



**2017**

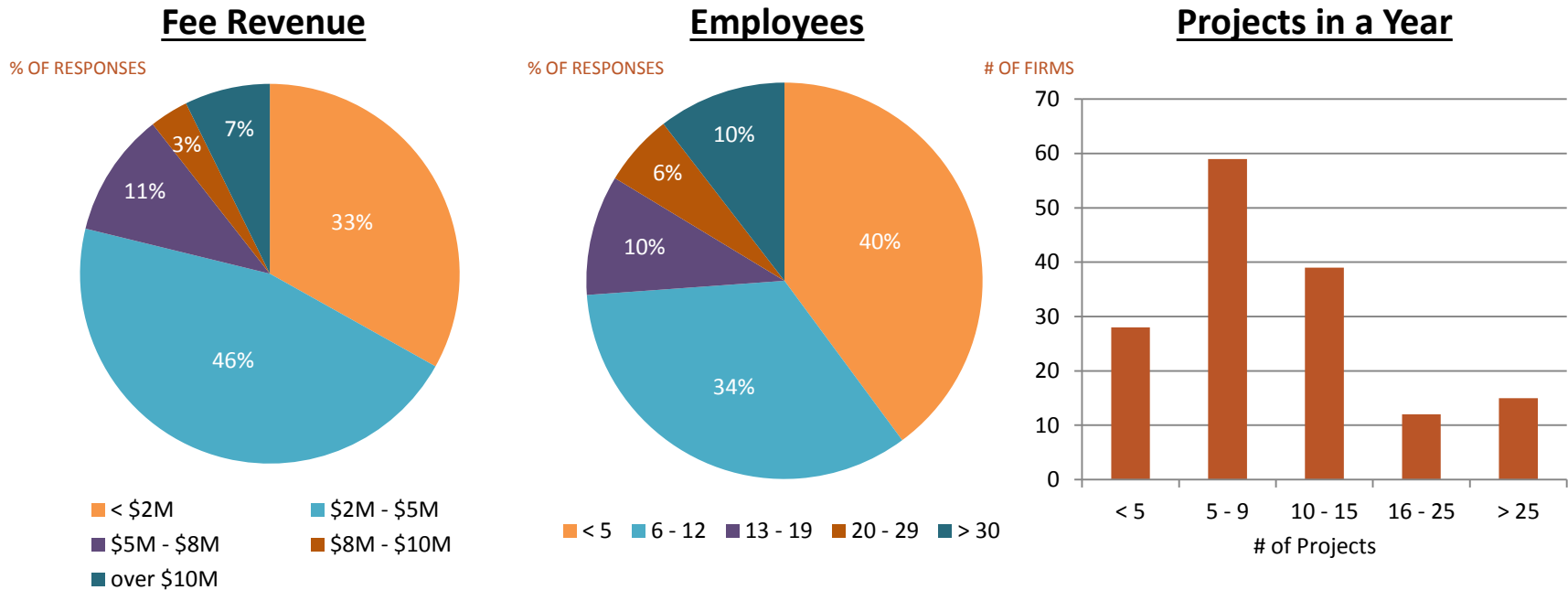
**Design Leadership Network  
Member Survey Results**

**JUNE, 2018**



# Business Profile

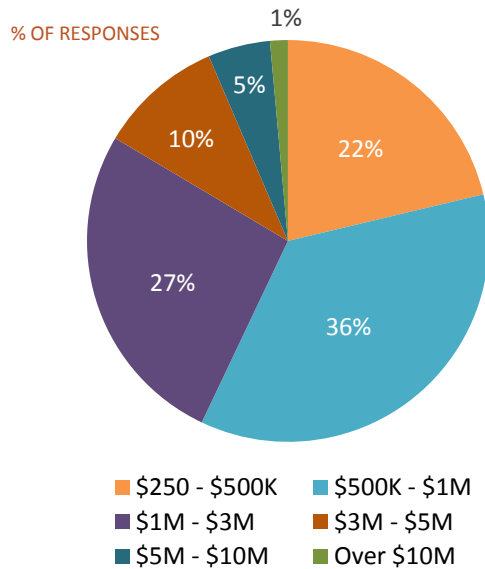
# 2017 DLS Survey Respondents are Some of the Premier Boutique Interior Design and Architecture Firms Serving Luxury Clients



