A DESIGNER’S PERSPECTIVE

THE CONSULTING HOUSE

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  - Considerations
  - Available Alternatives
  - Perceptions
- Marketing To Designers
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  - Current Experience
- Q&A
BACKGROUND

*Not Here To Represent All Designers.....*

- High End Designer
- Project Types
- Scope of Work
BACKGROUND — ADDITION & RENOVATION
BACKGROUND – ENTIRE HOUSE RENOVATION EXAMPLE
TAKE AWAYS

- Why Should You Care About Designers
- What Are The Inputs For Making Decisions
- Best Way To Market To Designers
WHY SHOULD YOU CARE ABOUT DESIGNERS - ROLE OF A DESIGNER

CREATE.... DESIGN VISION

DEFINE.... OVERALL DESIGN
DESIGN DETAILS
PRODUCTS UTILIZED

SERVE AS.... CLIENT ADVISOR
DESIGN EXPERT
PRODUCT EXPERT
WHY SHOULD YOU CARE ABOUT DESIGNERS- ROLE OF A DESIGNER

CREATE.... DESIGN VISION

DEFINE.... OVERALL DESIGN DESIGN DETAILS PRODUCTS UTILIZED

SERVE AS.... CLIENT ADVISOR DESIGN EXPERT PRODUCT EXPERT

In Short, I Am The Buyer
How Does The Designer Role Differ From The Architect and The Builder

Client Project Team

- Architect
- Designer
- GC
Supersedes Any Trends

- Architecture, Culture & Historical Background

Trends

- Periods of Design
- Fabrics
- Colors
- Accessories
- Product Design
- Materials
WHY SHOULD YOU CARE ABOUT DESIGNERS — EXAMPLE OF CURRENT TRENDS

- Bringing Outdoors In
- Open Plans w/ Larger Openings & Higher Ceilings
- Simplicity & Cleaner Lines
- Lighter Flooring, Wider & Longer
- Natural Materials & Textures
- Mixing Different Woods & Finishes
- Graphics & Patterns
- Breaking The Rules
- Gray As The Go To Neutral
- Vintage/Reclaimed/"Green"
WHY SHOULD YOU CARE ABOUT DESIGNERS — EXAMPLE OF CURRENT TRENDS
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WHY SHOULD YOU CARE ABOUT DESIGNERS — WOOD PRODUCT DECISIONS

- Furniture
- Flooring
- Interior Millwork – (Doors/Trim)
- Windows
- Stairs
- Exterior Materials
- Cabinetry
- Architectural Details
- Decorative Elements
WHY SHOULD YOU CARE ABOUT DESIGNERS — WOOD PRODUCT DECISIONS
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TAKE AWAYS

- Why Should You Care About Designers
- What Are The Inputs For Making Decisions
- Best Way To Market To Designers
**WHAT ARE THE INPUTS FOR MAKING DECISIONS - CONSIDERATIONS**

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<thead>
<tr>
<th>CONSIDERATIONS</th>
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<tr>
<td>Aesthetics</td>
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<tr>
<td>Price</td>
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<td>House Style</td>
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<tr>
<td>Function</td>
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<td>Home Value</td>
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<td>Type of Residence</td>
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WHAT ARE THE INPUTS FOR MAKING DECISIONS — AVAILABLE ALTERNATIVES

- Flooring
  - Solid Hardwood
  - Engineered Hardwood
  - Reclaimed
  - Character Grade
  - Laminate
  - Luxury Vinyl
  - Others (Carpet/Concrete/Stone/Tile Mimic Wood)
WHAT ARE THE INPUTS FOR MAKING DECISIONS — AVAILABLE ALTERNATIVES

- Cabinetry
  - Hardwood Species
  - Softwood Species
  - Stained vs. Painted
  - MDF
  - Laminate
WHAT ARE THE INPUTS FOR MAKING DECISIONS – PERCEPTIONS

- Engineered Hardwoods VS. Solid Wood
- Laminate VS. Wood
- Luxury Vinyl
- MDF
TAKE AWAYS

- Why Should You Care About Designers
- What Are The Inputs For Making Decisions
- Best Way To Market To Designers
MARKETING TO DESIGNERS – BEST PRACTICES

- Product Requirement Is High Design Appeal
- Literature Available & of High Quality Execution
- Messaging Has Product Aesthetic Features, Specifications & Qualities
- Designers Seek Information on Products At Time of Need
- Product Installation Shots are Valuable
- Samples Are A Necessity To Touch/Feel/See A Product & Pull Spaces Together
- Use Of Product Showrooms Geared Towards The Trade
- Sales Representatives Provide Contact & Visit To Introduce New Products
Marketing to Designers — Current Experience

- Relegated to Internet Searches & Educating Myself
- Seen As A Target Only From Specialty Players
- Products Displayed At Retail & Builder Oriented Establishments (e.g. Home Depot/Lowes, Building Supply Houses)
- Furniture Samples From Some Sources Not Available or Have To Pay To Have Them
TAKE AWAYS

✓ Why Should You Care About Designers
✓ What Are The Inputs For Making Decisions
✓ Best Way To Market To Designers
QUESTIONS & ANSWERS