

# We make nice things

This is an introduction to our company and our process. If you've never worked with a designer before, this will explain how we work. If you have worked with a designer you may find that we have a different approach.



# Get to know us

Fraley + Company includes 4 humans and one dog. We will all be personally involved with your project, so we should get to know each other.



## Joel Fraley

**OWNER/PRINCIPAL DESIGNER**

Joel has always been a maker. His introduction to construction came at age fourteen when he was recruited to dig the crawl space for an addition to his parents' Colorado home- by hand. His newly found skills evolved into a summer job throughout high school and college, inspiring him to pursue a degree in Interior Design. Throughout his thirty-year career, Joel has worked as a journeyman carpenter, a bespoke furniture maker and as a residential and commercial interior designer. His in-depth knowledge of construction combined with design expertise has given Joel a unique perspective on the entire process and has made him invaluable to clients and industry associates alike.

When not in the office, Joel is usually teaching Kung Fu at Portland Shaolin Center, surfing, snowboarding and spending time outdoors with his wife Michele and their dog Lucy.



## Michele Fraley

**OWNER/ DIRECTOR OF OPERATIONS**

Born into an entrepreneurial family, Michele moved often as a child. She learned how to adapt to change and make new friendships quickly, skills that have served her well in her professional life. Her motto 'work before play' was instilled in her while learning to ride and take care of horses while living in Corvallis, Oregon.

Michele earned an Economics degree and has a diverse background in sales and project management. The true 'brains of the operation', she keeps the company running smoothly.



## Nicole Adair

**Senior Designer**

Nicole wants every kitchen to be well-lit and organized, every bathroom to be soothing at night and energizing in the morning and every floor plan to be intuitive. She loves the quirks of old homes and thrills in seeing the elements and principles of design put into practice.

Raised on the Northern shore of Lake Superior, Nicole's design sense is informed by watery-calm contrasted by rocky shores. Growing up helping out at Dad's service garage and salvage yard, she picked up the drive to always have a project and the ingenuity to be creative with materials at hand. Her skills serve her well here at Fraley + Company.



## Linzy Wallace

**Associate Designer**

Linzy grew up immersed in the construction industry. She's built for this! Her earliest jobs included demo work and installing hardwood floors. Linzy has remodeled every home she's lived in, including a recent RV remodel.

Being so involved in construction from an early age led Linzy to an interest in Interior Design. Linzy earned a Psychology Degree from the University of Oregon and began her career as a Social Worker before going back to school to earn an Interior Design Degree with a Kitchen and Bath Certification. She is currently working towards her AKBD. A born and raised Portland Unicorn, she feels right at home with Fraley + Company and when she's not making nice things with us, she's trotting up mountains, camping and shredding (snow, not paper).

