



NEW CLIENT QUESTIONNAIRE

Please take a few moments to complete the information requested below.
 Brief answers are fine. Use the back of these sheets if you would like to provide more information.
 Involve your entire household. Have fun telling us about your wants and needs.
 We would like to take full advantage of the time we share together and your input is essential.
 Thank you for your cooperation. All information will be kept confidential. For the best result, try to answer all the questions.

PRIMARY CONTACT INFORMATION:

Date:

Address:		
City:	State:	Zip:

Contact #1	Contact #2
Name:	Name:
Day Phone:	Day Phone:
Evening Phone:	Evening Phone:
Fax:	Fax:
Cell:	Cell:
E-Mail:	E-Mail:

How would you prefer to be contacted? (Check all that apply)

Work Phone
 Home Phone
 E-Mail
 Cell
 Day Phone
 Evening Phone

Part #1 HOUSEHOLD INFORMATION

House square footage: _____ Age of house: _____ # Bedrooms: _____
 # Baths: _____

How long have you lived in your home and how long do you plan to live there?

Do you have plans for the future use of your residence? (Will your rooms need to serve different functions in the future for any household members?)

Household Members:



Please provide us with the names of the members of your household and what needs they have for space, work, study or special needs. Please include ages of each child.

Name	Work, Study, Space, Special Needs	Birthday
Example: Stacy, 10	Will soon need own room or study space, needs better lighting in bedroom	May 15

Do you anticipate changes for any Household Members: (i.e. College, retirement, etc.) within the next 2-3 years?

Explain: _____

Do you have pets in household? Please list type, age, special needs:

Special Considerations – Check any that apply:

Disabled, elderly or young children in the home?

Are occupants daytime sleepers?





LIFESTYLE

ENTERTAINING:

Our entertaining style is:

- Formal
- Informal
- Combination or Both

We entertain:

- 1-2 times/week
- 1-2 times/month
- 1-2 times/year

Average # guests:

- 1 – 6
- 7-12
- More than 12

Average guests ages:

- Adults
- Teenagers
- Children
- All ages

Entertaining Type:

- Meals
- Music
- Games
- Watching TV

Other _____

MEALS:

What cooking facilities are required? **Circle one**

Average Above Average Elaborate

Does more than one person cook at a time? Yes / No

Where do you eat your meals?

- Dining Table
- Kitchen Counter
- Kitchen Table

Family Room Other _____





MAINTENANCE:

How many hours per week will be devoted to cleaning and/or maintenance of your home?

Do you have professionals clean your home? Yes / No

If yes, how often? _____

HOBBIES:

Do the household members share common time around the home together?

Yes / No

If yes, is an area needed to accommodate you? Yes / No

Explain: _____

Do you have any collections? Yes / No

If yes, please list- _____

Are any collections on display? Yes / No

If you circled yes, would you like to display your collection? Where?

Hobbies:

Reading TV/ Home Theater Crafts/ Sewing

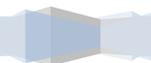
Entertaining Music Sports Cooking

Other _____

What are your technical needs?

Computers Surround Sound Other _____

Wireless DSL/Satellite Home Theater





Are you looking to create a children's play area? Yes / No

HOME OFFICE:

Does any household member work from home? Yes / No

If yes, are there any special needs (i.e., lighting, soundproofing, computers, etc.)?

Is there a designated area for working in your home ? Yes / No

Is additional lighting needed?

If yes, locations _____

- Bathroom Office Living Room Family Room
 Bedrooms Kitchen / Nook Other _____

STORAGE

- Multipurpose Furniture
 Hidden Storage (for clutter issues)
 Closet Storage / Organizers

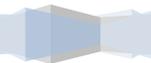
VACATION TIME:

We stay at home for our rest/relaxation:

- All the time Some of the time Rarely

We travel for our vacations: We travel for our vacations:

- All the time Some of the time Rarely





We travel for our vacations:

- All the time Some of the time Rarely

Part 2	PROJECT INFORMATION
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Person(s) responsible for project decisions: _____

What is the budget for your project?

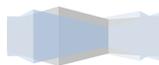
- \$5,000 – 10,000 \$10,000 - \$30,000 \$40,000 - \$90,000
 \$100,000 – \$200,000 Other _____

The project is to be done: All at one time In Stages

Will occupants be home during project/construction for access?

