Designing Your Home
The Design Studio Experience

Toll Brothers Design Studios offer the only one-stop shopping experience with the latest design trends and professional design assistance to help you personalize your new luxury dream home. Each Design Studio showcases selected products in a series of kitchen and bathroom vignettes, and provides professional design consultants to personally walk you through planning each room of your home. There are several vital steps that go into this process, so we’ve made a comprehensive guide to help you prepare for designing your home.

Step One: Scheduling Your First Appointment

Once you sign an agreement of sale for your new Toll Brothers home, you will set up an appointment with the Design Studio that is designated for your region. Note that not all Toll Brothers regions have design studios, but your experience will be similar as you work through your selections with your sales representative.

Your design consultants will help guide you in designing your dream home as they share design expertise and keep the process fun and exciting. It is helpful if you come to the Design Studio with a general idea of what your budget will be; that way you know what selections are possible for you.
Step Two: Having Your First Appointment

The first appointment usually lasts around three hours. You will begin by selecting the features you would like for the interior of your home. To clarify, the design studio is only for interior designs; structural design upgrades happen at your community’s sales office with your sales representative.

The Initial Walkthrough

Your design consultant will walk you through the Design Studio and show you all of the different selections that Toll Brothers and our vendor partners offer. Each area has products that are included in your Toll Brothers home and those that are considered upgrades.
Step Three: Following Up With A Second Appointment

Your second appointment will usually be held three to four weeks after your first appointment. At this appointment, you will narrow down your “wish list” to what you really want. This is when you will be able to pick and choose your favorite selections and make your final decisions. Some buyers find they need more time to make their final selections, so they schedule a third appointment as needed.

Now, you will have designed the entire interior of your home. You have chosen your favorite selections for every room, and have made your new home into your dream home. Remember, you may visit Toll Brothers Design Studios during browsing hours too. Browsing hours are set up to allow those who are seriously considering a new Toll Brothers home to come in and browse the different selections and options that are available. Selections and options vary by region. Speak with a sales representative in the community of your choice for more information.

Making Your “Wish List”

Next, you will get the chance to sit down with your design consultant and come up with a “wish list.” Your “wish list” will include all of the selections that you would like to consider. It is easier for buyers to eliminate from a large “wish list” rather than add to a small list of only a few options, so pick what you like and then adjust later.
Selecting Your Features

Now that we’ve covered the basics of the Toll Brothers Design Studios, discussing what they are and what to expect during your visits, let’s go more in-depth on the process of selecting your features.

When you walk into your first appointment at one of the Toll Brothers Design Studios, you’ll be amazed at all of the options that are available. You’ll have the chance to select from the following when designing your home:

Beautiful Hardwood, Tile, and Carpet Flooring

Gorgeous Backsplashes and Interior Finishes

Cabinets with Distinctive Woods, Knobs, and Finishes
Unique Styles and Colors of Granite, Marble, and Quartz Countertops

Innovative Appliances and Fixtures

Interior Lighting and Molding

FEATURED TOLL BROTHERS DESIGN STUDIOS INCLUDE: GRAPEVINE, TX; BONITA SPRINGS, FL; LAS VEGAS, NV; THORNTON, CO; PLEASONTON, CA; HOUSTON, TX; DANBURY, CT; SIMI VALLEY, CA; BLUE BELL, PA; ORLANDO, FL; RENO, NV
The products will be showcased in a series of beautiful vignettes that you will walk through with your design consultant, selecting your favorites. The design consultants are experts, with knowledge of the classics, as well as the latest design trends, and are there to help you personalize your new luxury home.

Considerations for Designing Your Home

Typically, the room you will begin designing first will be the kitchen. The kitchen is often the center of entertainment in a home. It’s where people can gather around to cook and eat, as well as socialize. With the kitchen being the main hub of a home, it is usually the room people spend the majority of their budget. That is why our design consultants have you start with the kitchen; the decisions you make in that room usually drive the rest of the home.

Once you complete the kitchen, the next room you design depends on your lifestyle. Some people prefer designing the family room because that is another major gathering area, but others want to design their master suite next as it will be their secluded getaway.

Whichever room you decide to focus on next, you can be sure that there will be many features that are already included in your new Toll Brothers home, as well as numerous options for you to consider.
Communicating with Your Design Consultant

It's vital that you talk to your design consultant about your vision; that way, he or she can help make it a reality. Don't hesitate to ask questions, but also, feel free to take your time, get a good look and compare all of your options.

While selecting your options, be aware of your budget, but also be sure that you're designing your dream home to fit your vision. You don't want to go through this process and at the end realize that you should have chosen an upgrade. In fact, should is considered a bad word in the Toll Brothers Design Studio. Our design consultants never want to hear you ask them “should I get that option,” instead, they want you to select the options that you want. That is why the design consultants won't make the selections for you but with you – helping you decide what options are best for you. They will also provide you with insight on what options are trending and will encourage you to select the ones you like best, not merely the ones that are most popular.

Ultimately, you are designing your dream home. Each option you select, whether it is an included feature or an upgrade, should be exactly what you want – we are just here to help! Selections and options vary by region. To learn more about Toll Brothers Design Studios, please visit the Toll Brothers Design Studio website.