

LABODE

HOME INVESTMENT GUIDE

BUDGETS

ROOM BY ROOM

RENOVATION ADVICE

AND MISTAKES TO AVOID

INVESTMENT GUIDE

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HOME INVESTMENT GUIDE

How to invest wisely, avoid costly mistakes and create a home you'll love.

A practical guide to planning your renovation or room redesign with confidence.

By Bonny Phillips
Founder of LABODE Virtual Interior Design





WELCOME

BEFORE YOU SPEND A SINGLE POUND...

Planning a home renovation or redesign is exciting, but it can also feel overwhelming. With endless inspiration online, advice from friends and family, and countless decisions to make, it's easy to feel unsure about where to begin.

Many of the clients who come to me have already spent months, sometimes years, collecting Pinterest boards, saving Instagram posts and imagining what their home could become. They know they want something beautiful, but they don't yet have a clear plan for getting there.

One of the biggest misconceptions is that interior design begins with choosing paint colours or buying furniture. In reality, the most successful homes begin with thoughtful planning.

This guide has been created to help you take those first steps with confidence. Whether you're updating one room or renovating your entire home, I hope this helps you move forward with clarity and excitement.



What does a beautiful home really cost?

One of the first questions people ask is, "How much should I budget?" The honest answer is that every project is different. The size of the room, the quality of finishes, whether you're renovating or simply redecorating, and how much existing furniture you're keeping will all influence the final cost.

Rather than thinking about what something costs, I encourage clients to think about what they're investing in. A thoughtfully designed room isn't simply a collection of furniture and colours. It's a space that supports your lifestyle, functions beautifully and continues to work for you for many years.



TYPICAL INVESTMENT RANGES

Living Room	£8,000 – £20,000+
Main Bedroom	£5,000 – £12,000
Bathroom	£10,000 – £25,000+
Kitchen	£20,000 – £60,000+

*Figures include furniture, finishes and decorative elements, but will vary depending on specification and the extent of renovation work.

The important thing isn't having the biggest budget. It's understanding where your money will make the greatest difference.

Savvy shopping

One of the most successful ways to create a beautiful home is by mixing investment pieces with more affordable finds.

WORTH INVESTING IN

YOUR SOFA

It's often the most used piece of furniture in the home. A well-made sofa should provide comfort, retain its shape and last for many years.

FLOORING

Changing flooring later can be disruptive and expensive. Choosing a durable, timeless option from the start is usually money well spent.

LIGHTING

Lighting completely changes the atmosphere of a room. A layered lighting scheme using ceiling lights, wall lights and table lamps creates warmth and flexibility throughout the day.

MADE-TO-MEASURE JOINERY

Bespoke storage maximises every centimetre of space and often adds value to your home.

WINDOW TREATMENTS

Well-fitted curtains and blinds soften a room, improve insulation and create a polished finish.



AREAS WHERE YOU CAN SAVE

Accessories can easily be updated over time.

Artwork doesn't have to be expensive to make an impact.

Occasional furniture such as side tables and stools can often be sourced more affordably.

Trend-led décor is usually better introduced through cushions, throws and accessories rather than expensive furniture or fitted elements.

A beautiful home doesn't come from buying the most expensive pieces.
It comes from knowing where quality matters most.

Five costly mistakes I see Again and again

After working with homeowners on renovation and redesign projects, I've noticed that the same mistakes often appear long before construction begins. The good news is that they're all avoidable with a little planning.



1 **BUYING FURNITURE BEFORE PLANNING THE ROOM**
It's tempting to fall in love with a sofa or dining table first, but without understanding the proportions of the room, it's easy to end up with furniture that's either too large or too small for the space.

3 **CHOOSING PAINT COLOURS TOO EARLY**
Paint is one of the easiest elements to change, yet it's often chosen first. It's usually much easier to select colours once your flooring, fabrics and key finishes have been decided.



4 **FOLLOWING TRENDS TOO CLOSELY**
Trends come and go, but your home should feel personal and timeless. I encourage clients to invest in classic foundations and introduce trends through accessories that can easily evolve.