If not, will you authorize neighbors or designee to provide access?

Priorities:





Please “X” the rooms to be included in the project. If the project will be done in stages, please indicate the order of the work by writing a number in the box to show the order (1= first, 2= second, etc.)

<input type="checkbox"/> Entry Hall/ Foyer	<input type="checkbox"/> Formal Living Room	<input type="checkbox"/> Family Room
<input type="checkbox"/> Family Room	<input type="checkbox"/> Formal Dining Room	<input type="checkbox"/> Kitchen
<input type="checkbox"/> Nook	<input type="checkbox"/> Office	<input type="checkbox"/> Master Bedroom
<input type="checkbox"/> Master Bathroom	<input type="checkbox"/> Hall Bath	<input type="checkbox"/> Laundry Area
<input type="checkbox"/> Guest Bathroom	<input type="checkbox"/> Bedroom #2	<input type="checkbox"/> Bedroom #3
<input type="checkbox"/> Bedroom #4	<input type="checkbox"/> Home Theater / Media	<input type="checkbox"/> Outdoor Kitchen
<input type="checkbox"/> Outdoor Living Area	<input type="checkbox"/> Other	

What kind of enhancements are you considering? (Please check all that apply))

<input type="checkbox"/> Furniture	<input type="checkbox"/> Flooring	<input type="checkbox"/> Re-upholstery
<input type="checkbox"/> Remodel Kitchen	<input type="checkbox"/> Window Treatments	<input type="checkbox"/> Remodel Bathroom
<input type="checkbox"/> Window Replace/ Changes	<input type="checkbox"/> Artwork, Mirrors, etc.	<input type="checkbox"/> Appliances
<input type="checkbox"/> Interior Paint	<input type="checkbox"/> Accents	<input type="checkbox"/> Plumbing Fixtures
<input type="checkbox"/> Exterior Paint	<input type="checkbox"/> Space Planning	<input type="checkbox"/> Room Addition
<input type="checkbox"/> Wallpaper	<input type="checkbox"/> Murals	<input type="checkbox"/> Lighting
<input type="checkbox"/> Wall Finishes	<input type="checkbox"/> Color Scheme	<input type="checkbox"/> Other



What is your favorite room in the house? _____

Why? _____

What don't you like about your current home? _____

Why? _____

What part of your house do you use the most? _____

What part of your house do you use the least? _____

Are there any pieces of furniture, window, wall or floor coverings that must stay, and be worked into the new plan?

Please explain:

Are there any items that **MUST GO**?

Please explain:

How involved do you wish to be in this project: (Please check)

- Very involved (Call you with details and updates daily or weekly)
- Involved – Focal Point Interiors Plus, LLC to act as project manager (Keep you updated with install dates, deliveries, work schedule etc.)
- Minimally involved – don't call until everything is ready to install
- Other: _____





What style are you seeking to achieve? [See Style Photos on pages to follow]

<input type="checkbox"/> Tuscan	<input type="checkbox"/> Mediterranean	<input type="checkbox"/> French Country
<input type="checkbox"/> Mission style	<input type="checkbox"/> Asian	<input type="checkbox"/> Southwestern
<input type="checkbox"/> Beach Cottage	<input type="checkbox"/> Early American	<input type="checkbox"/> Industrial
<input type="checkbox"/> Old World	<input type="checkbox"/> Art Deco	<input type="checkbox"/> Country Cottage

Do you and your partner's style preferences agree? Circle Yes / No

Comments: _____

The following questions are designed to provide us with a general description of your likes and dislikes regarding your personal style:

Select from the following to describe your preference in fabric: (Check all that apply)

<input type="checkbox"/> Paisley	<input type="checkbox"/> Stripe	<input type="checkbox"/> Plaid	<input type="checkbox"/> Toile	<input type="checkbox"/> Silk
<input type="checkbox"/> Sheer	<input type="checkbox"/> Leather	<input type="checkbox"/> Bold Pattern	<input type="checkbox"/> Suede	<input type="checkbox"/> Velvet
<input type="checkbox"/> Subtle Pattern	<input type="checkbox"/> Satin	<input type="checkbox"/> Cotton		

