

E-BOOK

Generating highly qualified leads with online visualization



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Introduction

The situation: homeowners want more agency when it comes to the design of their spaces

Today's homeowners come to the table equipped with ideas, inspiration, needs and wants. Home improvement channels like HGTV™ and the variety of homegrown video uploads on social media offer consumers plenty of inspiration to dream about their home's possibilities.

But there's a disconnect between what customers want and what will actually work within their spaces and budget

How do you manage their expectations when they come to you with their lofty ideas? How do you help them see the reality of their dreams and show them how to work within space, size and budget constraints?



Types of homeowners

There are three types of 21st-century homeowners:

- ▶ Do-It-Yourself-ers (DIY)
- Do-It-With-Me-ers (DIWM)
- ▣ Do-It-For-Me-ers (DIFM)

DIY-ers see something from their favorite home interior design show and imagine how they might transform their current space. They don't need you to tell them what they want because part of the adventure is designing it themselves.

Not everyone, though, has an eye for design. Some homeowners might have an idea of what they like but need a little help configuring their space while still retaining some ownership of the process. They need an experienced professional to guide them through the challenges of planning and executing their vision. They're the **DIWM-ers**.

Others possess no design-savvy at all. They're the **DIFM folks**. They would prefer you, with your expertise, lead them toward a state of complete feng shui—the yin and yang of home and home dweller—the fulfillment of their home's self-actualization.



The problem

Because of this disconnect, it's often challenging to acquire qualified leads. You hear a lot of "We're just looking."

Though it may be second nature to those in the kitchen and bath design industry, most average homeowners are so used to their current surroundings that they can't imagine how their space could look any different. Furthermore, the fear of making the wrong choices—from color to surface materials to cabinet style and everything in between—plus the daunting financial commitment is enough to scare homeowners into putting up with the status quo.

Homeowners want to visualize what possibilities exist within their spaces

It isn't enough to visit your showroom and pick out the finishes. They need to see how it will work inside their space.



The solution

Offer clients an exciting and fun online tool they can use to configure their spaces

Augmented Reality (AR) is an emerging success story in the marketing world that allows consumers to try before they buy using the internet on their computers or mobile devices.

For the kitchen and bath industry, an **online visualization design tool** manufacturers and homeowners can use to configure these spaces is more than a 21st-century technological gimmick.

With an online visualization design tool, users can create design projects from start to finish or allow an experienced professional to guide them through the process. This tool increases the efficiency of every step of their space's transformation—from incentives to qualifications to space planning and purchases.

One caveat: using an online visualization design tool is addictive. Once your clients begin rendering their designs, there won't be any stopping them.



The result

You now can capture qualified leads you would have otherwise missed

When you invest in an online visualization design tool, you will:

- ▶ **Capture client preferences and qualify leads.** Once the prospective customer has saved their project or connected with one of your designers, you'll have captured their preferences.
- **Experience more conversion.** Using the online visualization design tool means there's a better chance the potential customer will follow through with the project to the end.
- **Avoid customer dissatisfaction.** A well-designed tool will eliminate any surprises homeowners would otherwise experience when what they imagined isn't what was delivered.

Clients will feel a sense of ownership of the process. It's now easy for them to visualize their new space.



Features and advantages

It starts with the layout

The first step in designing a room is understanding the shape and size of the space. Whether the homeowner is working within an existing area or aiming for a total remodel, an online visualization design tool allows users to configure their space their way.

By simply entering a few keystrokes, users can begin to see how their finished space will best meet their needs. Those keystrokes will become the key to learning who your customers are and what they need from you.

Capture client preferences

As the client navigates through the design process with an online visualization design tool, they'll discover the products available within their plan based on their layout and budget.

For example, a kitchen design has options for the cooktop, oven, sink, dishwasher and refrigerator-freezer. The tool saves all information the user enters, so you've captured their preferences as the user selects options.

An online visualization design tool also allows the option of viewing a running total of the room's price. This feature helps keep the homeowner stay within the project's budget.