2 **FORGETTING ABOUT LIGHTING**
Lighting is frequently left until the end of a project, when in reality (and to avoid re-wiring) it should be considered from the very beginning. Good lighting influences both how a room functions and how it feels.



5 **MAKING DECISIONS IN ISOLATION**
Every room should relate to the spaces around it. Considering your home as a whole creates a much calmer and more cohesive result.



Why **PLANNING** comes before Pinterest

One of the biggest misconceptions about interior design is that it begins with choosing beautiful furniture or paint colours. In reality, the most successful projects begin much earlier.

Before selecting finishes, I always encourage clients to think about how they live, how they move through their home and how they want each room to feel.

Pinterest is a wonderful source of inspiration, but it can also become overwhelming. Saving hundreds of beautiful images doesn't necessarily create a cohesive home. Those images often feature different architectural styles, lighting conditions, room proportions and budgets.

Without a clear plan, it's easy to fall in love with individual pieces that don't work together.

Planning first allows every decision afterwards to become much easier.

When is the **RIGHT** time to hire an Interior Designer?

Many homeowners believe they should contact an interior designer once the building work has finished.

Ironically, that's often the point when the biggest opportunities have already passed.

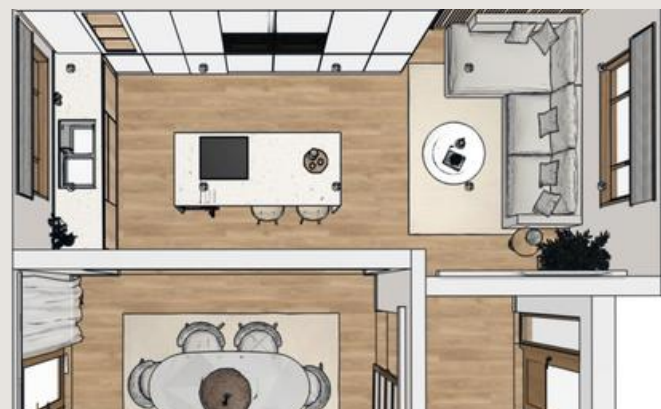
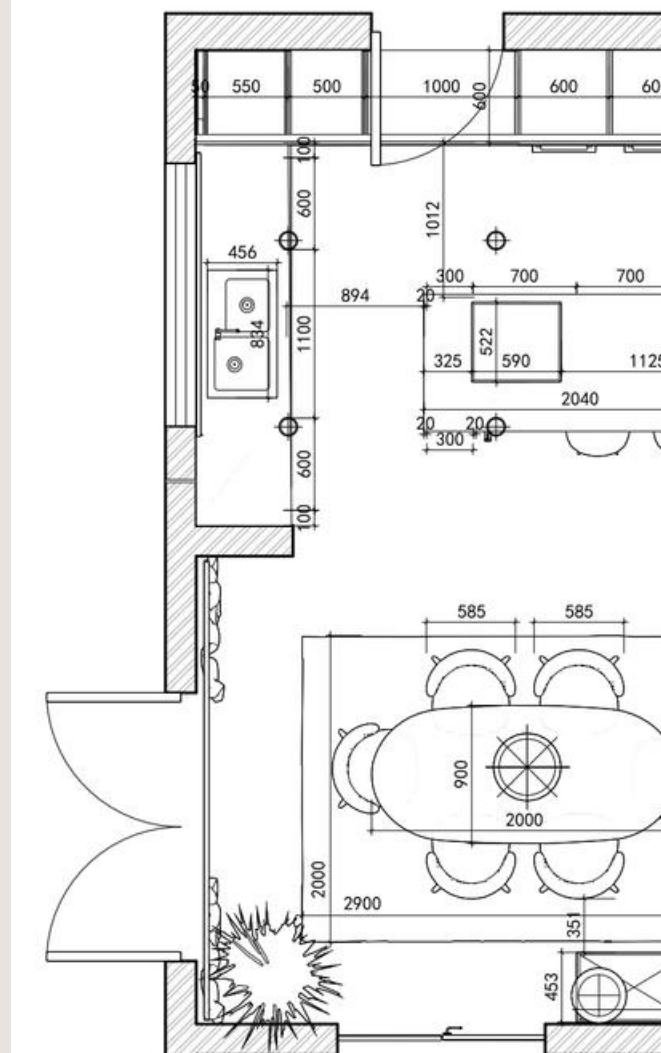
Working with a designer earlier in the process can help you avoid costly mistakes, make better use of your budget and create a home that feels cohesive from the very beginning.

