

2022

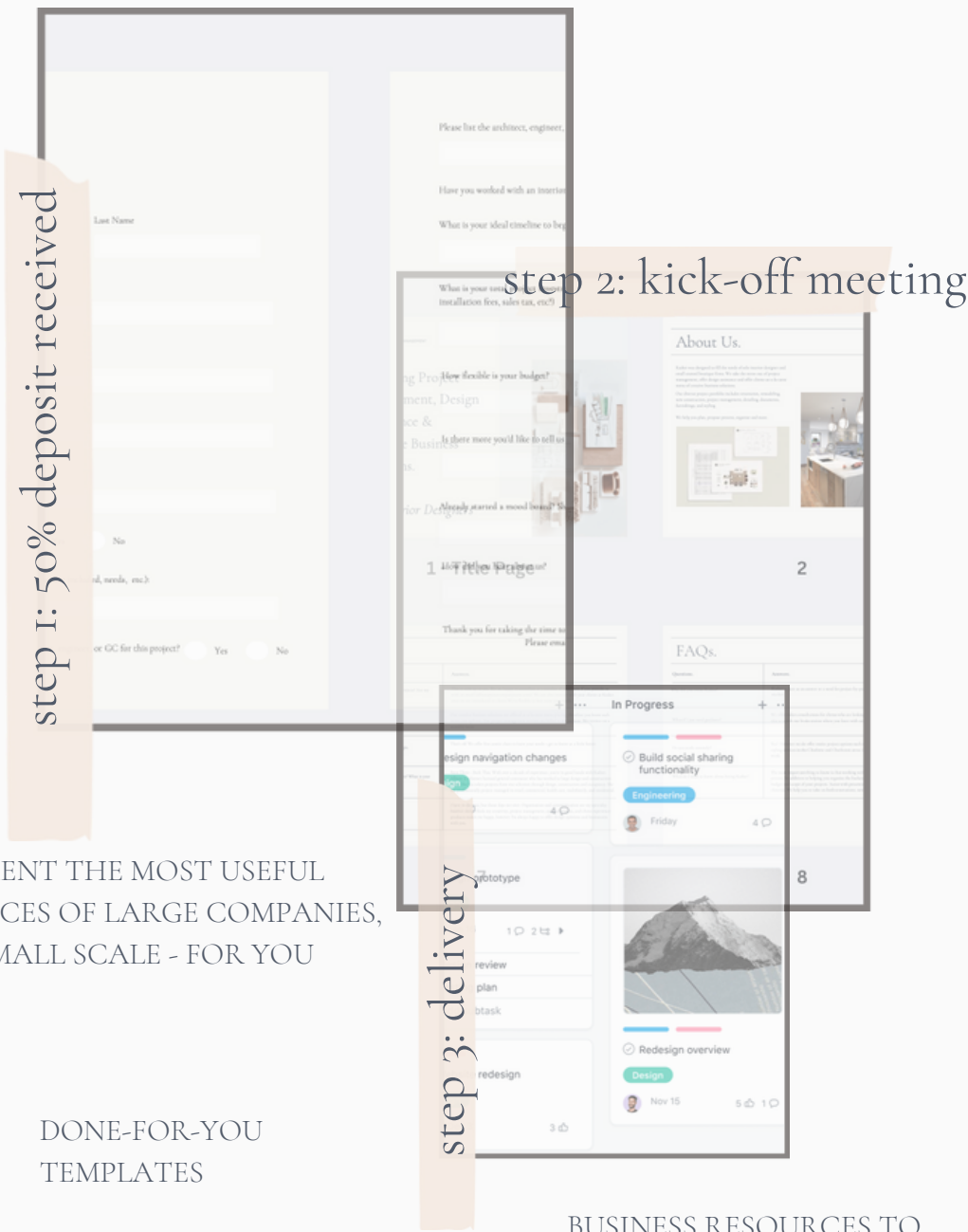
KASHER

M A N A G E M E N T

CREATIVE BUSINESS SOLUTIONS

IT'S SHOPPABLE

The a-la-carte menu



IMPLEMENT THE MOST USEFUL PRACTICES OF LARGE COMPANIES, ON A SMALL SCALE - FOR YOU

DONE-FOR-YOU TEMPLATES

BUSINESS RESOURCES TO STREAMLINE YOUR INTERIOR DESIGN BUSINESS

THE MENU

DETAILS BELOW

THE TEMPLATES:

Design Services & Investment Guide	\$1,250
Welcome Guide	\$1,250
Design Presentation	\$1,250
Goodbye Packet	\$1,250
ASANA Project Management	\$850
Project Bidding / Budgeting	\$500
Project Cost Management Report	\$350

THE RESOURCES:

Design Questionnaire	\$550
Discovery Call Script	\$350
Establish Folder Structure	\$1,250

THE MARKETING:

Instagram Packages:	\$850 per month with a 3 month commitment
Instagram & Pinterest Templates	\$150

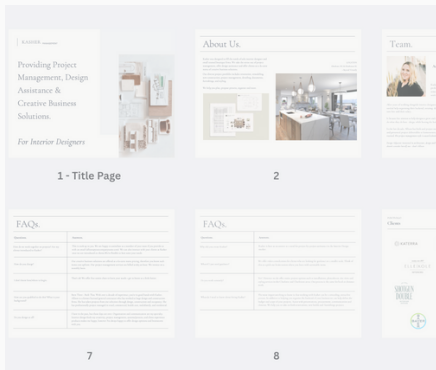
Each menu price includes two revisions & three 30min calls/meetings.

Everything is custom to you and your business.

HUNGRY & READY TO GET STARTED?

Each menu item is clickable to receive your 50% deposit

THE TEMPLATES



DESIGN SERVICES & INVESTMENT GUIDE \$1,250

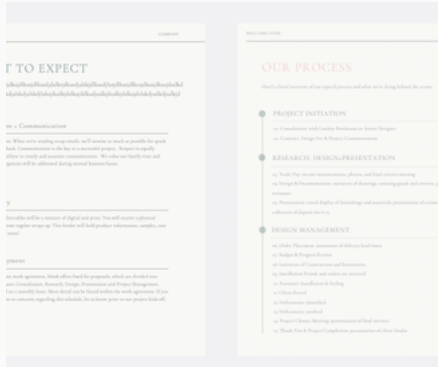
The Why: Convert potential clients into booked clients. This is an introduction to you, your services, an outline of your process, pricing, billing schedule, FAQ's, and more.

The How: This is a highly collaborative experience. Together we work through the details of your business and your approach. Those details are then translated into a fully editable Canva template - custom to you. We create the template with your brand guidelines in mind, using your fonts + colors, becoming a seamless compliment to your business.

The Details: The Design Services & Investment Guide typically includes:

- Cover
- Table of Contents
- Mission Statement
- Meet the Team
- Client Testimonials
- Services + Packages
- Design Process Outline
- Communication Guidelines
- Payments Information
- Next Steps
- FAQ's
- Contact

THE TEMPLATES



WELCOME GUIDE

\$1,250

The Why: The client experience matters - elevate it. This is your client's introduction to you and how you work. This sets expectations, boundaries, and outlines your working relationship together.

The How: This is a highly collaborative experience. You walk me through your process, I absorb the information from a clients perspective, while interjecting my professional experience to force clarity and work through your process from beginning to end. Delivering a fully editable custom Canva template infused with your brands fonts + colors.

The Details: The Welcome Guide typically includes:

- Cover
- Table of Contents
- Meet the Team
- Design Process Outline / What to Expect
- Billing Schedule
- Payment Information
- Communication
- Important Links
- FAQ's
- Contact

THE TEMPLATES



DESIGN PRESENTATION

\$1,250

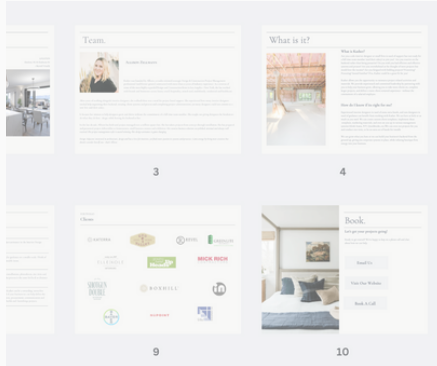
The Why: As the guiding blueprint for the entire project, your presentation should be polished, very detailed and thorough. This should include renderings, specifications, and a detailed budget; all shared alongside the project samples

The How: More is more here. Your custom template will have excess pages that you may or may not need depending on your specific client need. You will be over prepared - we want it that way. You simply edit the template and cater to the needs of your unique project. Your brands fonts + colors are used.