Patterns you truly dislike, if any _____





Preferences of Color: (Check all that apply)

<input type="checkbox"/> Whites	<input type="checkbox"/> Oranges	<input type="checkbox"/> Blues	<input type="checkbox"/> Pastels
<input type="checkbox"/> Blacks	<input type="checkbox"/> Reds	<input type="checkbox"/> Jewel Tones	<input type="checkbox"/> Grays
<input type="checkbox"/> Burgundies	<input type="checkbox"/> Navy Blues	<input type="checkbox"/> Neutrals	<input type="checkbox"/> Beiges
<input type="checkbox"/> Pinks	<input type="checkbox"/> Powder Blue	<input type="checkbox"/> Earth Tones	<input type="checkbox"/> Tans
<input type="checkbox"/> Aquas	<input type="checkbox"/> Warm Colors	<input type="checkbox"/> Pale Yellow	<input type="checkbox"/> Eggplant
<input type="checkbox"/> Mint Greens	<input type="checkbox"/> Subtle	<input type="checkbox"/> Yellows	<input type="checkbox"/> Lavender
<input type="checkbox"/> Olive Greens	<input type="checkbox"/> Bright	<input type="checkbox"/> Peach	<input type="checkbox"/> Purples
<input type="checkbox"/> Forest Greens	<input type="checkbox"/> Cool Colors	<input type="checkbox"/> Bold	<input type="checkbox"/> Greens
<input type="checkbox"/> Teals	<input type="checkbox"/> Other		

Colors you dislike? _____

Do you have a color theme in mind? Yes No

Please Describe: _____

Are there types of flooring you prefer? (Please check all that apply)

<input type="checkbox"/> Hardwood	<input type="checkbox"/> Carpet	<input type="checkbox"/> Laminate
<input type="checkbox"/> Natural Stone	<input type="checkbox"/> Concrete	<input type="checkbox"/> Tile
<input type="checkbox"/> Combination	<input type="checkbox"/> Bamboo	<input type="checkbox"/> Cork



Are there types of window treatment you prefer? (Please check all that apply)

<input type="checkbox"/> Custom Draperies	<input type="checkbox"/> Blinds	<input type="checkbox"/> Sheers
<input type="checkbox"/> Shutters	<input type="checkbox"/> Room Darkening	<input type="checkbox"/> Curtains
<input type="checkbox"/> All Fabrics	<input type="checkbox"/> Natural Materials	<input type="checkbox"/> Metal
<input type="checkbox"/> Shades	<input type="checkbox"/> Other	<input type="checkbox"/> Combination

Do you need sun control or privacy with your window treatments?

Yes No

Additional information regarding preferences: _____

Have you ever hired an interior designer before? Circle Yes / No

If yes, when did this take place, and were you pleased with the experience and the results:

The following pages include style photos to use as a reference only when answering the second question on **Page #9**. These photos are not representation of Focal Point Interiors Plus, LLC. They are merely to indicate arm styles, turnings, and other materials which are generally used for a particular period or non period furniture style. Please note all furniture styles can be dressed up or down, formal or informal and can

Thank you for your input. We look forward to serving you with your design needs.

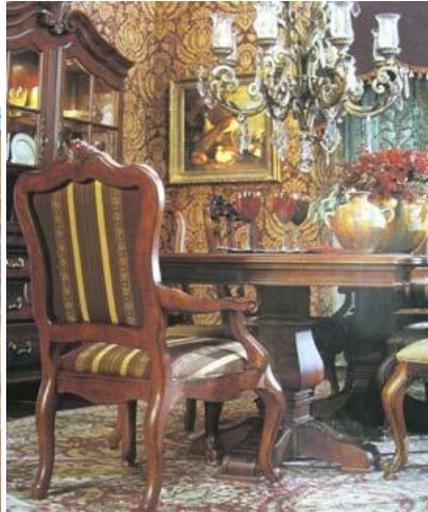
You may fax or mail us

pages 1-12





Tuscan



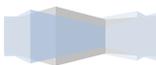
Tuscan interiors feature a rustic, sun-baked look characterized by crumbling stone patios, simple and sturdy furnishings with elegant iron accents, terra-cotta tiles, textured wall finishes, elegant, detailed murals and *trompe l'oeil* designs. Here's how the Tuscan style breaks down:

Colors: The rustic Tuscan color palette leans heavily on earthy, unpretentious hues evocative of a Tuscan hillside.

