

BUSINESS OF HOME

BOH

ISSUE 26 | WINTER 2023

Going Up

BUSINESS HAS BEEN GOOD.
HERE'S HOW TO KEEP IT THAT WAY,
NO MATTER WHAT COMES NEXT.





Is your business ready for a recession?

After two action-packed years, the interior design industry is showing some signs of cooling off. Here's how to know if your business is slowing down, and what to do about it.

BY FRED NICOLAUS



REPACKAGE YOUR SERVICES

GRAY WALKER believes the key to staying the course during a bad economy is simple: Find a way to package your services that works for the moment. "Create plans for developing future clients by stepping out of your normal fee structure," says the North Carolina-based designer. "Come up with a flat fee for a certain amount of hours of design consultation only. In tight times, people still like to paint, rearrange furniture and freshen up without breaking the bank. Give the service a fun name and sell it!"