The Details: The Design Presentation typically includes:

- Cover
- Table of Contents
- Project Scope
- Project Concept
- Design by Room
- Budget
- Specifications
- Next Steps

THE TEMPLATES



GOODBYE PACKET

\$1,250

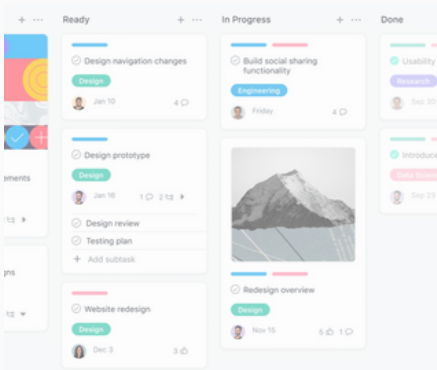
The Why: Client off-boarding - but make it elevated. This document informs clients that their project is complete.

The How: This is years of industry knowledge wrapped into a template that reflects your brand. I outline a place for you to input / drag + drop your clients project information into one beautifully crafted document for them to keep. Leaving a lasting impression of the elevated experience they received.

The Details: The Goodbye Packet typically includes:

- Cover
- Table of Contents
- Thank You
- Product Care Instruction
- Product Warranty
- How to Work Together in the Future
- Highlighting other Services
- Asking for Testimonial

THE TEMPLATES



ASANA PROJECT MANAGEMENT

\$850

Keep you and your team organized. Have a visual snap shot of where you and your projects stand. Asana can be used for task management, a repository of information alongside tasks, files, PDFs, and hyperlinks. Here I create a template for you and build the foundation you want. Complete with step by step instructions, and a video chat with me walking you through the details. Once the template is created and added to your business, if you'd like I can stick around and implement for you - at an hourly rate.



PROJECT BIDDING / BUDGETING

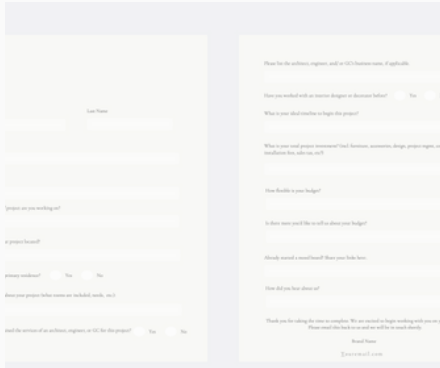
\$500

PROJECT COST MANAGEMENT REPORT

\$350

Years of learning has led to the development of my own project bidding + budgeting tools. I'm sharing that knowledge as an easy to use formatted excel sheet. You can leave this as is or easily edit to tailor to your needs. I've created a project job cost report that captures the project budget as a whole, as well as a break down room by room.

THE RESOURCES



DESIGN QUESTIONNAIRE

\$550

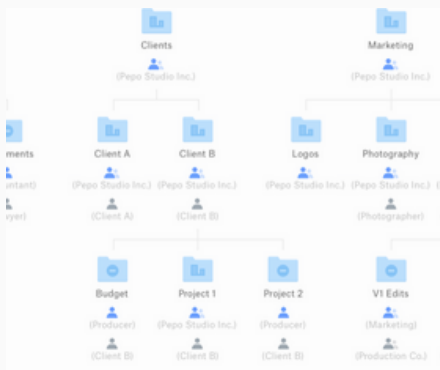
An interactive, comprehensive client questionnaire, gathering all crucial client project details. This can be done as an interactive PDF, google document ready to log captured details or can be done using Acuity or similar and embedded into your website.



DISCOVERY CALL SCRIPT

\$350

This is an opportunity to sell yourself and your services. Show a prospective client what it is like to work with you, what they can expect, this is also an opportunity for you to get to know them and see if you/they are a potential good fit to move forward. The script makes it easy on you, helps you stay organized and prompts you to sell yourself.

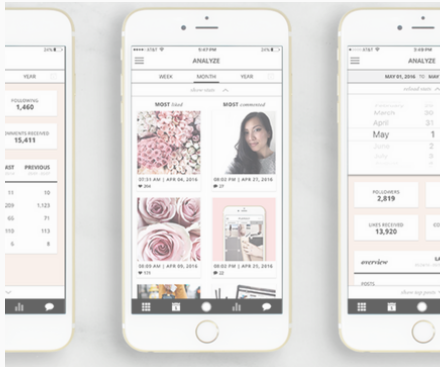


ESTABLISH FOLDER STRUCTURE

\$1,250

Get organized before it's too late. I take my more than a decade corporate tribal knowledge of systems and processes and turn that into your backend. I build your backend and get you organized from the ground up, or I get your business back on the organized track and implement / continue what systems you've developed. I provide you with an outline of how your folders / backend will be structured. This begins as a jumping off point for us to collaborate and customize towards your needs, then this document once finalized serves as the directory and what becomes implemented - by me, for you.