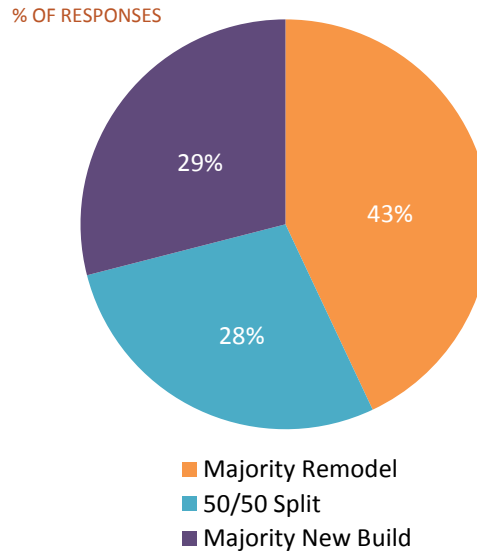
- The majority of DLS survey respondents have fee revenues between \$2M and \$5M
- 85% are boutique firms employing fewer than 20 people
- 65% of firms complete between 5 and 15 projects annually

# DLS Survey Respondents are Firms Occupying the High-end Market Position with the Majority of Project Budgets in Excess of \$500K

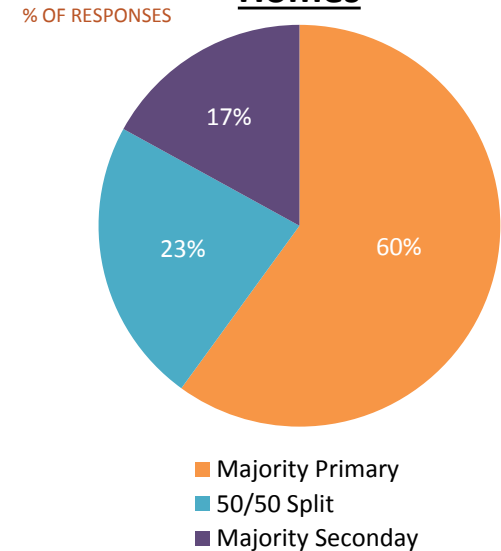
**Average Budget**



**Remodel vs New Build**

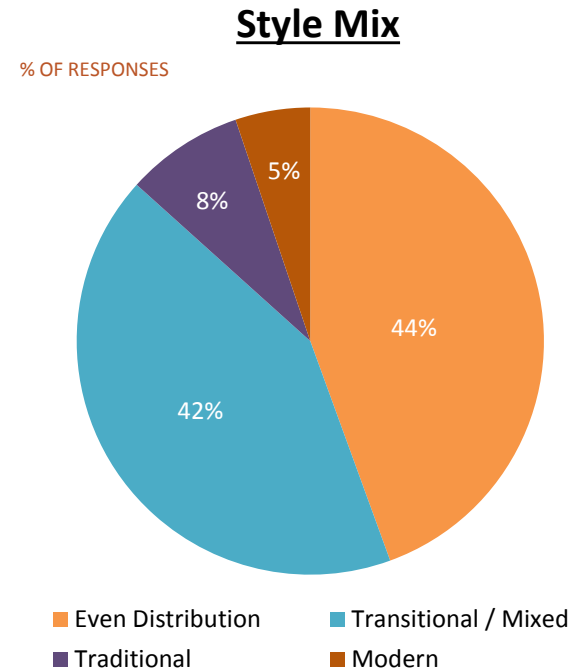
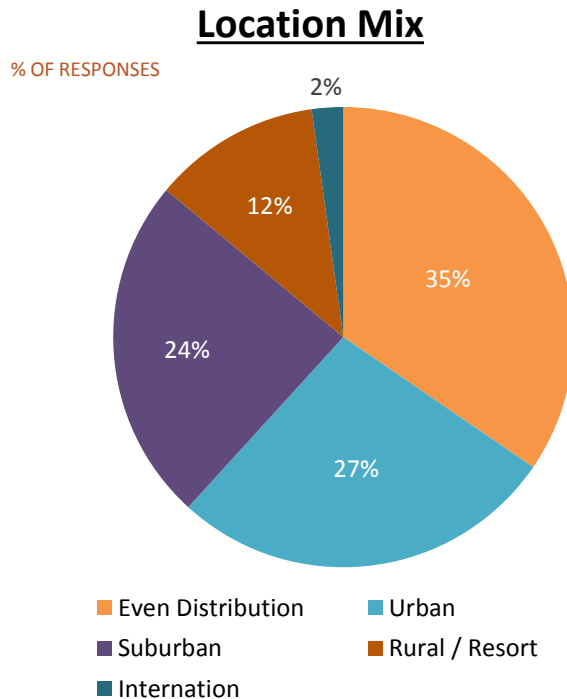