## Lucy

### DIRECTOR OF SECURITY

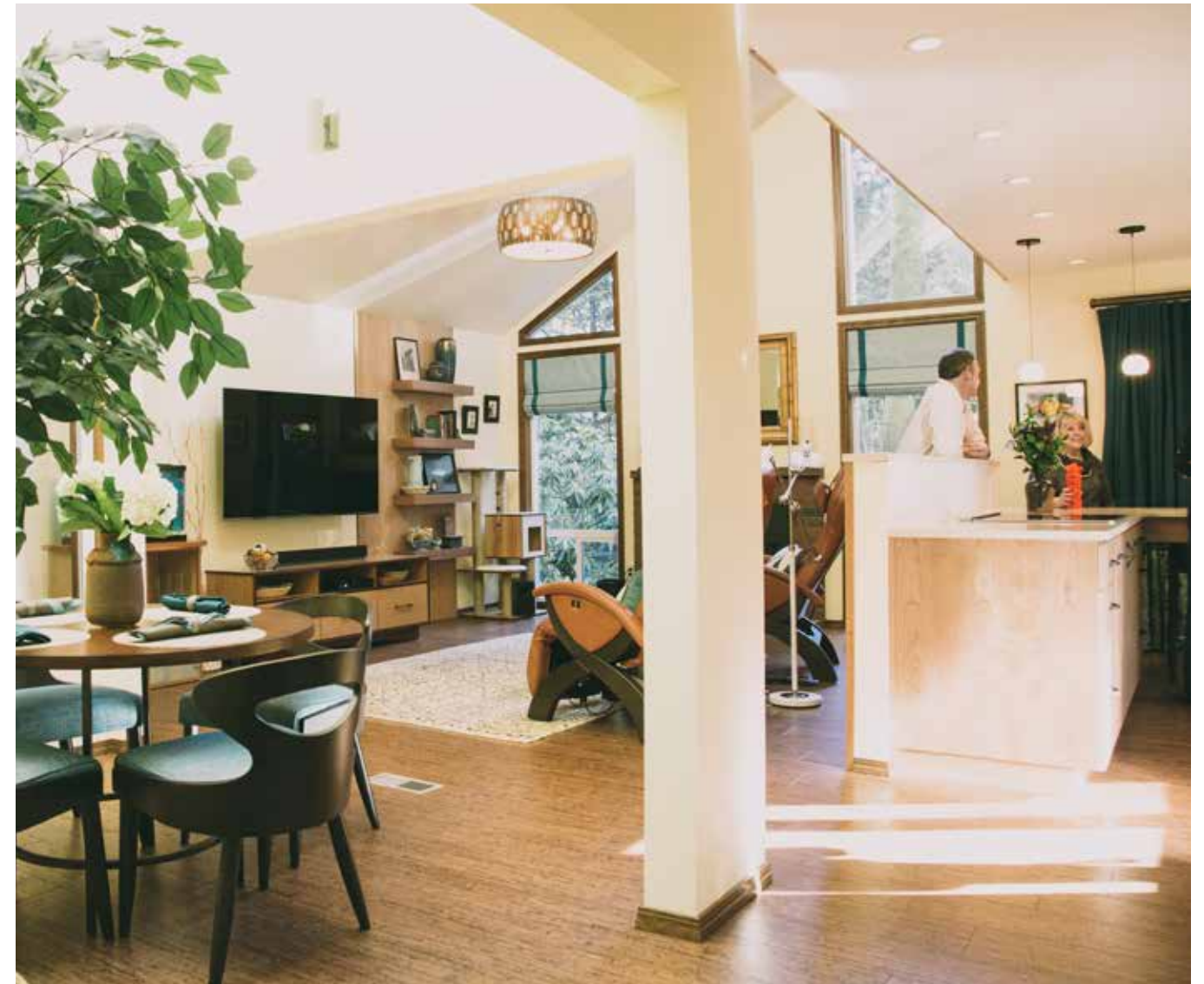
Lucy relocated to Portland from Baja Mexico as a puppy. She keeps an eye on the place. When she's not at work she enjoys long hikes, chasing sticks and swimming.



Why We Do What We Do

# We love to make positive changes to the way people live

We love what we do. It's not just about changing spaces, it's about changing how people live... a process made much