



# *Belle Beauty's* SALES & SERVICE GUIDE

2023-2024





# HELLO BEAUTIFUL!

Stacy here! I'm the owner of Belle Beauty Design and Events. My team and I are honored and thrilled you are considering us to help design and plan one of the most important days of your life- Your wedding! We understand that no two weddings are alike. That is why each package is customized to YOUR specific needs. Our goal is to provide you with a stress-free planning experience so you have time to enjoy your engagement.

Inside this service and sales guide, you'll find more information about our team, our planning process, and the next steps. We want you to feel well supported during our journey together and we hope that this sales guide answers your questions.

*Stacy Lunceford-Smith*

**STACY LUNCEFORD- SMITH**

**OWNER, LEAD DESIGNER/PLANNER- BELLE BEAUTY EVENTS**

## CONTACT INFO



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[@bellebeautyevents](https://www.tiktok.com/@bellebeautyevents)



# MEET THE TEAM



**STACY LUNCEFORD-SMITH**  
OWNER-LEAD DESIGNER/PLANNER  
Stacy@bellebeautyevents.com

Stacy has been planning events for over a decade. She first fell in love with design & events while in college. She discovered that she had a knack for seeing a space's unique potential and designing an unforgettable event around it.

"I realized that I have a talent for making other's visions come to life. Seeing the smiles on our clients' faces when they first see their dream event come together, is why I love what I do."

When Stacy is not busy planning events for her clients, she is enjoying time with her husband Andy and their two dogs while spending time by the Chesapeake Bay.

After years of planning events and honing her skill for turning chaos into orchestrated perfection, Sam started her journey with Belle Beauty last year. She believes that wedding planning should be anything but dull and dreary. Her goal is to become not just a planner, but a trusted confidant so the planning process is as stress free and enjoyable as possible.

When she isn't managing timelines and wrangling bridal parties, Sam spends her time creating projects for her Etsy shop and snuggling with her rambunctious kitty, Nicholas Cage.



**SAM CHHENG**  
ASSOCIATE PLANNER  
Sam@bellebeautyevents.com



**AMANDA LALIBERTE**  
MARKETING/ ASST. PLANNER  
Amanda@bellebeautyevents.com

This is Amanda's first year with Belle Beauty Events! She originally was a high school biology teacher for 8 years before planning a friends wedding where she realized she had a talent for it. Fast forward 2 years and she is now managing Belle Beauty's social media page and learning the ropes on becoming a professional event planner.

When Amanda isn't busy creating content and learning, she is either at home playing video games or cooking with her two cats, Bex & Hans, or at Lake Gaston with friends and family.



# WE DO WHAT MOST PLANNERS DON'T



## ♥ SET UP & BREAK DOWN

We handle ALL event set-up-including... ceremony chairs, reception layout and all your decor details



## ♥ NEED HELP WITH YOUR DESIGN? WE GOT YOU!

We create a fully executed vision board that will evolve throughout the planning process allowing your vision to come to life



## ♥ WE HANDLE ALL THE COMMUNICATION

We handle all vendor communication from start to finish

## What our Clients are Saying



I recommend Belle Beauty Events 100%! Stacy and Sam gave us an amazing experience during my daughter's wedding! I must say they went **above and beyond** expectations. We were able to enjoy every minute of the wedding **without worrying** about anything. It was just... PERFECT! Thanks so much to Belle Beauty Events for the wonderful memories that were created, and for all the hard work they put into it to make this a **beautiful and unforgettable** ceremony and reception!!!!

-Wanda H.

Stacy was incredible! I can't say enough good things about her! Like a lot of couples, we thought we would try and get by without a coordinator and I can't imagine our day without Stacy's help. Stacy was **attentive** to our needs during all phases- during the planning process and at the rehearsal and day of wedding. She does a fantastic job working with all parties- the couple (she took great care of us on our day!), the wedding party, our parents, and the other vendors. **Super organized** and everyone involved in our day enjoyed working with her. We cannot recommend Stacy enough!

-Laura D.