**Primary vs Secondary Homes**



- Remodel project budgets average \$1M
- Firms having a 50/50 split between remodels and new projects average \$2M project budgets
- New build budgets are often in excess of \$3M with secondary homes perhaps having budgets even higher than primary homes because of the selectivity of client projects

# DLS Survey Respondents Work on a Diversified Portfolio of Project Locations and Styles



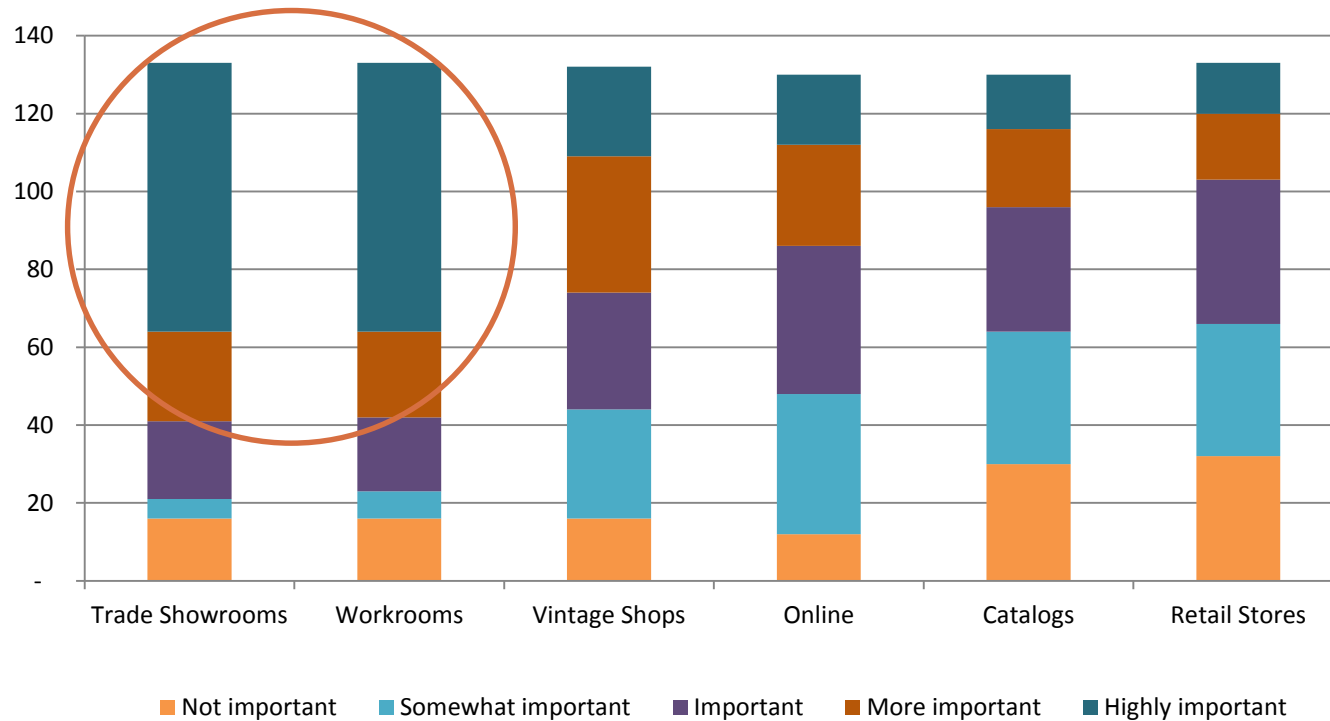


## Resources & Inspiration

# DLS Survey Respondents Prefer Resources that Cater to the Design Trade and Unique Needs of the Luxury Client Market

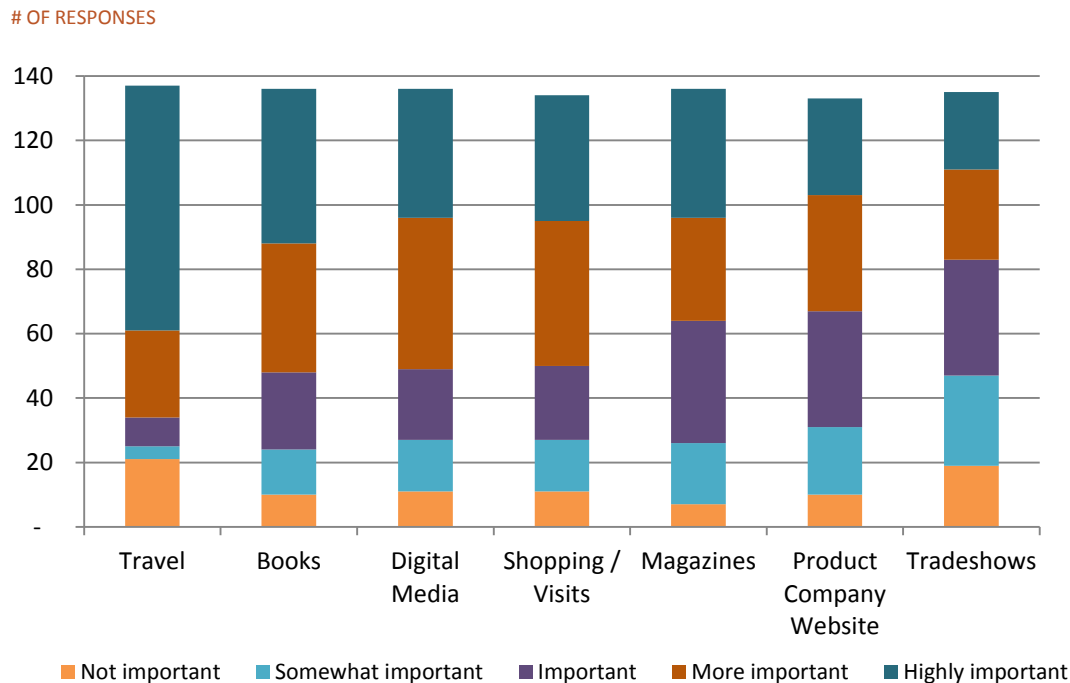