You don't need to have every answer before getting in touch. In fact, many of my clients come to me because they simply know they want their home to feel different but aren't sure where to begin.

GOOD TIMES TO INVOLVE A DESIGNER INCLUDE:

- Before finalising renovation plans
 - Before ordering a kitchen
- Before electrical layouts are agreed
 - Before purchasing furniture
- Before choosing flooring throughout the home

The earlier we work together, the more opportunities there are to shape your home around the way you live.





“Whether we're redesigning a single room or planning a complete renovation, my goal is always the same: to give you the confidence to move forward knowing every decision has been carefully considered.”

Bonny

Every project is different, but the experience is always personal.

Because everything is completed virtually, we can work together wherever you are in the UK.

With my Virtual Design Services, you'll never receive a generic design solution or feel rushed into making decisions. Instead, we take time to understand your home, your lifestyle and the way you want each space to feel.

Throughout the process you'll see your design evolve through floor plans, elevations, 3D illustrations and realistic visualisations that help you understand exactly how your future home could look before making expensive decisions.

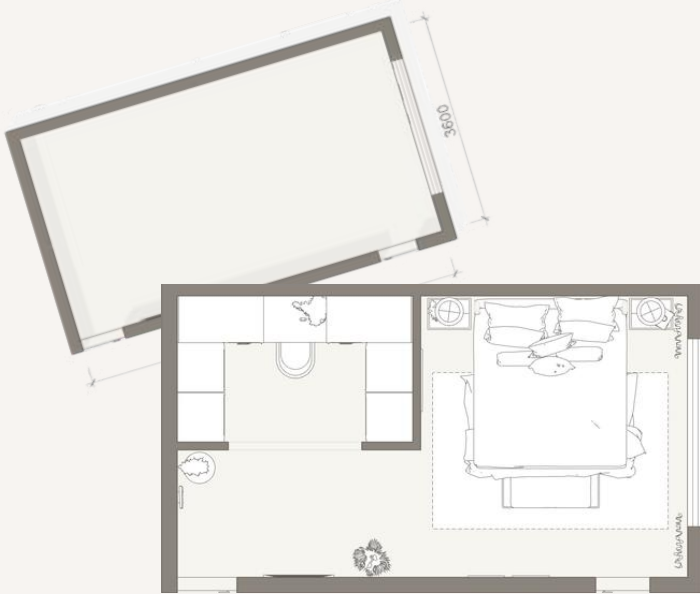
My clients often tell me that seeing their home brought to life is the moment everything finally clicks.

SERVICES to suit your journey

If you haven't worked with a designer before, or simply want to try working with me first, these two foundation packages are where to start. They focus on getting your room layout and design direction right, without committing to the full process. If you decide to upgrade to a Virtual Design service within 60 days, the full amount you've invested is credited toward it.

DESIGN LAYOUT

Perfect if you're struggling with furniture layout or making the best of your space. For example, this was a long narrow bedroom and my client wanted to maximise the space whilst including a walk in dressing area.



DESIGN DIRECTION

Ideal if you need some colour or furnishing inspiration and need help turning your ideas into a cohesive vision. The floorplan is mapped out with placement ideas and a concept board shows how the design pulls together.



For a full design experience, or when you want complete confidence that your vision can actually be brought to life, these are the services built for that. Every room is visualised before a single decision is locked in, so nothing is left to chance once the work begins.