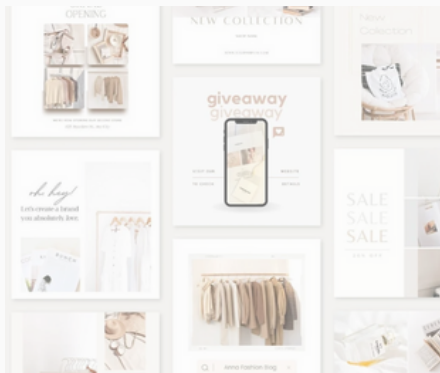
THE MARKETING



INSTAGRAM PACKAGES:

\$850

Four weeks of your content delivered monthly to you in one ready to approve format. Once approved items are scheduled on your behalf.



INSTAGRAM & PINTEREST TEMPLATES

\$150

Easy to use drag + drop templates. If you'd like these templates to be executed on your behalf - completed with your content that can be arranged for an additional fee.

PEOPLE ARE TALKIN...

SPOILER ALERT: I'M GOING TO BE AS OBSESSED WITH NAILING EVERYTHING FOR YOU AS I WAS FOR THEM



Nicole B.

It was such a pleasure working with Allison and her team. Allison really complemented our team, kept us organized, informed and alleviated many stressors for us. We're in love with the way everything turned out.



Jan H.

Hiring Kasher was HANDS DOWN the best money I have ever spent in my biz. Like I couldn't have done so much without you.



Kate P.

Literally 4 weeks ago I had NO idea how to implement my long wish list. You are a magician, woman.



Alex C.

Kasher is what I've always needed but didn't know existed. She is the perfect balance of hype woman/ass kicker and I have a whole new excitement around my design business.

ALL YOUR ?'S ANSWERED

FAQs.

Questions.	Answers.
How do we work together on projects? Are my clients introduced to Kasher?	This is 100% up to you. We are happy to assimilate as a member of your team if you provide us with an email (allison@yourcompanyname.com). We can also interact with your clients as Kasher once we are introduced to clients. We're flexible to best suite your needs.
How do you charge?	Our creative business solutions are offered as a-la-carte menu pricing, therefore you know each items cost upfront. Our project management services are billed at \$65 an hour. We invoice on a monthly basis.
I don't know how/where to begin.	That's ok! We offer free 20min chats to learn your needs + get to know us a little better.
How are you qualified to do this? What is your background?	Been There - Built That. With over a decade of experience, you're in good hands with Kasher. Allison is a former licensed general contractor who has worked at large design and construction firms. She has taken projects from site selection through design, construction and occupancy. She has professionally project managed in retail, commercial, health care, multifamily, and residential.

ALL YOUR ?'S ANSWERED

FAQs.

Questions.	Answers.
Do you design at all?	I have in the past, but those days are over. Organization and communication are my specialty. Interior design feeds my creativity, project management, systems/process, and client experience products makes me happy, however I'm always happy to offer design opinions and brainstorm with you.
Why did you create Kasher?	Kasher is here as an answer to a need for project-by-project assistance in the Interior Design market.
What if I just need guidance?	We offer video consultations - Power Hour! Think of this as a pick our brain session where you leave with actionable items.
Do you work remotely?	Yes! However we do offer onsite project options such as installations, photoshoots, site visits and styling services in the Charlotte and Charleston areas. Our process is the same for local or distance work. <i>We do travel further when requested.</i>
What do I need to know about hiring Kasher?	The most important thing to know is that working with Kasher can be a rewarding, stress-free process. In addition to helping you organize the backend of your business we can help define the budget and scope of your projects. Assist with presentations, procurement, communication and closeout. We help you to take on both renovations, new builds and furnishings projects.

How it Works

HERE IS A VIEW OF OUR ONBOARDING PROCESS

1

Read through this magazine. See what services you think are a good match!

2

All projects start with a consultation over the phone. This is where you tell me your goals, pain points, tasks you wish you could hand off, etc. The end of this magazine will have a direct link to make booking your free call - it's that easy!

