

Welcome to  
**MODEL OUT  
OF THE BOX**

Our Unique Program That Will Make Your  
Model Design Easy and Our Models Cohesive

COME ON IN →



WE MAKE IT EASY

# THE PROGRAM

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1. Browse through the menu.
2. Note a new 'Kitchen' only choice has been added on page 8. If you choose this option you will only get kitchen items listed p 8, and one storage trunk. Everything else would be ordered as A La Carte. If you are in CA you need to add CA Sales Tax and if shipping please include shipping cost (on order page 13).
3. For the Basic package select a style and select a warm or cool color palette.
4. Select (if any) A La Carte items, fill out your shipping information and total your items.
5. E-mail your selections to: [kupecdesign@pacbell.net](mailto:kupecdesign@pacbell.net)  
Alternate Contact Information:  
Carol Kupec  
Kupec Design (Vendor #v0153838)  
2215 Sherwin Avenue  
Santa Clara, CA 95050  
M: 408.836.5772 O: 408.243.1506
6. We will e-mail you an acknowledgement of your order.
7. This is the time to ask questions.
8. Is this in your budget? If not, you will need RPM approval.
9. Create a PO to Kupec Design (Vendor #v0153838) for the total amount  
(Shipping will be estimated and invoiced in the total amount. It ranges about \$30-\$40 a box. Once you put in your order we can get a closer estimate. Most basic orders are 2 boxes. When you add A La Carte it goes to 3 boxes. If you supply your property account number we will use your number for shipping and not have to figure out the amount in advance for the PO. There is a line item on the order form to add your Essex number. If you would like to use your number, please put it on the order form. If there is no number there we will get you a shipping estimate.
10. We ship you your Model Out Of The Box!  
(delivery will be approximately 2-3 weeks after we get the PO)

#### NOTES:

The Model Out Of The Box includes Essex Approved standard model accessories listed on the Essex Basics pages, and the style will be your customized selections. Items will be substituted for like items if the selected items are not available. Directions and suggestions how to style your areas are also included.

ESSEX BASICS STYLE →

ESSEX

# WE MAKE IT COHESIVE

# ESSEX BASICS

The Model Out Of The Box begins with the Essex approved basics:

\* Front Door Mat \* Kitchen: Bowl, Fruit, Three Artificial Plants, Tray, Bottle of Beverage, Wine Glasses \* Scent \* Essex Custom Sound Track and MP3 Player \* Misc Accessories \* Bathroom: Shower Curtain, Bath Rug, Soap, Dish Dispenser, Greenery, and Misc Accessories \* Closets: Storage Baskets and Wood Hangers. \* A La Carte Choices \*

These items have been selected to represent Essex standards and will help make it easy for you to stage your property.

Happy Shopping!

1. Two clear storage trunks (If you order A La Carte Items you will get 3 containers and perhaps one box)
2. Instructions for item placement (for styling)
3. Front Door Mat
4. Scent Reed Diffuser
5. Three Potted Artificial Plants
6. Wood Hangers
7. Fruit for Bowl
8. Bowl for Fruit
9. Three Storage Baskets for closets, same material/color
10. One MP3 Player, Adapters, iTunes Card and with Essex Pre Approved Music Play list and Instructions on how to download



NEXT →

WE MAKE IT COHESIVE

# ESSEX BASICS

(continued)

- 11. One Stainless Steel Tray
- 12. Two Stemless Glasses with Bottle Beverage, Two Coasters, Business Card Holder, Two Towels  
WARM SCHEME is Red Tones  
COOL SCHEME is Blue Tones or Black
- 13. Board, Cheese Spreader & Cocktail Napkins



\_\_\_\_ Add a Bath \_\_\_\_

- 1. Shower Curtain (Style Choice on Following Pages)
- 2. Shower Curtain Rings
- 3. Two Bath Towels, Two Hand Towels, Two Wash Cloths. Color will coordinate with shower curtain.
- 4. One Bath Carpet
- 5. One Soap Dish, Soap
- 6. One Tray
- 7. Decorative Vase and Stems OR Orchid
- 8. Votives with Candles
- 9. Decorative Object(s)
- 10. Mirror