Floors: Terra-cotta tiles, stone with mosaic inlay and worn wood covered with antique rugs are all ways to bring a Tuscan look down to the floor.

Accents: Wrought-iron accessories such as candle sconces and light fixtures can reinforce the rustic theme. Other appropriate accessories include painted ceramic objects and tile to bring color and vitality to the design.

Architecture: Rough plaster walls often soar to a rustic beamed ceiling. Windows are simple and left bare to take advantage of unfiltered natural light.





Old World



The outstanding characteristics of Old World style are the sense of history, the grandness of space, and feeling of comfort it gives to this most private of rooms. Experts Michael Gillick and Gil Shapiro of Urban Archeology share more about the elements of this timeless style.

- Old World style often starts with the bones of the room: the architecture. Detailed ceilings and woodwork, period windows, columns and arches create a grand shell.
- This style relies on natural elements with timeless appeal, notably wood and stone, which can be used for any surface. This translates into wood cabinets, wood flooring, elaborate wood trim, and stone tiles and slabs used for flooring, walls, and countertops. There's no trace of manufactured surfaces such as stainless steel or laminate.
- Stone surfaces can be polished and pristine, or they can be honed and distressed for a comfortable, timeworn look. Tumbled marble and ceramic tiles with a crackled finish and irregular edges are perfect choices.
- Walls, furniture and accessories with a distressed or faux finish are wonderful companions to the natural surfaces.
- The grandness of the space encourages luxurious touches such as hanging oversize mirrors and hanging or otherwise displaying lots of towels. Even the newly fashionable large shower heads, popular 100 years ago, are in keeping with the large-scale feel.
- By tiling a modern whirlpool tub, it gets an Old World look.
- The choice of lighting is important. Sconces and chandeliers with metal finishes are more appropriate than recessed cans.





Mediterranean



This style originated in countries north of the Mediterranean Sea, including Spain, Greece and Italy, and is often referred to today as "Spanish modern." Mediterranean-style furniture ranges from simply functional to extremely formal. Pieces are short, with ornately turned legs and feet; hardware is heavy and often burnished. Walls are predominantly textured. A bullnose edge is a common design detail on countertops and fireplace mantels. Here's how the style breaks down:

Colors: Mediterranean colors echo those of the sea and sky and, depending on the region, can also include warm terra cotta, lavender and yellow.





Tile: Mosaic tile designs embody the beauty of a Mediterranean interior. Bring the designs into your home on the floor or a kitchen backsplash or on something you can take with you if you move, like a mirror frame or a tabletop. You can also simulate the look of tile with a stenciled mosaic border on [floors](#), walls or furniture.

Accessories: Burnished bronze urns, filigree light fixtures and a wrought-iron fireplace screen exemplify a Mediterranean look with a Moroccan influence.

Texture: Layers of paint and glaze are hand-rubbed onto plaster or sand-textured walls to add visual depth. Simulate the look of a plaster wall with a textured finish using tinted drywall compound and colored beeswax.

Country Cottage:



Use calming pastel colors, pretty florals, and vintage home accessories to give your home cozy, cottage style.

What is cottage style? It's relaxed, perhaps a little shabby chic, with timeworn and much-loved decorating elements. A cottage is a vacation place, somewhere cozy, comfortable and eclectic. Your cottage home reflects your region, whether it's a beach cottage, a cabin in the woods or an urban historic neighborhood.

Recognizing Cottage Style

Cottage style is more about atmosphere than following decorator trends. The look is unpretentious and organic, as if the elements came together in the course of daily living rather than being artfully arranged. It is comfortable, romantic and even a little bit country.

Cottage decorating is about simplicity. The look is informal and doesn't rely on expensive antiques or pricey materials. Quite the opposite, in fact, which is good news for anyone





decorating on a budget. It is easy to create a cottage look by breaking down the decorating elements.

Colors

Think light, airy, faded colors. Electric blue or blazing red? Not cottage, except perhaps as small accents. Pale green and sun-washed beige are cottage.

