Marketing to Architects and Designers

North Fulton County Extension Office
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Atlanta, Georgia

Harry W. Watt
Business Improvement Specialist
Wood Products Extension
NC State University
harry_watt@ncsu.edu
704-880-5034
www.cnr.ncsu.edu/localwood
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Lots of Value-Added Wood Products for Home Construction for Projects of Architects and Home Designers

<table>
<thead>
<tr>
<th>Millwork</th>
<th>Cabinets</th>
<th>Furniture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flooring</td>
<td>Kitchen</td>
<td>Bedroom</td>
</tr>
<tr>
<td>Stairs</td>
<td>Bathroom</td>
<td>Living Room</td>
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<tr>
<td>Trim</td>
<td>Garage</td>
<td>Dining Room</td>
</tr>
<tr>
<td>Doors</td>
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<td>Entertainment</td>
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Lots of Value-Added Wood Products for Commercial Construction for Projects of Architects

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<td>Bathrooms</td>
<td>Seating</td>
</tr>
<tr>
<td>Trim</td>
<td>Storage Units</td>
<td>Tables</td>
</tr>
<tr>
<td>Doors</td>
<td>Work Areas</td>
<td>Storage Units</td>
</tr>
</tbody>
</table>
An architect is a person trained in the planning, design and oversight of the construction of buildings, and is licensed to practice architecture.

To practice architecture means to offer or render services in connection with the design and construction of a building, or group of buildings and the space within the site surrounding the buildings, that have as their principal purpose human occupancy or use.

Per Wikipedia
Architects

- College and University Trained
- Requires Design and Project Management Skills
- Licensed by the State
- Typically % Fee Basis on a Large Project
- May Charge a Fixed $ Amount on a Small Project
- Remember-You Need to Help the Architect Deliver Value to the Customer
Home Designer

• Often Are Not Licensed But Are Skilled in Designing Homes

• Have a Relationship With a Client of the Means to Hire a Home Designer

• Skilled in Putting Client’s Ideas Into a Home Design

• Remember-You Need to Help the Home Designer Deliver Value to the Customer
Interior Designer

Interior design is a multi–faceted profession in which creative and technical solutions are applied within a structure to achieve a built interior environment and home lifestyle enhancement.

The interior design process follows a systematic and coordinated methodology, including research, analysis, and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfills the project goals.

Per Wikipedia
Interior Designer

- Works Within the Home on Accents That Improve the Image, Style, Functionality, Etc. of a Home for a Client
- Typically Not Licensed
- May Belong to an Association of Interior Designers
- May Work on a % Fee on a Larger Project
Interior Designer

• May Work on a Fixed $ Amount on a Small Project
• May Provide Sketches of Wanted Products
• May Add a $ Markup to Items Purchased By the Client
• Remember You Need to Help the Interior Designer Deliver Value to the Customer
## Business Database Results

<table>
<thead>
<tr>
<th></th>
<th>SIC Code</th>
<th># Businesses Atlanta Metro Region</th>
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</thead>
<tbody>
<tr>
<td>Architect</td>
<td>8712</td>
<td>647</td>
</tr>
<tr>
<td></td>
<td>871202</td>
<td>467</td>
</tr>
<tr>
<td>Home Designer</td>
<td>1521</td>
<td>3,844</td>
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<tr>
<td></td>
<td>152109</td>
<td>17</td>
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<tr>
<td>Interior Designer Contract</td>
<td>152207</td>
<td>5</td>
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<tr>
<td>Interior Designer</td>
<td>738902</td>
<td>598</td>
</tr>
</tbody>
</table>
## Product Types and Projects

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Typical Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical</td>
<td>Melamine Casework, Wood Trim, Doors, Work Stations</td>
</tr>
<tr>
<td>Schools</td>
<td>Wood and Melamine Casework, Wood Trim, Doors, Work Stations</td>
</tr>
<tr>
<td>Schools and Colleges</td>
<td>Melamine Casework, Wood Trim, Doors, Furnishings, Work Stations, Displays, Shelving, Office Millwork, Library</td>
</tr>
<tr>
<td>Government</td>
<td>Melamine Casework, Wood Trim, Doors, Furnishings, Shelving, Office Millwork</td>
</tr>
</tbody>
</table>
Suspects/Prospects/Customers

- There is a Flow Process to Identify Business Suspects
- One Weeds Down Suspects to Prospects
- Prospects With Jobs to Bid Become Potential Customers
- Winning a Bid Converts Prospects to Customers
Bidding on an Architect's Government Work

- Most Sales Opportunities Are on a Bid Basis
- Many Governments Have Online Bidding Systems
- Lots of Opportunities to Quote
- Lots of Competition
- Architects Often Help Manage the Projects
- There is Now Online Bid Rooms to Get Plans
Finding Architects

• Woodworks-a Wood Industry Marketing Outreach for Commercial Projects, WV is in Their East Region

• Hosts Educational Events in the Southeast Annually That Draws Hundreds of Architects

• http://www.woodworks.org/

Three Young Architects at the 2011 Atlanta Woodworks Education Seminar
Finding Architects - State Licensing Boards

• Georgia Board of Architects and Designers

• Website = www.sos.ga.gov/plb/architects/

• Number of Active Licensees as of 6/13/2011:

<table>
<thead>
<tr>
<th>Type</th>
<th>GA Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Architect</td>
<td>5,626</td>
</tr>
<tr>
<td>Registered Interior Designer</td>
<td>413</td>
</tr>
</tbody>
</table>

• Search Tool Not Available to Find Licensed Architects in a Specific Location
Finding Architects-
Professional Associations

- AIA = American Institute of Architects
- National Website = [www.aia.org](http://www.aia.org)
- Yellow Pages = 503 Hits In a 25 Mile Radius
Architects Do Have Influence Limits

• While the Architect May Want You For the Project, Lots of Others May Be of Greater Influence
  ○ The Job Superintendent
  ○ The Customer
  ○ The Architect’s Staff Project Manager
  ○ The Construction Company
Finding Home Designers

• Did Not Find a Professional Association for Home Designers

• Can Database Search to Find Atlanta Metro Region Home Designers

• Yellow Pages Search Within 25 Miles Atlanta = 125 Hits
Finding Interior Designers

• ASID = American Society of Interior Design

• Webpage = www.asid.org, Large # of ASID Members Here

• Can Database Search to Find Atlanta Metro Region Interior Designers

• Yellow Pages Search = 513 Hits
Building Relationships With Architects and Design Professionals

- Have to Sometimes Deal With Large Egos
- Realize They Have to Produce Results for the Client
- These Professionals Often Do Not Take Advice Well
- Look for “Hot Buttons”
- Always Do What You Say and More
Building Relationships With Architects and Design Professionals

• Realize Many Firms Have Multiple Professionals

• Build Relationships With the Support Employees Too

• There Are Fewer Architects, Interior and Home Designers Than Builders and Contractors

• Architects/Designers Need Quality Wood Products Manufacturers
Building Relationships With Architects and Design Professionals

- Realize Many Firms Have Multiple Professionals
- Build Relationships With the Support Employees Too
- There Are Fewer Architects, Interior and Home Designers Than Builders and Contractors
- Architects/Designers Need Quality Wood Products Manufacturers
Summary-Marketing to Architects and Designers

- Architects and Designers Are a Small Group of Professions That Are an Important Target for Growing Sales of Cabinets, Furniture and Millwork

- One Can Develop a List of Professional Contacts Through Database Searches, Yellow Pages Searches, Web Searches, State Licensing Boards and By Visiting Professional Associations Websites