

REFRAME
DEVELOPMENTS

Welcome

A little about me, how I work, and what working together looks like

A LITTLE ABOUT ME

Homes that feel good. Homes that support you. Homes you don't need to escape from.

I'm Jules, and I founded Reframe Developments.

I've spent 20 years in residential property development across the North of England – from Grade II listed buildings to luxury homes – and have delivered over 3,000 homes. I know how homes are built, how projects run, and what things really cost.

Alongside that, I bring a love of interior design and a modern feng shui approach built on flow. I help people see what's precious in their home, edit what isn't, and bring in new pieces thoughtfully – kind to the environment and to your pocket.

Most of all, I work gently and at your pace. Careful consideration, honest guidance and a flair for design help pull a home together, whatever stage of life you're at.



WHY I DO THIS

My own story is one of separation, divorce and loss. Living as a single mum – and, when my children were away, on my own for the first time in my life – I realised my home needed a different kind of attention. When the children were home it needed comfort and organisation; when they were away it needed to support me and bring peace. Over time, I created a home I wanted to return to, not escape from. A home that feels like a big warm hug.

Every life chapter asks something different of a home. That's why I work with people whose children have grown up and moved on, people who have lost a partner, separated and divorced parents finding their new normal, blended families looking for balance, and anyone who has moved and wants a new house to feel like home.

I also work with people who are neurodivergent – including ADHD and autism – and those living with anxiety or other needs, creating homes that are calmer, easier to run and more nourishing.



HOW I WORK

1

It starts with you

Before we talk about colours or furniture, we talk about you – the chapter you're in and what you need your home to do for you now.

2

Edit before anything new

We look properly at what you already have: what's precious, what could be used differently, and what no longer belongs.

3

Energy and flow

Using a modern feng shui approach, I look at light, layout, entrances and how you move through the space, so it feels calm and easy to live in.

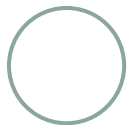
4

Then the design

New colour, texture and pieces come last – chosen with care for you, the environment and your budget.



THREE WAYS TO WORK WITH ME



REFRESH

£1,299

INSPIRE – for when you feel bored or uninspired, want fresh ideas, and are happy to make the changes yourself.

One room or space • advice-led • written refresh notes



REFOCUS

£1,899

EDIT – for when you feel stuck or overwhelmed and want hands-on help working with what you already own.

A few rooms or a floor • edit and re-curate together • gaps list



RESET

£2,499

TRANSFORM – for when life has changed significantly and you want your whole home to support your new chapter.

Whole home • feng shui flow mapping • full design direction

REFRESH

£1,299

Inspire. Advice and ideas to get you started – for one room or space, when you're feeling a little bored or uninspired and are happy to make the changes yourself.

1

Video call (30 mins) We talk about what you need and agree the space we'll focus on, so I can prepare a starting board before I visit.

2

Site visit (up to 2 hours) We look at your space together. I share ideas for colour, texture and layout, what could be reused or repurposed, and quick wins for energy flow. We can re-curate some of your pieces there and then.

3

Refresh notes A short written summary of the ideas and next steps, so you can carry on with confidence.

4

Follow-up call To answer your questions, share any useful contacts, and make sure you're happy.

Payment in full after the video call secures your visit.

REFOCUS

£1,899

Edit. Hands-on help working with what you already own – for a few rooms or a whole floor, when you're feeling stuck or overwhelmed and want order, direction and confidence.

1

Video call (30 mins) We talk about what you need and agree the space we'll focus on, so I can prepare a starting board before I visit.

2

First visit (up to 2 hours) We walk your space and talk about what's working, what isn't, and what matters most to you.

3

Edit and curate visit (up to 3 hours) We work through your pieces together – what stays, what moves, what goes – and I direct the arrangement and furniture layout.

4

Gaps list A focused list of anything genuinely worth adding, with colour, texture and furniture options.

5

Follow-up call To share final ideas and contacts, and make sure you're happy.

Part payment after the video call secures your dates; the balance is due before the edit and curate visit.

RESET

£2,499

Transform. A whole-home reset for a new chapter – for when you're going through separation, loss, an empty nest, a move or blended family life, and want your home to support the life you're living now.

1

Video call (30 mins) We talk about what you need and agree the space we'll focus on, so I can prepare a starting board before I visit.

2

Your chapter (first visit, up to 2 hours) We start with the change you're going through and what your home needs to do for you now, then walk the whole home together.

3

Feng shui flow mapping Using your floorplans, I map the whole home and prepare remedies and a design direction for each space.

4

Design and curation visit(s) (up to 5 hours) Decoration colours, floor coverings, joinery and restoration advice, furniture placement, and new ways to show your own pieces.

5

Follow-up call To share final ideas and contacts, and make sure you're happy.

Part payment after the video call secures your dates; the balance is due before the design and curation visit(s).

NEED BUILDING WORK TOO?

If your plans involve trades, building or restoration work, I can manage the project for you.

● Programme of works

A clear sequence and timeline for every trade, at a pace you're comfortable with.

● Cost analysis

Realistic costings agreed up front, so there are no surprises.

● Trusted trades

An established network of trades and specialists I've worked with for years.

● One point of contact

I coordinate trades, designers and suppliers so you don't have to.

Available alongside any package or on its own, and quoted for your project.

WORKING WITH ME – STEP BY STEP

1

Get in touch

You book a call through the website or send me a message.

2

Welcome pack and form

You're reading the welcome pack now. The short form tells me about your home, how you live and what you'd love.

3

Discovery call

A relaxed 30-minute video call about your home, the chapter you're in, and which package fits.

4

Secure your dates

Payment (or part payment for Refocus and Reset) books your visit.

5

First visit

We walk your home together and start shaping ideas for colour, layout, flow and your own pieces.

6

The work

Refresh notes, an edit and curate session, or whole-home mapping and design – depending on your package.

7

Follow-up call

Final ideas and contacts, answers to any questions, and a check that you're happy.

Every step goes at your pace. Nothing new is bought until we've looked properly at what you already have.

YOUR NEXT STEP

Take a little time with the form that came with this pack. There are no right or wrong answers – just tell me about your home, how you live in it, and what you'd love it to feel like.

When you're ready, send it back to me and I'll be in touch to book your discovery call. I'm looking forward to hearing about your home.

Jules

Founder, Reframe Developments





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