As much as possible, carry these color themes throughout your home in fabrics, paint and accent pieces. Floral, country-themed wallpaper is cottage, as are muted faux finishes and simple stencils.

Flooring

Think of wood floors, natural, painted or even whitewashed. Natural flooring like tile and slate is also cottage. Floor coverings in natural, nubby fabrics, like hand-woven or braided rugs and sisal mats, will make a room look warm and homey.

Hand-painted or stenciled canvas floor coverings are distinctive and practical. Many online retailers carry them, or you can make your own quite inexpensively.

Furniture

Sleek Art Deco or expensive antiques are not cottage. Simply styled whitewashed or painted wood furniture, old wrought iron and light wood furniture are cottage.

Estate sales and country antique stores are wonderful resources, and you won't have to spend a lot of money. Choose simple, practical, pleasing furniture in natural materials like wood and wicker. The more naturally and gently aged, the better.

Want to create your own cottage furniture? Inexpensive pieces of furniture can be whitewashed with thinned white paint. Another technique is to paint furniture with several layers of different colored paint, then use a fine sanding pad to distress it at wear points like corners and edges. Most paint stores will sell crackle glaze, which will also give your furniture an antiqued appearance within hours.

If you have the space, outdoor furniture like Adirondack chairs or wrought-iron stools are really interesting accent pieces when brought indoors. Cozy up furniture with throw pillows and quilts. Remember Grandma's lace doilies? They're very cottage.

Fabric and Prints

Mix it up. Lace, small florals and bold prints can be liberally combined in the same room. Remember that you're not going for a decorator look but an eclectic, sunny jumble. As long as you don't use too many bright colors and strong prints together, the effect will be homey instead of overwhelming.





Window Coverings

Forget heavy drapes and metal mini-blinds. No tassels, no heavy valances and no velvet swags are allowed.

Natural or painted wood blinds and shutters work. So do airy lace curtains that let the sunlight filter in pretty patterns. Tab-top curtains in light, natural colors on wood or wrought iron rods are also good. Simple gingham or striped drapes, muted florals (think faded cabbage roses or lilacs) and natural fabrics like burlap or jute all lend cottage charm to window treatments.

Decorative Cottage Accent Pieces

Here is where you can really let your creativity run wild.

- **Collections.** Collections of old china plates, milk glass and just about anything vintage you enjoy collecting can be displayed. How about antique metal milk jugs or a collection of vintage gardening tools? If these items can be showcased, go for it. They will add charm and make your home unique.
- **Vintage frames.** Instead of using new store-bought frames for family photos, browse garage sales and antique stores for vintage frames.
- **Flowers.** No cottage style room is complete without fresh or dried flowers. Try floral arrangements in whimsical containers like china milk jugs or old baskets. African violets and other indoor-blooming florals can be tucked on sunny windowsills or tables.
- **Vintage posters.** Look for vintage advertisements and posters for your walls. Used bookstores and online auction sites like eBay are great places to find inexpensive prints and ads.
- **Folk art.** Anything made by nonartists can qualify. Hand-carved figurines, bottles covered with glued-on seashells or the ubiquitous "ducks flying across a sunset" oil painting are all very cottage.
- **Old lamps.** Old lamps with light fabric shades are definitely cottage. Vintage floor and table lamps can be rewired very easily.

Whether you live in an actual cottage or a new condominium, it is not difficult to get that comfortable cottage-style effect with just a little creativity.



