

CASA ALCHEMY

# Services & Pricing Guide

[www.casaalchemystudio.com](http://www.casaalchemystudio.com)



*for trades*





# Hello there!

Thank you for being interested in our services.

We offer general packages for the trades who have their needs within our most popular requests, however, we are happy to tailor a proposal just for you if what you need does not suit the services we offer here.

We hope you enjoy knowing a little more about us, and we thank you for the opportunity to be your designer.

*Lorena Couto*

Founder, of CASA ALCHEMY



# My professional journey

After working for the best award-winning design firms in Rio for 5 years, it was time to open my own studio. That was back in 2011, and since I started the entrepreneur path, I couldn't let go anymore. The drive to become a reference in the industry allowed me to be published in several printed and online media, and win 3 awards in Australia and abroad. My problem-solving skills came from the combination of many years of experience in the industry and my master's in design thinking. I have designed a wide range of projects such as commercial, retail, hotels, and many more. However, my passion is in residential design. I believe good design is smart design, not expensive design, and my clients resonate with me. I am good at reading people and building rapport, which makes selling my ideas a natural thing to do and that is why I also have some experience with sales. Due to my position in the industry, people asked and launched an online course teaching non-professionals the principles of interior design that are applicable with low investment and high practicality, with the goal of making good design and quality of life available to all .



“I believe good design is smart design, not expensive design, and my clients resonate with me”



# Awards and publications



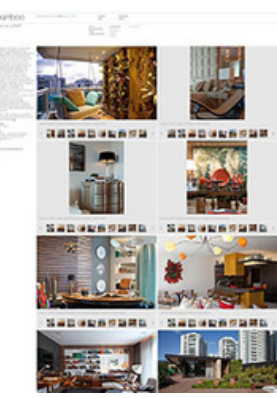
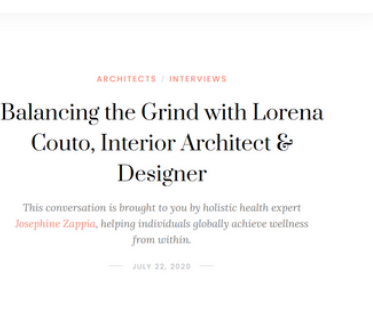
1st place  
Casa Cor Rio  
2013



1st place  
Casa Cor Rio  
2013



1st place  
KHL Sydney  
2017







## Why Work with us

Many designers want to push you toward expensive solutions, but we take a down-to-earth practical approach taking into consideration the client's conditions, the builder's capacity, and what's available on the market. We don't like waste and love repurposing not only for the benefit of the client's pockets but also for the benefit of our greatest home, Earth. We absolutely love to find gems in antiquaries that are one-of-a-kind pieces and incentive artists that we admire. Knowing how to work that mix of old and contemporary will bring a unique aesthetic to your home. We are not into soulless magazine houses. We aim to make real nests that reflect the personality of those who live there and make them feel included and at home.



# How It Works

## 01 CHOOSE YOUR SERVICE PACK

We will send you the service pack for you to choose the best option to suit your needs.

## 02 BOOK A 15 MIN CALL

If you are not sure which service is best for you, we can talk about your needs to understand better what service might suit you best.

## 03 SIGN THE CONTRACT

You will receive the proposal in your email to sign and pay the deposit. You are ready to be booked in our calendar.

## 04 RECEIVE THE CONFIRMATION

We will agree on the best time that suits both of our calendars and you will receive a confirmation of your booking.







# Consultant

for builders and  
architecture firms

Let's go through all of what an Interior design professional can do, to lift the load of your staff(or fill the staff gap expertise), give your project direction, and potentially make each client more profitable. The goal is to allow your firm to have fewer but more profitable clients and to give your clients confidence in the design of their homes. Take it from someone who is inside the market trends and suppliers' availability. Your business will profit immensely from this collaboration.

how  
we  
assist  
you

- Client's briefing
- Support choosing materials
- Liaising suppliers
- Joinery oversight
- FF&E
- Lighting
- Support with unforeseen decision-making on-site
- Manage client's expectations
- Prep and purchase of items
- Styling and organising photoshoot

## INVESTMENT

1/2 DAY CONSULT – \$800

FULL-DAY CONSULT – \$1.500

5-DAY CONSULT – \$6.500

\*to engage me throughout the whole project without a time restriction, consider \$130/h . Minimum of 10 days required

\*DA and CDC drawings require a separate quote





# Property Styling

for property managers  
and real estate agencies

Real Estate agencies often deal with companies that hire non-professionals to style a home, and as a designer, I rarely see an impeccable styling job. Either the rug is the wrong size or the room feels ice cold, or one of many other reasons why. Buyers might not know why they don't feel at ease in the room they enter but they are uplifted when the details are just right, increasing the prospect of a potential sale.

## INVESTMENT

\$ 1.000\*

\*initial investment of a small room





# Photoshoot Styling

for real estate and  
studio photographers

Styling the set is not the job of the photographer as you know. Elevate the quality of your photoshoots by offering your clients the option of a background setting to reinforce their branding, set up the mood of a family shoot, or even style their homes if it's about to sell or rent. It makes all the difference in the world!