# OUR PLANNING PROCESS







# FULL PLANNING SERVICES

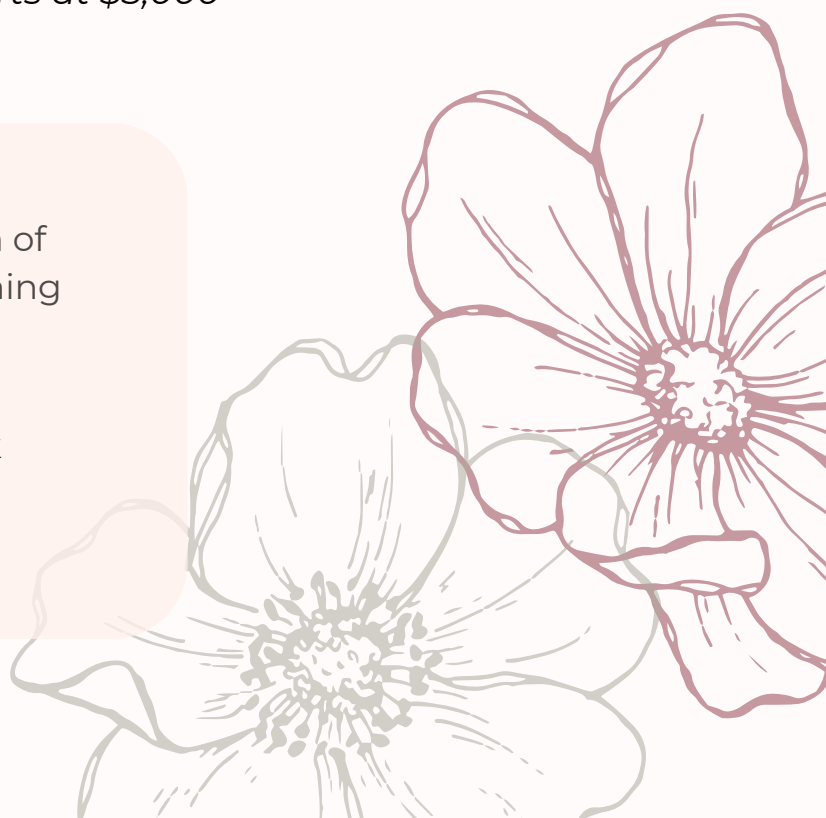
## *Castle of Dreams Package*

We understand that planning a wedding can be a daunting task, filled with countless details, deadlines, and decisions. That's why we are here to alleviate the pressure and handle every aspect of the planning process, allowing you to fully enjoy your engagement and focus on creating beautiful memories.

*Pricing starts at \$5,000*

### WHY FULL PLANNING?

- ♥ You will have access to our full team of experts throughout the entire planning process
- ♥ We provide all the documents you need to stay organized and on track
- ♥ You will have a stress free wedding experience







# PARTIAL PLANNING SERVICES

## *Enchanted Rose Package*

Our Partial Planning Package is designed for couples who have already begun their wedding planning journey but need assistance in certain areas to ensure a flawless and cohesive celebration. With this package, our expert wedding planners will step in at the right time to provide guidance, support, and expert advice, allowing you to enjoy a stress-free planning experience.

*Pricing Starts at \$3,500*

### **WHY HIRE A PLANNER?**

- ♥ We help you stick to your budget!
- ♥ We help you fill in the blanks by finding the BEST vendors
- ♥ We provide top-notch expertise & 10+ years of experience