A variety of spaces

Kitchens, baths, closets ... these are the spaces in a home that require the most planning. It isn't enough to throw up a couple of shelves, install some random cabinets or demo a room down to the studs only to replace what was there with the same features, fixtures, finishes and layout.

To get the most out of their space, homeowners need a way to make that space work for their needs, the number of people living in the space and their budget.

An online visualization design tool allows users to make realistic and practical decisions about their projects.



Qualify leads

When homeowners visit your store or your website, why not make it easier to get them to “yes” by offering a tool that provides a running total of the project’s cost as it shows what their space will look like with all their chosen features?

With an online visualization design tool, you have an extraordinary opportunity to capture qualified leads and gather important data about your customers’ choices.

Once homeowners see their vision come to life in 3D, they will be much more likely to follow through with choosing you to make their dreams come true.

Even if the execution of their project will not happen immediately, the tool saves all preferences and design iterations, so when they are ready to dive in, their project’s details will be only a few keystrokes away.



Retain visitors to your website

There's no better way to say it: an online visual design tool is fun to use. More importantly, it's a great way to attract and retain viewers to your website. And as a bonus, it's your tool to brand as you wish.

Once branded, visitors will associate the tool with your retail establishment since the ability to brand the tool to match your company's colors and logos is entirely within your control.

Regional advantages

Depending upon the area—urban or rural—most consumers are likely to stick to a 25-mile radius when shopping for a kitchen or bath retail establishment.

When they Google “kitchen design near me,” they're bound to land close to the link to your website.

If they Google “kitchen design tool near me,” the search engine will undoubtedly point them directly to your website.

If your goal is to get people in the door, what better way than to pair your existing catalog of features with an online visualization design tool?



Demographic

Who is in your target market? By setting up access to your online visualization design tool through a contact form on your website, you will be able to capture leads and better understand your market.

Discover ...

...the kinds of homeowners in your market.

...their likes and dislikes about design and function.

...the price they're willing to pay to meet their design and function goals.

...their time frame for meeting these goals.

The information you capture with your online visualization design tool will provide critical data about your market so you can make informed decisions moving forward.



Best practices

Create a virtual showroom

Homeowners today are accustomed to ordering their essentials online, and it isn't any different when shopping for interior design ideas for the spaces in their homes.

Are you a manufacturer? A retailer? Even if you have a showroom full of sample appliances and finishes, a homeowner's first step is to turn to the internet.

Whether you make that journey with them or without them, provide an online visualization design tool to lead them down the path of saying "yes."

Your online visualization design tool is a virtual showroom where homeowners and potential customers can "try on" their new space.



Upselling

Many retailers hesitate to upsell to a valued client, especially if they have worked hard to build a trusting and impactful relationship with them. But the reality of sales demands that you at least make the buyer aware of all the possibilities, especially if those possibilities fall within or slightly above their budget.

They will live with their choices regarding this new space for a long time. An online visualization design tool with a built-in pricing feature will inspire homeowners to choose options that will stand the test of time and enhance their space for years to come.

Conversion

All your efforts will have been in vain if the sale falls through at the critical moment. How does an online visualization design tool help avoid such a disappointing outcome?

For homeowners, seeing a 3D rendering of their new space with appliances, finishes and features they have carefully chosen is the difference between an idea and a true vision—a vision that soon becomes an expectation.

By the time homeowners have seen the many possibilities they have designed within the budget they have set, you've removed the obstacles.

Get ready to close the deal.



Conclusion

Why invest in an online visualization design tool?

- 1 The tool helps capture client preferences and qualify leads.
- 2 It allows customers to see how their space will look in 3D to eliminate any surprises.
- 3 You'll be the company that delivers a customer experience like no other.

Ideal Spaces is the industry's leading online visualization tool — and the best solution to getting homeowners to your website or in your door, while capturing their preferences and turning prospects into clients.

For homeowners, it's more than just remodeling a room — it's adding value to their home and enhancing their lives.

For you, it's outperforming your competitors and taking your business to the next level. Be the company that offers the most modern tool that allows homeowners to change how they live in their ideal space.

For more about our online visualization tool, visit

2020spaces.com/2020idealspaces





Bringing spaces to life
and life to spaces