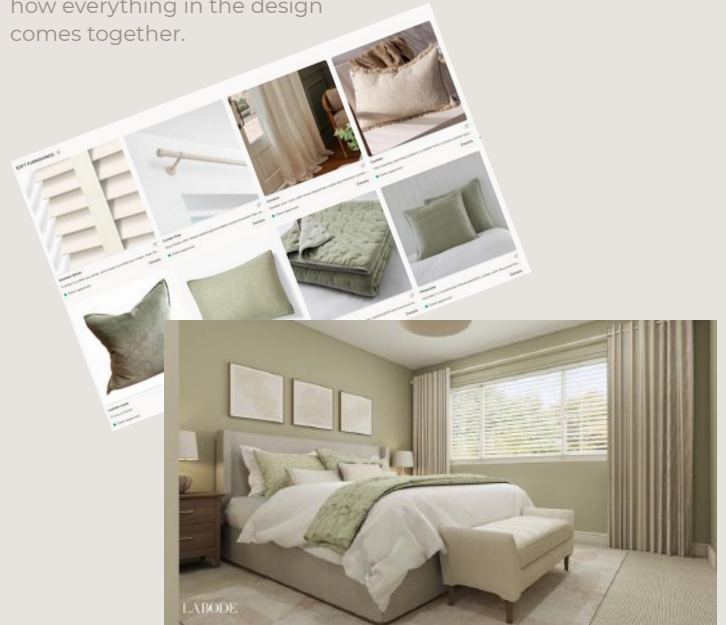
VIRTUAL DESIGN CONCEPT

Perfect for renovations or room updates, this a comprehensive interior design service including floorplans, elevations, concept development, 3D illustrations, realistic visualisations and a full 360 panorama so you can truly understand your space.



VIRTUAL DESIGN CURATION

This includes everything within the Virtual Design Concept together with carefully sourced furniture, lighting, accessories and shopping links ready for implementation. It also includes a 720 panoramic tour so that you can immerse yourself in the room plus a short roaming video which leaves you in no doubt how everything in the design comes together.



What's included in your investment

	Design Layout	Design Direction	Virtual Design Concept	Virtual Design Curation
Onboarding questionnaire	✓	✓	✓	✓
Discovery consultation conducted remotely	-	-	✓	✓
2D Floorplans	1	2	2	2
2D Elevations of chosen floorplan	-	-	✓	✓
Space Planning/Furnishing layouts	✓	✓	✓	✓
Inspiration concept board	-	1	2	2
1 x defined refinement stage	-	-	✓	✓
3D illustrative drawings	-	-	✓	✓
Photorealistic 4K CGI renders	-	-	4	8
3D panoramic render (360°)	-	-	✓	✓
720° panoramic tour (several 360°s)	-	-	-	✓
Video roaming (approx 1 min video)	-	-	-	✓
Moodboards & shopping lists	-	-	-	✓

Investment

Per Standard room (Lounge, Dining, Office, Bedroom)	£195	£495	£1,650	£2,495
3 Standard Rooms or more (per room)	£185	£475	£1,600	£2,425
5 Standard Rooms or more (per room)	£180	£465	£1,575	£2,395
Bathroom	£245	£595	£1,950	£2,795
Kitchen	£270	£670	£2,150	£2,995
Master suite (incl. en-suite & dressing area)	£605	£1,525	£4,350	£6,450
Open plan (incl. kitchen, dining & snug)	£630	£1,600	£4,500	£6,600

Add-ons

Additional 3D renderings	-	-	£200	£200
Moodboard & Shopping List	-	-	£600	Included
Media Wall Design	-	-	£450	£450

Upgrade credit

Upgrade from Design Layout or Design Direction to any Virtual Design service, and the full £195 or £495 already invested is credited. Upgrading from Virtual Design Concept to Curated is quoted individually, based on rooms already completed.

LABODE Design Process

DESIGN LAYOUT & DIRECTION SERVICES

- 1 PURCHASE YOUR SERVICE ONLINE**
The select your room type, number of rooms and proceed to payment.
- 2 COMPLETE THE QUESTIONNAIRE**
The questionnaire will request your basic details, the room(s) requirements and your design goals.

You will also be asked to upload all your photos, videos & measurements of the room(s) as well as details of any existing furnishings including sizes. For Design Direction, it's also very helpful if you share any inspirational images or invite us to your Pinterest board to enable me to clearly understand your vision.
- 3 DESIGN PROCESS**
Leave all of the information with me for up to three weeks, depending on the service you have selected.
- 4 HANDOVER**
You will receive your tailored design package including design tips which will help you implement your new design.

