

simply

Sam

ORGANIZATION
+ DESIGN



MEDIA PROPOSAL

FULL SERVICE INTERIOR DESIGN, CUSTOM CONSTRUCTION,
AND LUXURY PROFESSIONAL ORGANIZATION



ABOUT US

Dear editor,

I hope this message finds you well. My name is Sam, founder of Simply Sam Organization + Design, an interior design, custom construction, and professional organizing studio in downtown Salt Lake City. I am excited about the possibility of collaborating with Utah Style & Design to showcase our work and share our story with your readers.

Since our inception in 2018, Simply Sam Organization + Design has created luxurious, custom spaces that reflect our clients' unique personalities. What began as a passion project during my graduate studies has grown into a thriving business, supported by my husband, mother Sandee, and our talented team of 16 full-time employees.

We offer full-service interior design, general contracting, professional organizing, cleaning, and a downtown retail store with unique items. Our goal is to provide clients with spaces that feel like extensions of themselves—places of joy, comfort, and inspiration.

Our clients value luxury, quality craftsmanship, and personalized design. We focus on exquisite textures, vibrant colors, and multilayered designs to exceed their expectations and create dream spaces.

Simply Sam Organization + Design aligns perfectly with Utah Style & Design's values. As the only designer in Utah who also operates as a luxury professional organizer, we are committed to excellence and customer satisfaction. We would be honored to be featured in an upcoming issue.

I would be happy to provide additional information, schedule a meeting, or arrange a site visit to showcase our recent projects. Thank you for considering Simply Sam Organization + Design for a feature in Utah Style & Design. I look forward to the opportunity to collaborate and contribute to the design conversation in our community.

Warm regards,



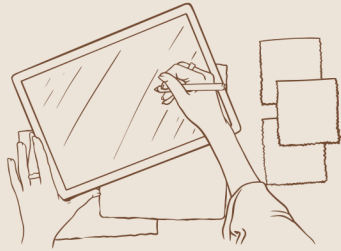
Sam Lund

CEO + PRINCIPAL DESIGNER

801-419-8121 | @SIMPLYSAMORGANIZED



PRIMARY SERVICES



Luxury
**INTERIOR
DESIGN**



Professional
**HOME
ORGANIZING**



Licensed
**GENERAL
CONTRACTOR**

QUICK FACTS

Simply Sam
ABOUT US

- **We're a woman-owned family business**
- Simply Sam was founded by Sam Lund in 2018; shortly thereafter, her husband Colby and mother Sandee joined the company's Executive Team
- **We integrate psychological principals into all of our home projects** - Prior to starting the business, both Sam and Colby had a background in psychology; today, they use this expertise to inform every project

2018 - Today
OUR STORY

- **October 2018** - Founded in Salt Lake City by Sam Lund as a one-person organizing company
- **January 2019** - First design client and first employee
- **December 2019** - First full-service remodel
- **Summer 2020** - Grew to 10+ employees
- **July 2020** - First office space
- **Fall 2020** - First out-of-state project, Simply Sam rebrand
- **February 2022** - Opened Simply Sam HQ
- **March 2023** - Opened Simply Elevated Home Furnishings

RECENTLY FEATURED ON

martha stewart

REAL SIMPLE

AD

REAL HOMES

the spruce

STUDIO 5
with Brooke Walker

Good Things
with Zfish



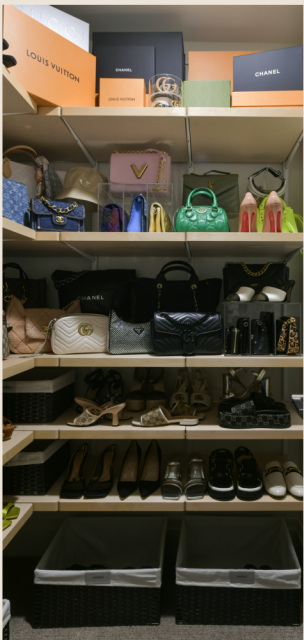
Design + Construction
**THE COPPER
KITCHEN**
SANDY, UT



PHOTO



Design + Construction
**KELLY WE'RE
NOT IN UTAH
ANYMORE**
FRUIT HEIGHTS, UT



PORTFOLIO



Organizing + Design
SCOTTSDALE
OASIS
SCOTTSDALE, AZ



PORTFOLIO

OUR CLIENTS

OUR FAVES

We work with clients who are *busy!* Whether they're a family of nine with no time for organizing or a couple who travels state to state for work, our mission is to make luxury home services simple.

BASIC DEMOGRAPHICS

There are a few basic commonalities among most of our clients:

- Ages: 35 - 60
- Interests: Travel, outdoor sports, luxury brands, pets



Simply Sam Organization and Design is SIMPLY AMAZING! I have used them now twice for two homes and have had the best experience both times ...Without their organization our large family of 9 wouldn't be able to function and stay orderly. The way they organized our pantry, kitchen and bathrooms make it so easy to keep clean and neat for literally YEARS!

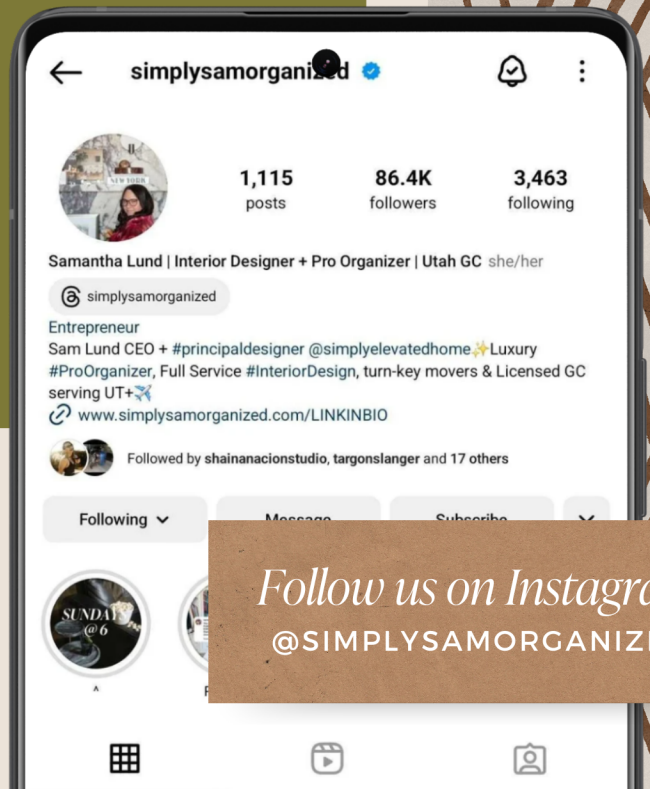
SARA MP

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