## INVESTMENT

\$250 FOR 1 SET\* / +\$100 EXTRA SETTINGS\*

\*props not included



# Testimonials

## Maira Murray

I was impressed by how Lorena could put me back on track to create the brand I envisioned. I contacted her to do a Casa Consult for my space and got so much more out of it. It's hard to measure the value of this consultation.

”

I thoroughly enjoyed working with Lorena. She gave me some great tips on how to decorate my apartment and how to match colours to suit my style. Very professional and creative. Thanks, Lorena, see you soon!

”

## Angelica Rosatto

Highly recommend Lorena Couto. We have a very challengingly narrow block and having her help guiding us on how to use the spaces has been life-changing! She has great knowledge of suppliers and was able to match our style and needs to make such great spaces. I can't wait to see the results as soon as our build is ready!!!!

”

## Sarah Brikke

I feel more at peace and connected to my home now. My son's face when he saw his room was incredible. Lorena used everything I already have, I didn't have to buy anything new. Lorena has this magic touch where she sees the space and in an instant, she transforms it like magic!

”

## Vivian Oliveira

I contacted Lorena for my commercial space and got much more than a new space for my clients. As we talked about my brand, Lorena pointed out how misaligned all of my branding was. We started by rebranding the business and transitioned that same visual language to the new space. I returned all the furniture I had already bought and followed her guidance to the T. I always get compliments from my clients and my business is booming. Lorena played a fundamental part in the evolution of my business. I can only thank you, Lorena, I'm in love with my new business direction and the space!

”

## Vivian Porto

I've been wanting to change my home for a while but didn't know exactly what to do. With Lorena's professional help, I had the little push I needed. Lore, thank you for your help. There's nothing like a piece of professional advice to send us on the right path of ideas even from a distance.

”

## Katia and Glenn

Lorena is extremely talented and is a pleasure to work with. Her recommendations were spot on with our personal taste and the vibe we wanted for our house. She literally saved us hours / days of searching for the right furniture, but most importantly, she worked out a beautiful layout for our living space. I spent hours looking at the floor plan... with no luck. Lorena knew exactly where everything should be placed and how to style it. I would not hesitate to contact her if you would like help in transforming your house into a beautiful home.

”

## Cassiane Corso

Lorena was extremely knowledgeable and professional. I felt super comfortable even though it was my first experience working with a designer here in Australia, Lorena magically transforms the old into the new and the ugly into the beautiful! Highly recommended." Thank you so much.

”



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## Fe Gazal

Lorena rolled her sleeves up and didn't hold back to help me to accomplish my project in an almost impossible deadline and with a lot of what I already had. It's fantastic to have dedicated professionals who believe in your dream like that. I want to officially recognize people I admire, who are dedicated to the art of what they love with quality and competence. I recommend her above and beyond.

”

## Juliana

Lorena is an amazing and very capable Interior Designer. I am very impressed with her expertise, her knowledge of the suppliers in Australia, and especially her understanding of her client's style and needs! I cannot wait to transform my bedroom following her advice and guidance. I highly recommend her services. Thanks, Lorena for being a great listener and helping my dream come thru! Cheers Juliana

”

## Carole and Angus

I've followed Lorena for the last two years, and have been so impressed with her creativity and professionalism. Two years ago she designed our outdoor entertainment area and has recently helped remodel our living room. Both are spectacular designs - we are thrilled with the outcome. And all done online! Lorena is outstanding in her field.

”

## Gabriella Borella

I would strongly recommend the Casa Consultant service from Lorena. In a short time, she is able to capture ideas and turn it into a beautiful plan/project including links to where to purchase things accordingly to the budget you have. If you want to give your home a personal touch and make it look beautiful, while also keeping it efficient for your needs this is the right choice.

Thank you, Lorena!

”

## Deise Esteves

I had Lorena Couto designing my apartment and she was impeccable! She understood the briefing and her design was beyond expectations. Easy to communicate with, now I am enjoying her online consultations every time I face a design dilemma. Couldn't recommend her enough!

”

## Mariana Patsky

Lorena is amazing, she knows exactly how to help you and what you need. I'm a design enthusiast and ended up mixing too much stuff into my houses she helped me see it and understand the main concepts and guided me in the right direction and I'm so glad ive got in touch with her. You won't regret having her planning your home!

”

## Cibeli Nunes

My business was great and brought results, but I had to change the space I held my sessions. Lorena designed the new space and I felt the shift. I was tired of the old branding, so I've engaged Lorena to help my holistic practice with that too and I am in love with our process and results.

”



# Let's Get Started!

## CONTACT DETAILS

+61 451 499 821

[contact@casaalchemystudio.com](mailto:contact@casaalchemystudio.com)

## OFFICE HOURS

Mon – Fri  
9 am– 4 pm

## WEBSITE

[www.casaalchemystudio.com](http://www.casaalchemystudio.com)

## SOCIAL MEDIA

@casaalchemy

Thank you for your interest in our services. We are very happy to be chosen as your designer and can't wait to prosper our businesses together! Collaboration is the key to a sustainable and meaningful business.

if you are a final client and are not linked to a service provider, there are other services available just for you. Download the "SERVICES AND PRICING GUIDES FOR CLIENTS" and please let us know how we can assist you best.

*Lorena Couto*

Founder, of CASA ALCHEMY