VIRTUAL DESIGN CONCEPT & CURATION SERVICES

- 1 APPLY FOR DESIGN**
Complete your online application with details about your project.
- 2 DISCOVERY CALL**
Once all of this information is received, we will schedule a 20 minute phone call to personally introduce myself and chat through your questionnaire to make sure I have everything we need from you
- 3 LABODE PROPOSAL**
After listening to your outline brief, I provide you with a detailed quotation and package options tailored to your needs.
- 4 APPOINTMENT**
You officially appoint LABODE as your Interior Designer by paying the deposit. We then schedule an onboarding meeting.
- 5 CONCEPT DESIGN**
We initiate the design process, which includes space planning and mood board to ensure you are satisfied with initial concepts.
- 6 REFINEMENT**
To ensure everything meets your expectations, there is one refinement stage. The balance is required to proceed to Design Development.
- 7 DESIGN DEVELOPMENT**
We refine the design into detailed technical drawings, 3D modelling, lighting and final finishes. If 'curation' we include sourcing and specifications of furniture and fittings. We then create final high quality renders, panoramas and video where included.
- 8 HANDOVER**
You will receive a beautifully tailored design package including technical drawings & dimensions, detailed space planning with realistic imagery. Curation will also include all shopping links and a roaming video so you can see exactly how to implement your new design.

What my clients say



"I had spent literally years wondering what to do with our kitchen and dining room. I really did not know where to start - especially as someone who struggled to visualise space. Bonny made it so easy to get started, exploring different ideas and taking the time to talk about the advantages and disadvantages of each. She was extremely patient and understanding and I never felt like anything was too much trouble. The end results are amazing, and I now have a clear idea of how we're going to proceed. It's not just 2D flat drawings either, the 720 degree panoramic tour at the end makes it so easy to visualise the space. Thanks Bonny, you've been brilliant!"

— LISA, OSWESTRY



"Engaging Bonny early in our renovation allowed us to realise design benefits we simply wouldn't have achieved otherwise. Seeing options visualised in 3D — with our furniture in place — gave us real confidence when making big decisions. The process saved us money, avoided compromises, and helped us make choices we wouldn't have considered on our own. Financially it was a fantastic investment, and emotionally it was incredibly supportive. The outcome is beyond my expectations."

— MARK, SHREWSBURY.



"We used Bonny to help us decide on our ground floor layout and visualise different options before knocking down walls. Being able to see several possibilities made the decision so much easier. Bonny really listened and understood what we wanted. We were extremely happy with the service and couldn't have achieved the result without her help."

— HEMAL & REENA, MILTON KEYNES.



"We worked with Bonny on the full interior design of our self-build home, and we honestly couldn't have asked for a better experience. She came on board early while the build was still in progress, and her guidance at that stage was invaluable. From layouts to finishes, she helped us make decisions that we're grateful for every single day. Our project took nearly two years due to delays, and throughout it all Bonny was incredibly patient, supportive, and understanding. The end result is a home that feels beautifully designed, personal, and completely us."

— CHERI, ABERDARE.



"Bonny is the fourth designer I have worked with over three different houses and I think she's the best of them. Great attention to detail, very thorough, and reasonably priced. With Bonny, she is much more fair and transparent. Really recommend."

— SEAN, LONDON



"The 360° virtual tour resulted in us making several key improvements to the design before it was too late. We only wish we had the benefit of this facility at an earlier stage in the project."

— HELEN, ELLESMERE.



Before you contact a Designer

CHECKLIST

- ✓ Do you have a rough budget?
- ✓ Have you collected inspiration?
- ✓ Which rooms are the priority?
- ✓ Are there any existing pieces you'd like to keep?
- ✓ Do you have floor plans?
- ✓ What timescale are you hoping to work towards?

Ready for something new?

Every beautiful home begins with a conversation and a plan.

Whether you're simply exploring ideas or ready to transform your home, I'd love to help you take the next step with confidence.

If you're unsure which service is right for you or have further questions, please get in touch and email bonny@labode.co.uk.

APPLY FOR DESIGN

www.labode.co.uk