ESSEX

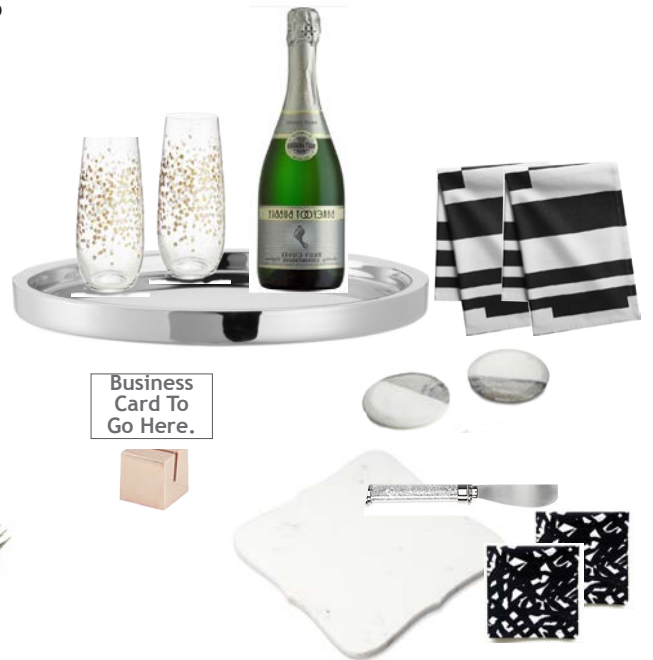
BROWSE THE STYLES →

# STYLE: TRENDY CONTEMPORARY

# FEELING GROOVY

Neutral Color Scheme with Pops of Accent Color

Pop Color Preference with your choice of:  
Blues or Grays and Blacks and Whites



Towels- Gray & White OR Navy & White



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# STYLE: RELAXED CONTEMPORARY

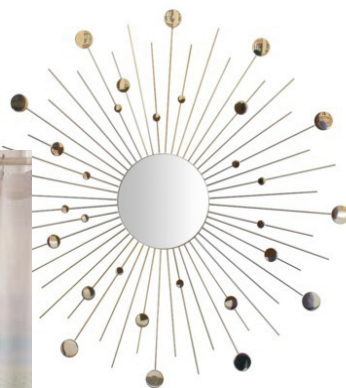
# MODERN SPA

White/Subtle Color Scheme with Pops of Accent Color

Pop Color Preference with your choice of:  
Cool- Blues/Greens/Grays/Whites,  
Or Warm- Reds/Oranges/Yellows/Neutrals



OR



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# STYLE: CONTEMPORARY

# STANDARD BATH



Requested Color: \_\_\_\_\_  
Black, Turquoise, Green, Platinum, Beige



Requested Color: \_\_\_\_\_



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# A LA CARTE

Select the other areas that you would like accessories for: Items will be selected to match your style. Items will be subject to availability and might not be the exact items shown here. Questions? Email Us.

## 1. Kitchen Only



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# A LA CARTE (continued)

Select the other areas that you would like accessories for: Items will be selected to match your style. Items will be subject to availability and might not be the exact items shown here. Questions? Email Us.

2. Second Bathroom- Warm (Coral) OR Cool (Turquoise)



3. Dining Bar for 2- Set A OR Set B



4. Computer Niche



# WE MAKE IT EASY

# A LA CARTE

Select the other areas that you would like accessories for: Items will be selected to match your style. Items will be subject to availability and might not be the exact items shown here. Questions? Email Us.

