20,000	\$44,600

'HOW MUCH DO MATERIALS COST?'

Wall Coverings

Item	Quantity	Budget	Mid-range	High-end	Premium
Wallpaper (per roll)	1	\$50	\$100	\$250	\$500 +
Feature Wall (panelled)	10x10 sq/ft	\$500	\$1000	\$1500	\$2000+
Feature Wall (paint)	1 gallon	\$40	\$80	\$150	200+

Re-Upholstery

Item	Quantity	Budget	Mid-range	High-end	Custom
Dining Chair seat (1 yd.)	1	\$300	\$450	\$650	\$1000+
Armchair (3 yds.)	1	\$550	\$1,200	\$3,000	\$5,000 +
Sofa (17 yds.)	1	\$1,500	\$2,000	\$6,000	\$10,000 +

Flooring

Item	Quantity	Budget	Mid-range	High-end
Carpet	1 sq/yd	\$2.50	\$4.00	\$6.50
Glue Vinyl	1 sq/ft	\$4.75	\$6.50	\$8.00
Luxury Vinyl Plank	1 sq/ft	\$5.50	\$7.00	\$8.50
Laminate	1 sq/ft	\$4.00	\$5.50	\$7.00
Tile	1 sq/ft	\$8.00	\$15.00	\$25.50
Engineered Hardwood	1 sq/ft	\$8.00	\$11.00	\$15.00

****Please note:** The prices listed here are ballparks to help you budget your project. Trade pricing is not based on these numbers and will typically have a markup. These also do not include sourcing, freight, labour, installation, or any additional hours related to design projects.

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DESIGN INVESTMENT

ARE WE A FIT?

We have services to support many budgets. If you feel more comfortable in the 'budget' product columns, we recommend booking our 'Design Vision Session' or 'Designer for a Day.'

If you are comfortable investing in mid-range, high-end, or custom furniture and materials and see the value in hiring an interior designer please book a complimentary Discovery Call (which will be followed by a 'Design Consultation'), to get started!

BOOK COMPLIMENTARY DISCOVERY CALL



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