3

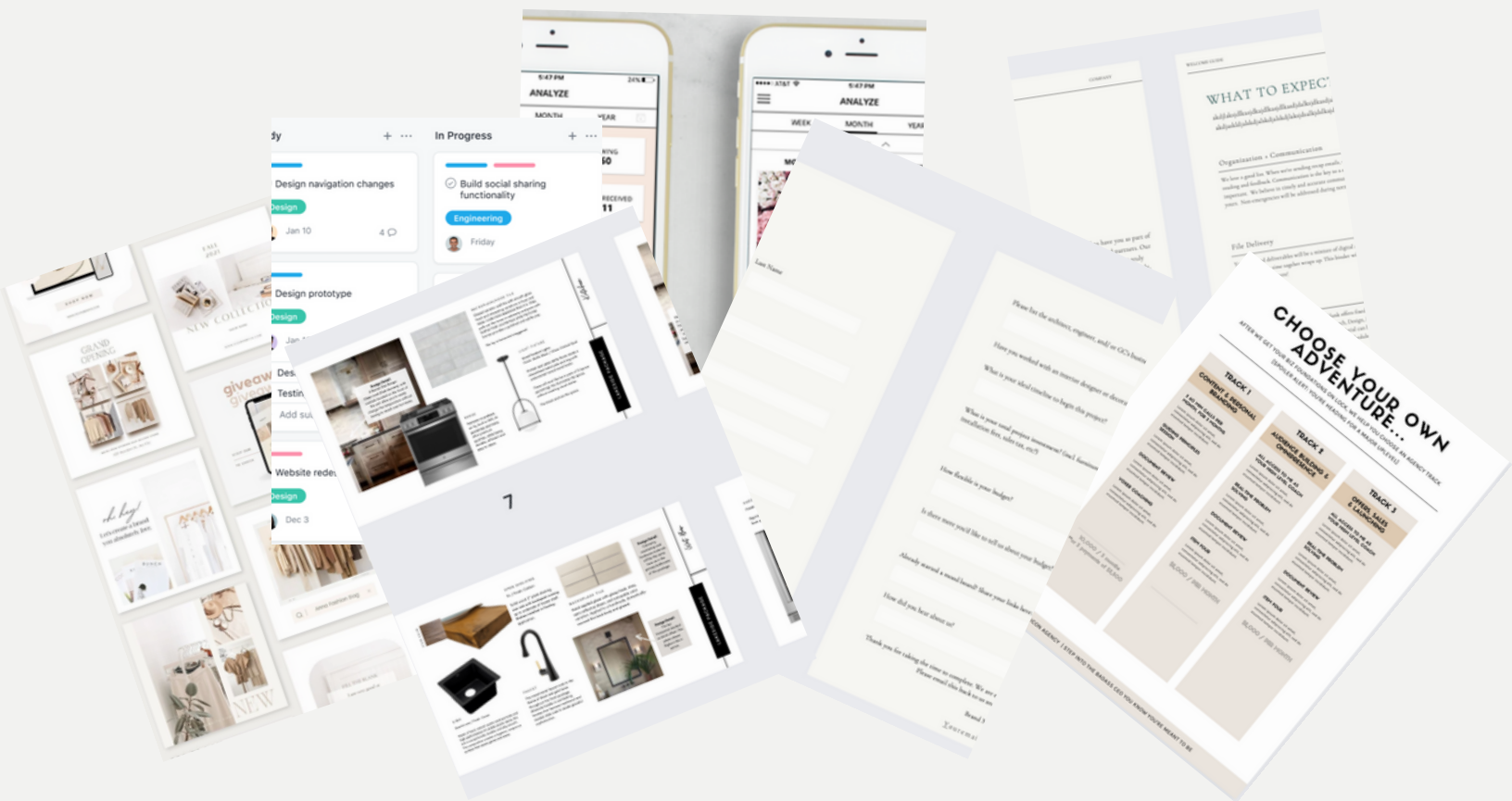
After the consultation we'll work together to find the best service option for your needs and will build a plan forward. A 50% deposit + signed LOA reserves your project slot.

My specialty is project management, systems and processes, and helping you deliver more to your clients in an elevated and efficient way.

READY TO GET STARTED?

"CAN WE SKIP TO THE
GOOD PART?" WHY, YES
WE CAN...





BOOK YOUR FREE 20 MIN DISCOVERY CALL

[Click here to schedule](#)

Whether you need help sourcing product or materials, creating an FF&E schedule, estimating, renderings, or creating and implementing your teams systems it all starts with a free consultation.

We'd love to hear more about you and how we can help expand your business, resources and more.

We take the stress out of Project Management.

I can't wait to show you what Kasher can
do.