5. Pets (Dog): 1 Cool OR Warm Bed, 1 Bowl, & 1 Ball/Toy to go with your selection



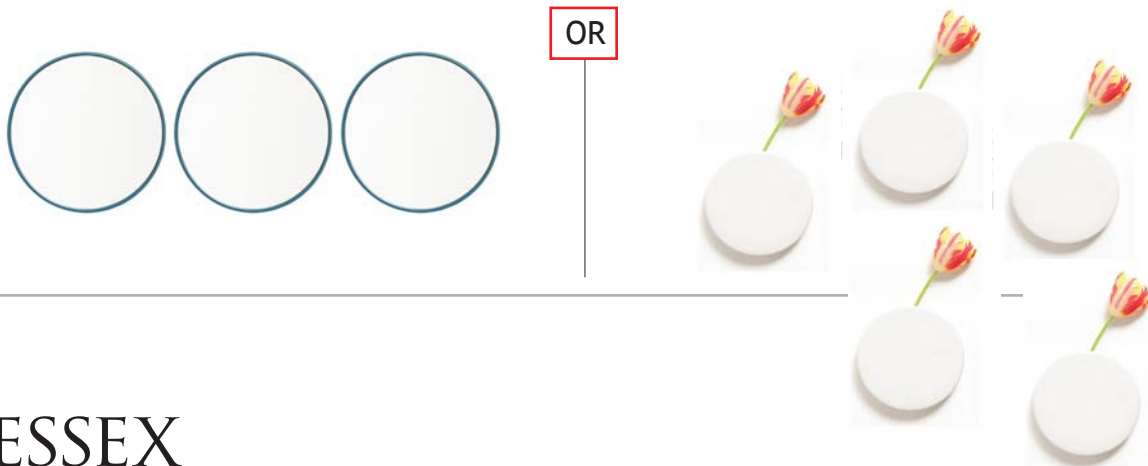
6. Laundry Area:  
Bird Clips,  
Detergent  
Laundry Basket



7. Children/Sports: Football and Soccer Ball



8. Mirror Set/Wall Art- 3 qty 18.5" diameter, Teal OR Ash Frame OR Wall Pocket Art Vases



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# A LA CARTE (continued)

Select (if any) other areas that you would like accessories for: Items will be selected to match your style. Items will be subject to availability and might not be the exact items shown here. Questions? Email Us.

9. Canvas Art Set of 2

Set A: Surfer and Beach:  
18" x 18" each

Set B: Bridge and Aspen Trees:  
24" x 32" each

Art changes frequently so we will confirm availability and pricing and email you with confirmation. We can order custom size if another size would fit in your available space better.

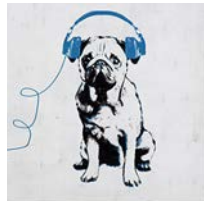


Set A

OR

Set B

10. Canvas Art Set/Dogs-  
4 qty 12" x 12"



11. Bar Stools Colored Leather Swivel  
OR Metallic Gold or Steel  
2 qty 17" w x 21.5" d x 46.75" h  
Also Available in Counter Height-  
17" W x 21.50" D x 40.50" H  
Please ask



OR



12. Bar OR Counter Stools \_ Manmade Wicker Or Molded Plastic (Other Colors Available)  
2 qty 19" w x 22" d x 45" h  
Also Available in Counter Height-  
Please ask 19" w x 22" d x 40" h



OR



WE MAKE IT EASY

# A LA CARTE (continued)

Select (if any) other areas that you would like accessories for: Items will be selected to match your style. Items will be subject to availability and might not be the exact items shown here. Questions? Email Us.

