

A DESIGNER'S PERSPECTIVE

**THE CONSULTING HOUSE
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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



In Short, I Am The Buyer

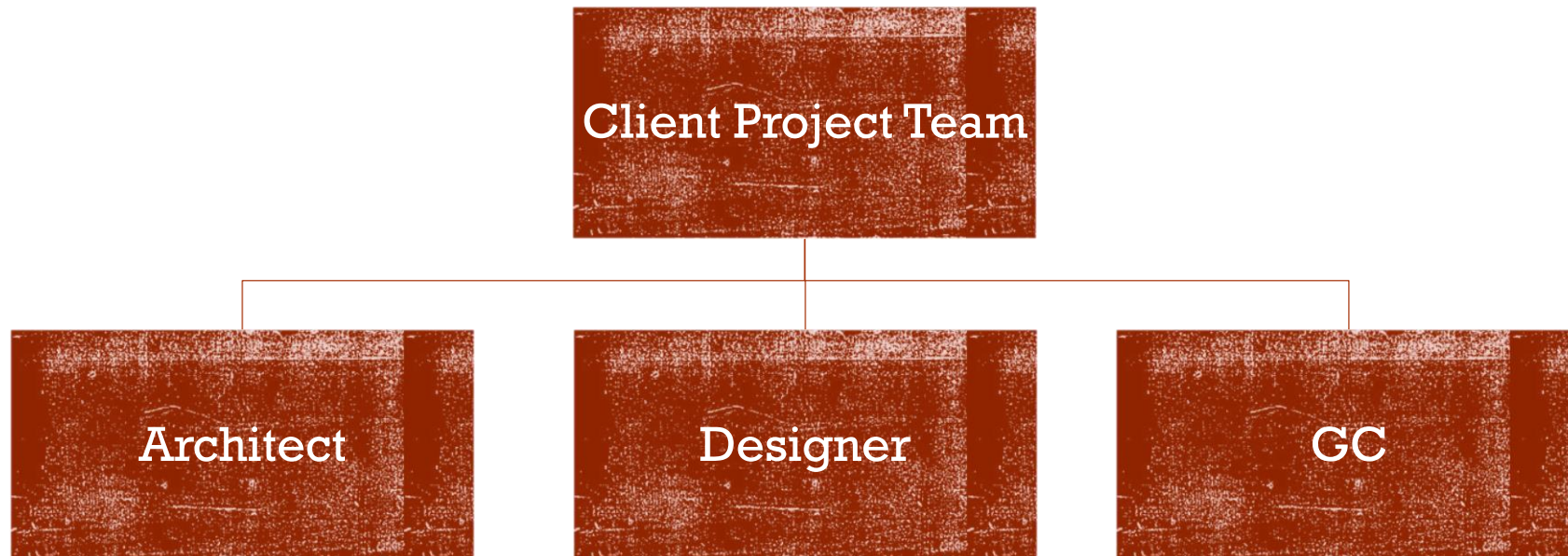
SERVE AS....

CLIENT ADVISOR
DESIGN EXPERT
PRODUCT EXPERT



WHY SHOULD YOU CARE ABOUT DESIGNERS- ROLE OF A DESIGNER

How Does The Designer Role Differ From The Architect and The Builder



WHY SHOULD YOU CARE ABOUT DESIGNERS —RELATIONSHIP TO TRENDS

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 –EXAMPLE OF CURRENT TRENDS



WHY SHOULD YOU CARE ABOUT DESIGNERS –EXAMPLE OF CURRENT TRENDS



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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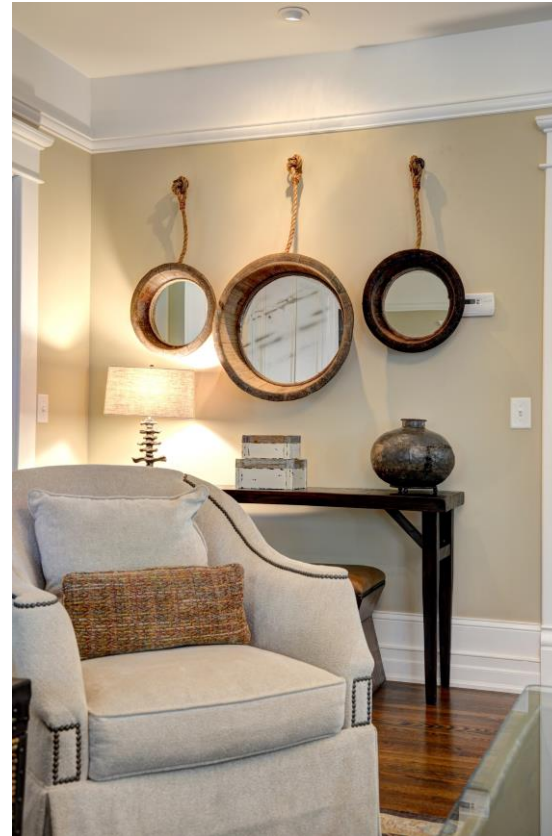
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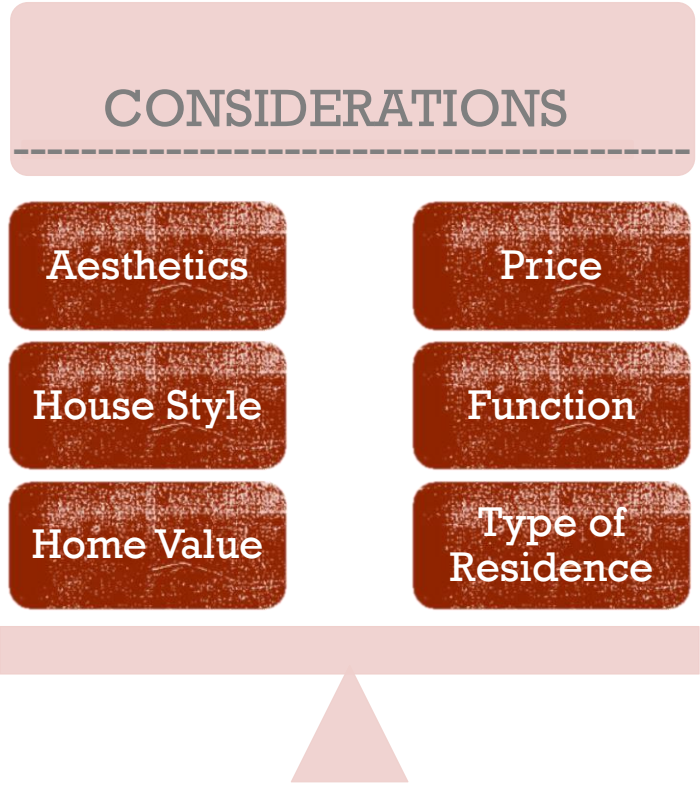


TAKE AWAYS

- 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



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
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- 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