## Resource Importance

# OF RESPONSES



# DLS Survey Respondents Gather Inspiration from a Variety of Sources, Including a Combination of Traditional and Digital Media

## Information & Inspiration Importance



## Top Media Sources

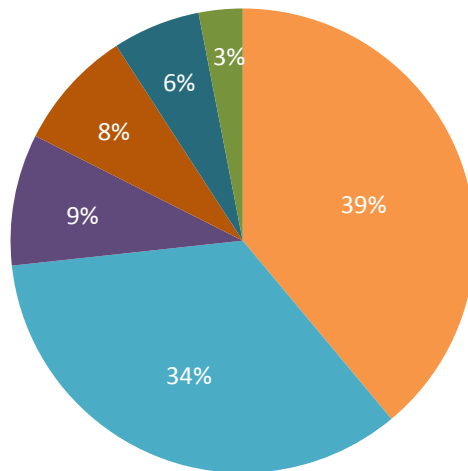
- Instagram
- Architectural Digest
- Elle Décor
- Veranda
- House Beautiful
- Pinterest
- World of Interiors
- Dering Hall
- Traditional Home
- Luxe



# DLS Survey Respondents' Growth and Challenges are Linked – How to Gain More and Better Referrals, then Meet Client Expectations by Managing Resources Well (People, Time, and Budget)