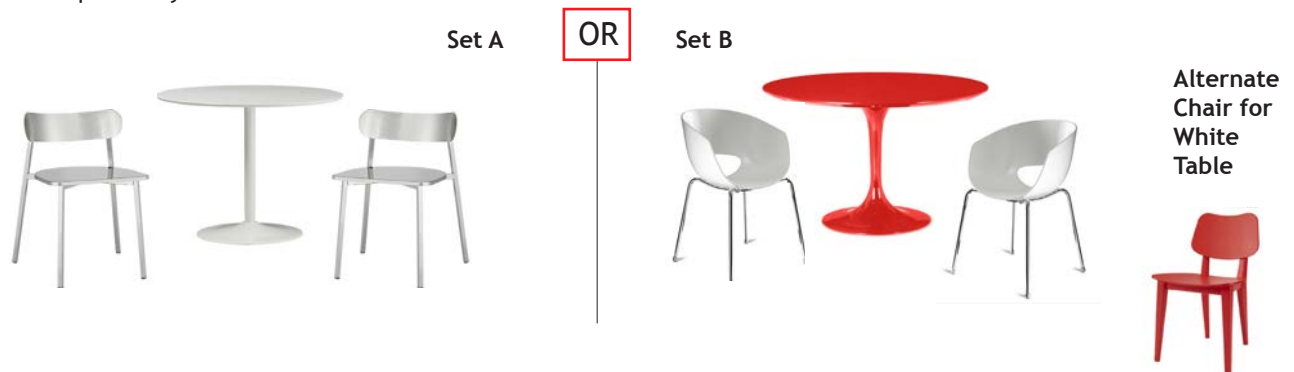
## 13. Additional Diffusers

Toscana 16 oz. OR  
Fico 16 oz



## 14. Dining Table (Red or White), 2 or 4 Chairs & Accessories

Sample Items Shown. Contact for pricing since items will depend on the size of your room and needs. Will ship directly from vendors.



## 15. Gym/Fitness Center Art Canvas Art Set of 2

Set A: Yoga: 18" x 18" each



OR

Set B: Sunbathers: 24" x 32" each



Art changes frequently so we will confirm availability and pricing and email you with confirmation. We can order custom size if another size would fit in your available space better.

STYLE OVERVIEW  
SELECTION & PRICING →

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# WE MAKE IT EASY

Check Selections, Color Choices and Options

# SELECT STYLE/PRICING

1.  Feeling Groovy Page 5



2.  Modern Spa Page 6

Style Request: (Circle One)  
Pearls OR Beach



3.  Standard Bath Page 7

Style Request: (Circle One) Stripe OR Geometric

Color Request: \_\_\_\_\_

**Pricing:** One Choice 1, 2, OR 3 is Included in the Basics Package:

\$1900.00

Select Warm OR  Cool

**A La Carte Pricing:**

- 1. Kitchen Area ONLY \$515.00 \_\_\_\_\_
- 2. Second Bathroom (Warm OR Cool) ADD \$360.00 \_\_\_\_\_
- 3. Dining Bar ADD \$125.00 \_\_\_\_\_
- 4. Computer Niche ADD \$450.00 \_\_\_\_\_
- 5. Pets/Dogs ADD \$160.00 \_\_\_\_\_
- 6. Laundry Area ADD \$100.00 \_\_\_\_\_
- 7. Children/Sports ADD \$100.00 \_\_\_\_\_
- 8. 18" Mirror Set 3 qty. Color \_\_\_\_\_ ADD \$428.00  
OR Wall Art Pockets\*\*\* (5 qty) Est. \$242.00 \_\_\_\_\_
- 9. Canvas Art Set\*\*\*  Set A: ADD \$250.00 \_\_\_\_\_  
 Set B: ADD \$520.00 \_\_\_\_\_
- 10. Canvas Art Set/Dogs ADD \$265.00 \_\_\_\_\_
- 11. Swivel Bar Stools Colors\*\*/ (2 qty) Est. \$505.00 \_\_\_\_\_  
OR Gold Metal Bar Stools\*\*/ (2 qty) Est. \$610.00 \_\_\_\_\_
- 12. Bar Stools Wicker\*\*/ (2 qty) ADD \$665.00 \_\_\_\_\_  
OR Modern Bar Stools\*\*/ Colors (2 qty) Est. \$430.00 \_\_\_\_\_
- 13. Diffuser (Qty \_\_\_\_\_) ADD \$65.00 X Qty \_\_\_\_\_
- 14. Dining Set\*\* CALL OR EMAIL \_\_\_\_\_  
Price Range: \$820-\$1000
- 15. Gym Art Canvas Art Set\*\*  Set A: ADD \$250.00 \_\_\_\_\_  
 Set B: ADD \$380.00 \_\_\_\_\_

**NOTES:**

Add Sales Tax if you are in CA .  
Add: Shipping minimum of \$30 per box if you are not planning to pick up.