easier with a trained spirit guide. It's immensely gratifying work-- plus we get to make new friends, too!



How We Do What We Do

# People first

Great design begins with a strong relationship between designer and client.

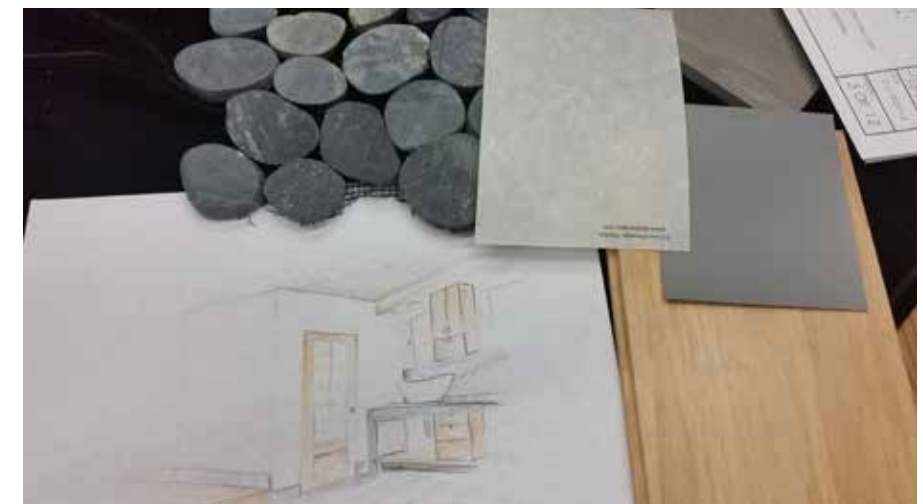
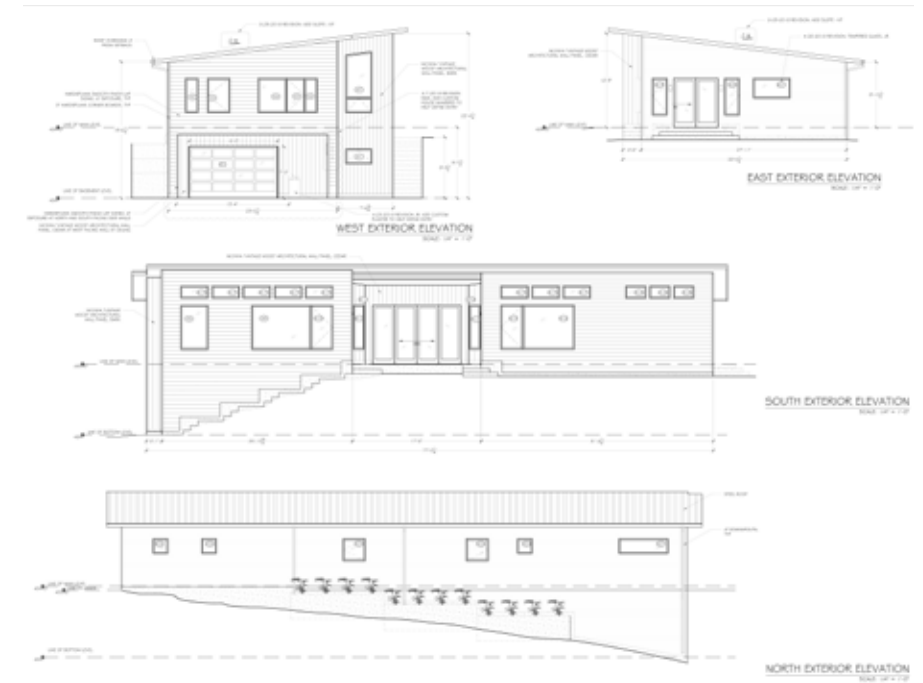
We work hard to get to know you and your needs—to truly understand how you live. Then, we put this at the heart of everything we do.



