

Interior Designer / Architect Referral Network

Furniture & Home Furnishings

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a program to win business through interior designers and architects — engagement, trade pricing, service and relationships — a major furniture channel. Use it to develop the designer channel. For B2B builders use the Builder / Developer Tie-up Program tool.

Purpose of this tool & output

Build a designer and architect channel

How the output is used

Use it to build a designer and architect channel — an interior designer and architect referral network across relationship, terms and trust.

Important cautions

Designers and architects bring repeat, higher-value projects but expect trade terms, reliability and a process that makes them look good to their clients — deliver on samples, quotes, timelines and quality. Structure trade pricing or commissions transparently and lawfully. The channel is built on trust and consistent delivery.

Companion documents

- Furniture Marketing Plan
- Digital Marketing Plan
- Social & Visual Content
- Google Business & Local SEO
- Lead Generation & Enquiry Management
- Referral & Loyalty Program

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.