



LAGUNA DESIGN CENTER

2014 FEATURED DESIGNER APPLICATION

The Designer Referral Program is a resource on the Laguna Design Center website and at the Visitor Center for consumers to get information on local interior designers. There are two programs: one is the “**Featured LDC Designers**” and offers one entire page to spotlight the designer’s work product with images, contact information, and links to the firm’s website. The other program, “**Registered LDC Designers**” offers no images and does not provide for the additional advertising support detailed below.

FEATURED DESIGNER BENEFITS:

- Client referrals made via website, phone calls, emails, and Visitor Center walk-ins
- Firm promoted in a Daily Pilot ad one time per annual membership (Value: \$400)
- Firm featured on new LDC website – Dedicated Page
- Firm featured on LDC website Home Page once per annual membership
- Included on LDC Social Media – Facebook, Twitter, Pinterest
- Promoted daily in slideshow on LDC Visitor Center TVs
- Exposure to private events, seminars, and workshops

HOW TO APPLY:

Please submit the following documentation:

- Completed Application
- Copy of Resale Permit License #
- Copy of Business Liability insurance
- Copy of Errors and Omissions insurance
- Showroom Checklist
- Images Submittal & Head Shot
- Word Document Material for Website:
 - Design Philosophy
 - Professional Affiliations / Awards
 - About the Designer / Designer Firm
- Check: \$400.00 check payable to: LDC Partners

PLEASE SEND DOCUMENTATION TO:

Crystal Prag
Director of Marketing
Laguna Design Center
23811 Aliso Creek Road, Suite 105
Laguna Niguel, CA 92677
Phone: (949) 643-2929
cprag@lagunadesigncenter.com

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DESIGNER CONTACT INFORMATION

In an effort to bring you the most suitable referrals, we are asking for detailed information below. This will minimize the probability that we send you prospective clients that are not properly suited for your firm or in your target market whereby best meeting the needs of both your firm and of the prospect. Please note, our website will search through designers based on the two categories of If you have questions regarding this, please feel free to contact Crystal Prag at the LDC office at 949-643-2929.

Note: Applicants must be the design principal of the firm.

Please print clearly or type.

Designer Name:

Firm Name:

Address:

City:

State:

Zip:

Phone:

FAX:

Cell:

Email:

*Website:

DESIGN PROFILE

A. PERSONAL PROFILE

Education/Degrees:

Years Experience:

Resale Permit License #
and/or Business License #

Please email these typed answers in a word document. If you submit a copy that is over the required word maximum it will be edited at random to fit the criteria.

State your Design Philosophy (40 word max):

Professional Affiliations / Awards (35 word max): Examples:

ASID IIDA CID AIA NKBA

About the Designer / Designer Firm (55 word max):

B. INDUSTRY

Interior Design Architecture

- C. DESIGN EXPERIENCE – Please check the appropriate category (s) – Max of 4 - You must be experienced in the categories you list.
- Residential Commercial Hospitality/Restaurant
 Health Care/Medical Remodel New Construction

Portfolio Examples:

- Contemporary Modern/Minimalist Traditional/European/Period Design
 Eclectic Transitional

- D. SERVICES - Please check which of the following services are offered by your firm:

- Design build for residential
 Design build for commercial
 Residential interiors
 Commercial interiors
 Project management
 Space Planning
 Please list other areas of specialized interest that are not noted _____

Please indicate below which of the following are the primary means by which your firm is most comfortable engaging services with a client:

- Fixed fee
 Hourly billing / retainer
 Percentage overall across the project
 Cost plus
 Discount off retail

Please indicate your minimum NET budget requirement your firm has in order to consider a design project:

- We don't have a minimum requirement
 Less than \$25,000
 \$25,000 - \$100,000
 Greater than \$100,000

Do you have Business Liability insurance? Yes No

Please provide a copy of your liability insurance with your application.

Do you have Errors & Omissions insurance? Yes No

Please provide a copy of your error and omission insurance with your application.

- E. REFERENCES

You must have references from at least five (5) showrooms in the Laguna Design Center.

Please list below five (5) showrooms from which you have purchased merchandise in the last year.

Showroom Name: _____ Showroom Name: _____
Showroom Name: _____ Showroom Name: _____
Showroom Name: _____

If selected, would you agree to the following criteria:

Would you participate in showroom events and occasional seminars for networking with other members and discussion of issues that arise? Yes No

Do you offer a complimentary one-hour meeting with a prospective interior design client? Yes No

Would you be interested in attending educational events for CEU credit if they were offered at LDC? Yes No

The Laguna Design Center has established a program whereby Interior Designers may make application to be featured on the Laguna Design Center website. No representation or warranty is made that your application will be accepted or that your profile will be represented on the Laguna Design Center website; such selection shall be at the sole discretion of the Laguna Design Center. Additionally, the Laguna Design Center also reserves the right, in its sole discretion, to edit or remove such profile from the website for space, content and/or other considerations.

Name: _____

Date: _____

Laguna Design Center Showroom Tour - Checklist

Your application for the 2013 Preferred Designer Program requires you to visit ten (10) showrooms at the Laguna Design Center. Please note these ten (10) showrooms are separate from the five (5) showrooms that you have provided as your references. It is recommended that Interior Designers contact the individual showrooms to schedule a tour.

The LDC Showroom Tour checklist must be signed by either the Showroom Owner or the Showroom Manager - signatures by representatives other than the Showroom Owner or Showroom Manager will not be accepted.

Showroom Name	Suite	Signature
Aga John Oriental Rugs	121	_____
Ann Sacks	162	_____
B & C Select	155	_____
Baker	177	_____
Bassman Blaine	114	_____
Bau Showroom	134	_____
Birch Hill Interiors	140	_____
Blake House	171	_____
California Style Home Collections	111	_____
Century Designer Showrooms	144	_____
de Benedictis	168	_____
Design Studio International	161	_____
Ebanista	127	_____
Elizabeth Benefield	170	_____
Ergo Beds	110	_____
Exquisite Surfaces	174	_____
Fremarc Designs	159	_____
Gina B and Company	130	_____
Harsey & Harsey	175	_____
Harsey & Harsey Outdoor	176	_____
Interiors Fine Flooring	150	_____
Isabella Morgan Home	124	_____
Island Bay	137	_____
J.D. Staron	160	_____
Kravet / Lee Jofa/ Brunswick & Fils	156	_____
Lighting Innovation	115	_____
Montage	132	_____
Provasi Collection	143	_____
Schumacher	126	_____
Shine by S.H.O	102	_____
Westervelt's	120	_____
Window Visions	141	_____
Witford	165	_____

Images Submittal

Images: Please provide a disc or dropbox submission of professional quality images* in the following format (7 max)

Room Shot Images - A minimum of 1200px x 800px x 72dpi.
Images can be submitted as Jpegs or Tiff files.

If you would like the images in a specific order, you will need to name or label the files on the Disc as 1 – 7. If they are not numbered, they will be placed in random order. Please specify which image you would like to have placed on your “Home Page”. If you do not designate a specific photo, one will be placed at random.

Headshot image - Must be an actual headshot. Cropped lifestyle photos will not be accepted. The photo must have a minimum resolution of 400px x 400px x 72dpi.

* We reserve the right to refuse images based on format or quality.