How We Do What We Do

# Solve problems

Good design should do the hard work for you. We create spaces that are not just beautiful to look at but intuitive to use. Our diverse experience helps us craft a unique, personal solution to your design need. And our extensive experience on the construction side of things helps us anticipate challenges and solve them before they hold up production.



How We Do What We Do

# Have fun

For many people the design process can feel intimidating—but it shouldn't.

How often do you get to have something designed completely around you?  
We make the process fun by taking care of the details so you can focus on the cool stuff.





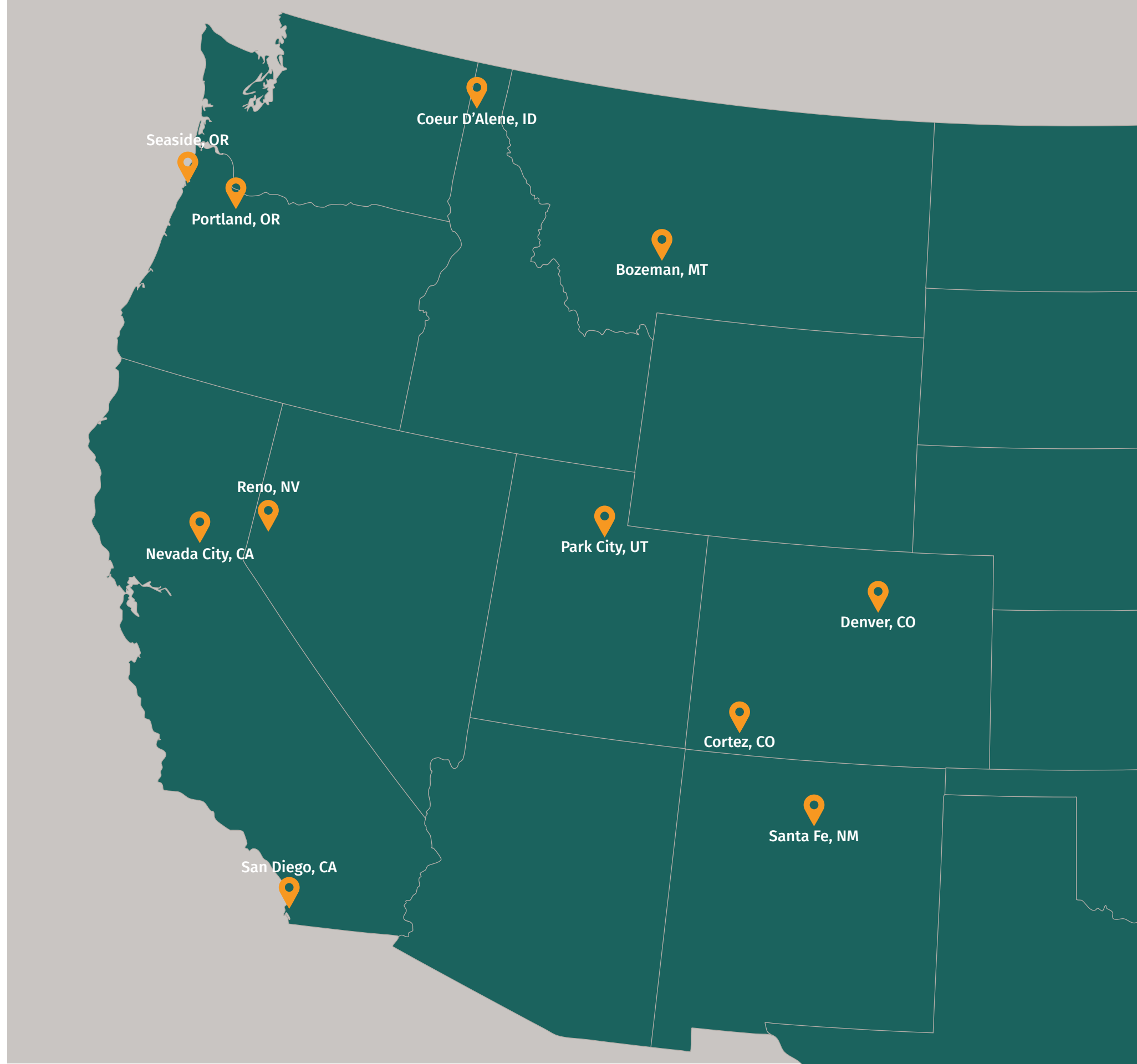
# What we do

- Kitchen & Bath Design
- Additions & ADU Projects
- Whole House Remodels
- Custom Homes
- Interior Design (Residential & Commercial)
- Custom Furnishings
- Retail Displays



# Where?

Anywhere and everywhere! No job is too large or small, and we love to travel.



# Our process





## PHASE ONE Introduction

### DELIVERABLES:

Project proposal that includes the following:

- Design agreement
- Project scope
- Services provided
- Design fees

### SUMMARY:

We'll meet with you at your home, office or our design studio. Our first meeting typically lasts 1-1/2 to 2 hours. You share your challenges, ideas and dreams. We listen carefully and ask lots of questions. We'll talk about construction budget, scheduling and project scope. We use this discussion to prepare a project proposal.

Introduction

Mapping  
the Space

The Big  
Picture

Applying  
the Awesome

The Details

Construction

Completion



**PHASE TWO**  
**Mapping the Space**

**DELIVERABLE:**  
A detailed set of plans for the current space.

**SUMMARY:**

Good design begins with accurate information. We use 3D scanning, lasers and old fashioned tape measures to measure and document your space thoroughly and create an accurate computer remodel. Proper planning and preparation prevents poor performance. Good info in, good info out!





### PHASE THREE

## The Big Picture

#### DELIVERABLE:

A plan for the future space that everyone is excited about.

#### SUMMARY:

Our first round of design focuses on the overall flow and layout of your space, focusing on solving the big problems and identifying your personal priorities. We will be presenting ideas for direction of the job. This is when we all make sure we're on the same page and agree on our direction moving forward. Once we agree on the overall plan and scope, the real fun starts.

