

DESIGNERS NETWORK

Paired for Success



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Dawn Newman inside the ia etc. showroom in Rockville, Maryland.

Designers Network helps clients find the perfect interior designer for their needs.

Marrying her passion for interior design with skills in sales and marketing, Dawn Newman created Designers Network in 2007. As “matchmaker” for clients and interior designers at no charge to clients, Designers Network is the only referral service of its kind in the U.S., according to Newman (who is paid a fee by designers). The network offers a selection of 45 designers, varying in style and price, along with 30 showrooms and other home resource providers to both homeowners and the trade.

Newman initially meets clients in their own homes. Taking note of lifestyles and personalities, she gathers information as well as photographs of the home to help the designer she selects to further understand the scope of the project. The homeowner is then introduced to the designer. On average, most clients are matched with an interior designer within the first or second interview.

Designers Network prides itself on providing customers with an education on the interior design process. “Most homeowners do not believe that they can afford interior design; they can and we can teach them how,” Newman says. In fact, the personalized service she offers helps to combat potential problems that might arise when homeowners choose a designer



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Interior Design: Sarah Fretwell, ASID, CID, SJF Interiors.

who might not be the right match for them.

Newman visits two to three client homes a week; her goal is to show as many consumers as possible how beneficial working with a professional designer can be. “If a first-time interior design customer has a great experience, they will always be an interior design customer,” she says.