\* Bar or Counter Heights sizes are available. Please ask.

\*\* Extra Shipping. When you order we will put together better estimate including all shipping costs.

- Shipping (if you don't supply Account#) \$60-150 \_\_\_\_\_
- CA Sales Tax (California Only) ADD \$31.50 \_\_\_\_\_
- CA Sales Tax Kitchen ONLY (CA Only) ADD \$18.00 \_\_\_\_\_

Total for PO: \_\_\_\_\_

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SHIPPING DETAILS →

WE MAKE IT SIMPLE

# PO & SHIPPING

## SHIPPING ADDRESS:

Name: \_\_\_\_\_ Property Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

PO#: \_\_\_\_\_ FedEx OR OnTrac#: \_\_\_\_\_

Notes: Make your selections, total your price, create a PO MAKE PO OUT TO KUPEC DESIGN  
VENDOR# v0153830, email questions, and email back your filled out pdf order to:  
kupecdesign@pacbell.net

IF YOU DO NOT SUPPLY A SHIPPING NUMBER WE WILL GIVE YOU A QUOTE AFTER YOU SUBMIT YOUR ORDER.  
PRICES WILL RANGE DEPENDING ON YOUR LOCATION. A BASIC PACKAGE IS 2 BOXES AND WILL BE ABOUT  
\$60, IF YOU ORDER A LA CARTE YOUR WILL GET 3 BOXES SHIPPED SO APPROX \$90, ETC.

We will email you back to acknowledge your order and include a sample marketing sign pdf. For the mar-  
keting sign we create for you, we will ask you for a beauty shot/photo for the top main image, and a  
small image of another surrounding area. We will get the body copy for your sign, from the Essex website  
and modify it. You can email your own copy if you prefer. Please send the images as large as possible. We  
will do a layout and email a pdf back to you for final approval.

If you are ordering furniture, please email a room layout with dimensions or let us know what you are thinking  
about and we will send you the product dimensions so we can make sure the items fit in your space.

As soon as we get a PO we will begin to order and assemble your boxes. This will take approximately 2-3  
weeks. We will then make arrangements for shipping/delivery.

Your Model Out Of The Box will include instructions on how to style key areas.

**QUESTIONS?**

CONTACT US!

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408.836.5772

2215 Sherwin Avenue

Santa Clara, CA 95050

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# WHY? WE MAKE IT COHESIVE

# ESSEX Model Out Of The Box Program

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The Model Out Of The Box program creates a consistent first impression on every person that tours an Essex community. The program ensures that the Essex brand is represented, bringing a visual identity and continuity to each community across the Essex Portfolio.

Each look has been carefully curated with the Essex Design Team and gives the community a choice to customize and reflect the diversity of their property.

It doesn't stop there! Included with the main Menu merchandise; each property gets a custom marketing sign, scent, music player and playlist, guidelines to set up staging, hand cart and permanent packaging solutions to move the Model Out Of The Box from model to model. There are approximately 60 items in each main package, as well as options for various A La Carte items to customize further. Each order arrives to the property and once unpacked, is ready to be set up.

What's involved on our end? Time to design, order merchandise, take off labels, package and repackage, package for shipping, and delivery for shipping. As well as the upfront and back-end costs of covering the merchandise and running a small one woman based business.

We designed this program for you as a one stop shop, which saves managers time so they can focus on more important things such as getting apartments leased and having happy content residents!

We appreciate your business.

Carol Kupec  
Kupec Design



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