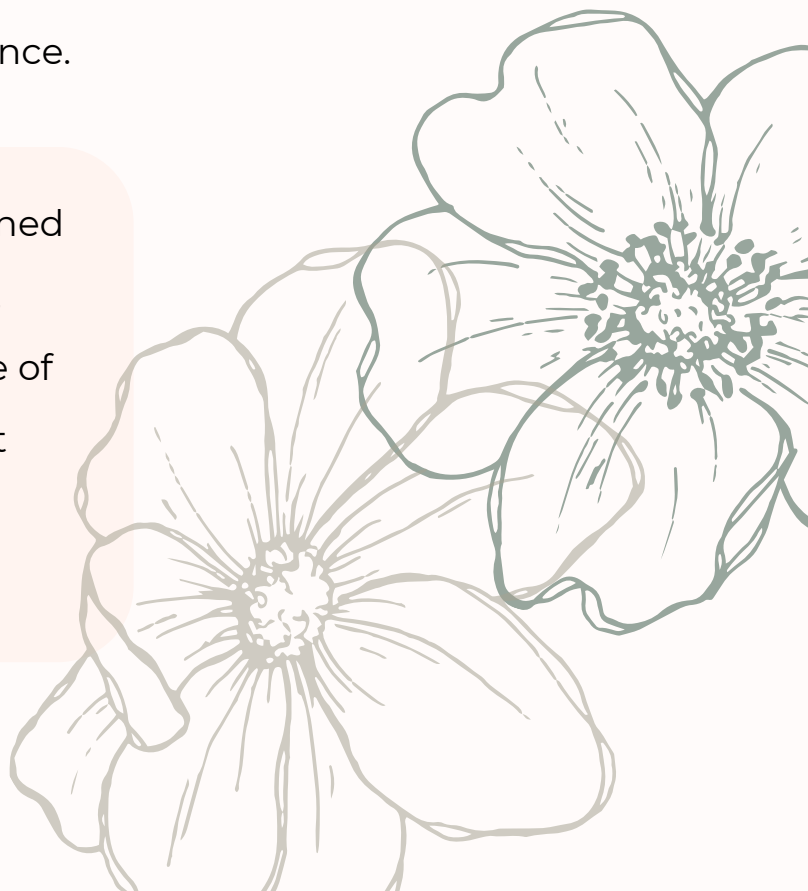
# MONTH-OF PLANNING SERVICES

## *Harmony in Time Package*

Our Month-of Planning is designed for couples who completed the majority of their wedding planning but require professional assistance in the final month leading up to their big day. With our expertise and attention to detail, we'll step in to manage the final details and ensure a stress-free and flawless wedding experience.

We'll review all the details you've planned so far, including the chosen venue, vendors, and timeline, and make note of any outstanding tasks or areas that require attention.

*Pricing starts at \$2,300*







# EXCLUSIVE DESIGN SERVICE

*Chic Couture*

Design Consultation

Mood and Concept Board Development

Floral design working with florist;

Venue Design and Styling

Lighting Design working with light pro.

Wedding Day Signage Design

Tables scapes & Centerpiece Design

Styling & Visual coordination on your wedding day

*Pricing varies\**





# NEXT STEPS



## 1 celebrate!

YOU'VE JUST FOUND THE  
BEST WEDDING PLANNERS  
IN THE GAME

## 2 FILL OUT YOUR QUESTIONNAIRE!



[CLICK HERE TO FILL  
OUT YOUR ONBOARDING  
QUESTIONNAIRE](#)



## 3 SCHEDULE YOUR CALL



[PICK A DATE ON  
OUR CALENDAR](#)

# FREQUENTLY ASKED QUESTIONS

## HOW WILL WE COMMUNICATE DURING THE PLANNING PROCESS?

Planning a wedding takes a lot of time and communication. We understand how busy you are, which is why we've developed a planning process that makes communication easy.

During the process, we'll communicate via phone and video calls and email. This allows us to keep on top of your wedding requests and tasks.

## WHAT SHOULD I BE FOCUSED ON FIRST?

During our first consultation call, we will put together a personalized planning to-do list for you that outlines the planning process. In order to do that, we'll need you to *fill out* our **onboarding questionnaire**. Your answers will help guide where we'll focus next.

## WHAT'S THE BEST WAY FOR US TO SCHEDULE A PLANNING MEETING?

If you'd like to schedule a planning meeting, please contact us via email. Based on our availability, we can schedule a planning meeting within a two-week time period during our normal office hours. Please note that during wedding season our schedule may be more limited.

## WHAT ARE THE PRICES OF YOUR PACKAGES?

Our Packages start out at \$2,300- However, each package is customizable as no two weddings are the same. During our consultation call we will get to know you and your wedding needs- this helps us give you an accurate quote!