Introduction

Mapping  
the Space

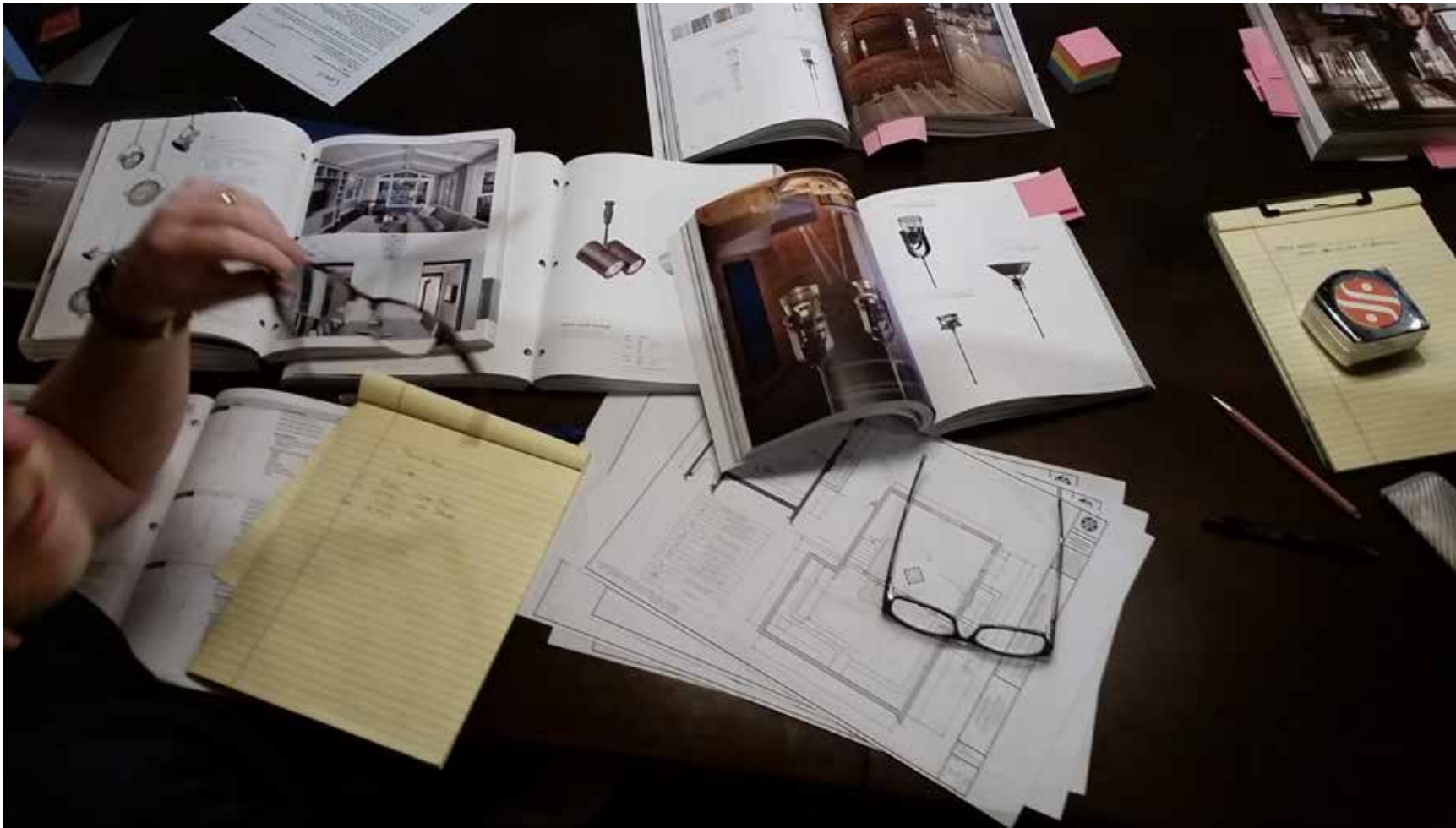
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**PHASE FOUR**  
**Applying the Awesome**

**DELIVERABLES:**  
Detailed design documents that include plans, elevations, material selections, ideas and mood boards.

**SUMMARY:**

We work with the things you love to develop a design that is centered on you and how you live and work. We apply our process to the design, methodically making decisions on the function and look of the job. We'll meet as many times as we need to complete the design. Our process includes selecting everything you will need to complete your project from exterior finishes all the way to cabinet hardware and paint colors and everything in between. It's time to get excited! This is where all the fun comes in, making choices and seeing the vision come together.





## PHASE FIVE The Details

### DELIVERABLES:

Detailed set of construction drawings and detailed specifications ready for contractor pricing and permitting. Finalized selections.

### SUMMARY:

Where we really shine. Our decades of design and construction experience help us anticipate questions before they become expensive, time consuming issues during construction. We make sure that the job can be built on budget and efficiently without surprises. Details are everything, both in design and construction. It's ALL about the details. Did we say DETAILS already?

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## PHASE SIX Construction

### DELIVERABLES:

Site visits at key milestones to ensure proper execution.

### SUMMARY:

We'll be your eyes and ears, communicating closely with contractors, fabricators and installers to make sure the finished product is completed to our high quality standards. Without this valuable input, changes can be made in the field that may impact the success of the project.

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**PHASE SEVEN**  
**Completion**

**DELIVERABLES:**

A finished product that everyone loves.

**SUMMARY:**

Let's celebrate! You get to enjoy the thing that we made with and for you. We love to hold open houses with our clients after the project is complete. Our relationship doesn't end when the project ends, we are here for any future design needs.

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