## Growth Sources

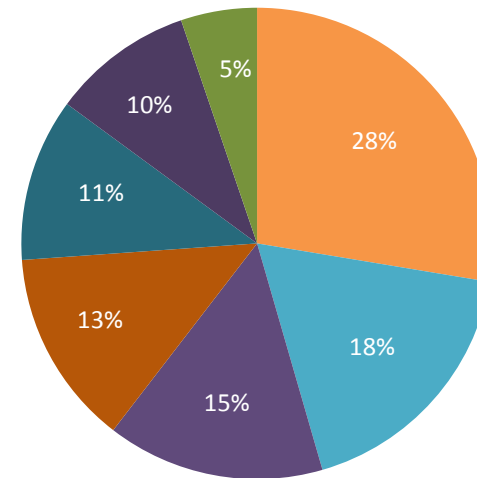
% OF RESPONSES



- Stronger referrals (word of mouth)
- Overall economic growth
- Awareness of good design
- Unpaid social media
- Local economic growth
- Paid marketing and PR

## Business Challenges

% OF RESPONSES

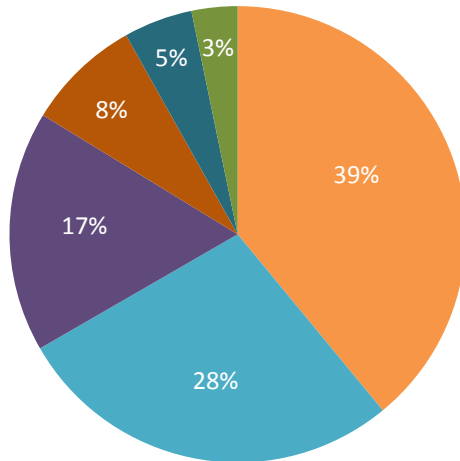


- People management
- Client budgets
- Marketing
- Time Management
- Fees / Margins
- Client sophistication
- Competition

# Likewise, Design Trends and Vendor Performance are Linked – More Clients Want Custom Product, but Vendors Take Too Long to Deliver

## Important Design Trends

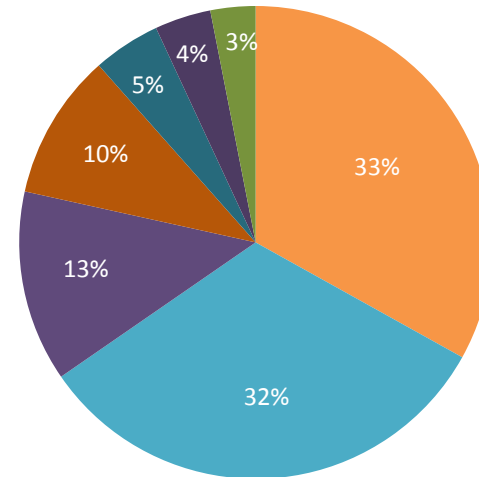
% OF RESPONSES



- Custom production
- Role of technology in the market
- Sustainable design
- Home automation
- DIY Clients
- Color trends

## Vendor Improvement Areas

% OF RESPONSES



- Reduce lead times
- Improve customer service
- Offer more in stock items
- Improve sales representative relationship with your firm
- Improve showroom experience
- Reduce prices
- Offer more new products

# DLS Survey Respondents Value The Peer Interaction Fostered By The Annual Summit And Look To DLN For Insight On Business Enhancement Strategies

*“More conversations pertaining to running a firm, pricing, client struggles, growth, hiring”*

*“More small-group interaction on specific business management/development topics”*

*“We've talked about creating an industry standard fee structure/contract for Interior Designers. We all talk about it, and wish there was something to point to”*

*“DLN should become a more prominent voice for the design industry, more actively tout members, find ways to extend benefits to members (group discount programs, access to insurance?, etc.), leverage memberships' contacts to develop database of vetted business support providers (book agents, licensing specialists, accountants, business software, etc.)”*

*“Transparency in our network concerning business/ fee structure, contracts, etc.”*

*“Educate and help facilitate true cross-pollination / collaboration of its members in terms of working together, supporting each other and learning from each other to continue to create real value and elevate the industry as a whole”*

SELECT REPRESENTATIVE RESPONSES TO THE QUESTION “WHAT CAN THE DLN DO FOR YOU?”