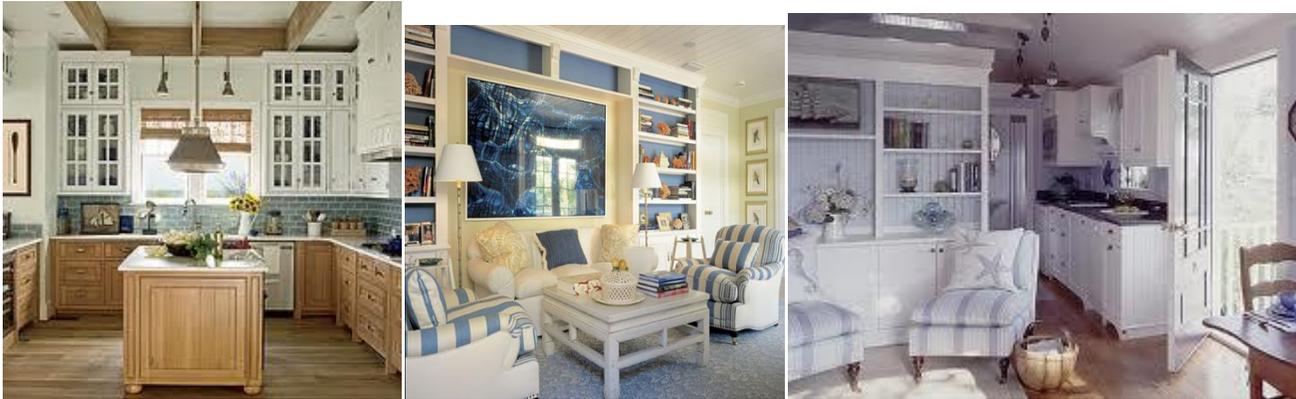
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Beach Cottage



Goes hand and hand with the cottage country cottage, but with a bit more influence on the water. This style is easy to keep clean and the blue colors used look best with the amount of sun at the beach. Pastels in any color really capture this style splendidly.

Costal décor is classified by the breezy, fresh and clean tones found in its nautical prints, white washed wood, and sea grass rugs. You don't have to live on the water, however, to embrace coastal living. Coastal interior design creates a modern yet relaxed atmosphere that is transitional and simple enough to work in a city townhouse or summer lake cottage.

French Country



French Country is elegant without being fussy. Slipcovers, antiques, toile fabrics, and cast iron light fixtures, all encompass French Country.

There are many French styles from a more sophisticated, lavish style to French provincial or country style. This would be defined and clarified. But for simpler definitions we will look only at the French country Style for now.

Before the phrase 'French Country Style' the general look of rural France used to be called French provincial, acknowledging the rural and sunny region of Provence, with its rustic textures, rich colors and almost primitive furnishings.

By association all of rural France was referred to as French Provincial, but France is a huge country with different regional, historical and social influences.

- **Regional:**

The northern regions being much cooler have different landscapes and play of natural light from the northern skies resulting in the use of paler colors - in complete contrast to the rich and vibrant colors of warm and sunny Provence.

- **Historical:**

Life was very simple and somewhat primitive for the peasant farmers in Provence, unlike the country towns up north who thrived on the commerce of the local industries, resulting in a new up-and-coming wealthier middle class, with some acquiring homes in the surrounding countryside. Furthermore, events and trends which happened up north, closer to the capital of Paris, took a long time to filter down south. When France's golden age arrived in the 18th century the peasant farmer's lifestyle remained relatively unchanged, even after the French Revolution in 1789 and beyond.

- **Social:**

Society too had its influence, ranking country homes as *Manoir*, *Maison Gentilhomme*, *Maison de Maitre* and *Maison Bourgeois* - all being above that of the simple, working farmhouse and cottage.



It became inevitable that chateau style living would eventually filter down to the middle class manors - it was here where the pared down furniture of the country would meet the fine embellishments of the chateau.



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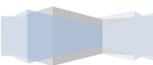
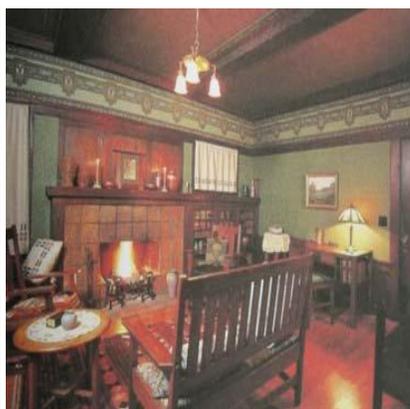
Today French Country is a 'catch all' phrase for all of rural France, merging northern and southern regions - from the rustic farmhouse or cottage to the more refined manor.

A casual style with a subtle crossover - where the beauty and simplicity of rustic France meets the refined living of the French chateau.

Early American



Mission



Focal Point Interiors



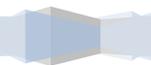
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South Western



Industrial / Modern



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Asian

