



DEFINING HOME

FURNITURE | LIGHTING | DECOR

— *trade packet* —

To All Qualified Designers:

We are excited to welcome you to the newest and most extensive furniture showroom and designer work room in Birmingham. Enclosed you will find information we have pulled together to explain how you can benefit from working with and utilizing Defining Home resources.

Our goal at Defining Home is to create a premier interior design work room focused primarily on services and selling designer-grade furniture, lighting and decoration, and promote the use of designers to the public. In order to offer some of the lines we have made available to the trade, we have created a retail component for the showroom, but retail business is not the primary focus of our business.

We thank you for the opportunity to introduce our business to you. We believe Birmingham needs a designer workroom to offer designers access to a professional environment to select the furniture, lighting and decoration they need to make their projects successful. We are working hard to provide that resource, and we will be grateful for the opportunity to work with you.

Sincerely,

the team at defining home

— the — BENEFITS		1	Qualified designers will be able to purchase items through us at a significant discount.
2	You have access to many lines that you may not be able to order from directly or we might be able to order at a better price, saving you more money on some of your existing accounts. We are also developing a private label line that you will have access to.	3	We will work through all of the details of your order with you, process your order, and track your order all the way to the specified in or out of town receiver. Let us help you make placing orders easier so you can focus your time and talent where it is best utilized.
4	We will be hosting many designer/vendor lunches that you will have access to and be able to learn directly from the vendor's representatives.	5	Priority access to floor model sales and other special promotions throughout the year.

INCLUDED *in this* TRADE PACKET

A summary of the benefits that are available through Defining Home

An account application

An explanation of your pricing structure, how we protect the trade and commissions

A list of vendors that we offer

About Defining Home

the SHOWROOM

It is a great showroom where you and your clients can actually experience furniture, lighting, and decor lines that have until now not been offered in the Birmingham market.

We will offer trade accounts priority access to floor model sales and other sales prior to opening to the public.

Because we have a showroom, we are able to purchase at a deep discount and pass that savings on to you.

We allow you to take in-stock items out of the store for 48-hour approval.

You will have access to some of the best original art work produced by local artists.

RESOURCE LIBRARY & ACCOUNTS

You will have access to one of the best resource libraries in the city with a full range of fabric samples, wood and metal finish samples, catalogs, brochures and other product information.

We have work tables and computers set up for your use that you can walk in and use, or if you prefer to reserve the library for you and a client, we will book it for your exclusive use. You can with or without our assistance research products, work through pricing, print cut sheets, and work through fabric selections without any distractions.

We can order fabric samples for you to keep for your use.

We have developed a set of product specific binders for you that will make researching specific items more manageable.

our STAFF

You will have access to an incredibly knowledgeable, talented and resourceful staff that can assist you with all aspects of coordinating an order including planning, coordinating, researching and purchasing your items.

We are committed to training and providing our staff with all the resources necessary to provide you with all the information you may need to benefit from the lines that we offer.

— Trade Account Summary —

Who qualifies and how do you open an account?

Established designers with working credentials will be considered for a trade account. You will need to fill out and submit the account application included with this packet. Once approved, we will assign you an account number that we will be able to use to easily keep up with all your orders.

WHAT IS YOUR PRICING STRUCTURE?

Designer pricing is set at 2 price levels:

Custom Orders

Showroom Inventory

PRICING & ORDERING

We are committed to a 48-hour turn around on pricing any items available through Defining Home. Most pricing can be done in a day, but large custom orders should be available in 48 hours or less.

We will place your order, including coordination of all details, manage any issues including sending custom fabric deliveries, and track your order all the way to the receiver of your choosing.

CUSTOM ORDERS

Designer pricing is as follows: Defining Home Cost x 1.7 (this includes shipping)

As MSRP varies from vendor to vendor, our pricing structure offers savings up to 50% off retail.

example:

Our cost for an item is \$1,000; your purchase price is \$1,700, which includes shipping. (Some California vendors may require additional shipping costs; those will be noted on the quote.)

You can offer your client 20% off retail and still make a significant mark up on any items purchased through Defining Home.

STOCK & SHOWROOM

Designer pricing is 20% off the listed price.

ART

10% Commission is paid to designers.

HOW DO YOU PURCHASE ITEMS?

You can pay direct @ your trade discount price (cost + 1.7) or have your client pay for the item at retail & we will issue you a 20% commission. We accept credit cards and checks.

For custom orders we require a 100% deposit due upon placing an order.

In-stock items can be taken out on 48-hour approval, but will be held with a credit card.

Commissions are earned upon receipt of goods.

Commissions are paid net 30.

How do we protect your sales to your client?

When it is determined that a customer is working with a designer on a project, we will either only sell to the designer or, if the customer/client wishes to pay directly, we can issue you a 20% commission check. If your client comes in without you we will not price anything at your trade discount without your permission.

OUR top ten VENDORS

Mitchell Gold-Bob Williams	Gabby Home
Cisco Brothers	Hickory Chair
Best Slip Cover	Noir
Visual Comfort Lighting	Four Hands
Summer Classics	Arteriors

new VENDORS

Wesley Hall	Curations LTD
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the COMPLETE VENDOR LIST

Abigails
Aidan Gray
Amity Home
Antique Drapery Rods
Appleman Schauben
Art Addiction
Art Style Innovations
Arterior
Art Classics
Artesia
Astele
Barbara Cosgrove Lamps
Barlow Tyrie
Best Slipcover
Bliss Studio
BoBo Intriguing Objects
Boiler and Company
Brown Jordan
Bungalow 5
Carole Fabrics
CFC
Chesapeake Bay Candle Company/Alassis
Christian Mosso & Associates
Cisco Brothers
Clubcu
Cox Manufacturing
Currey and Company
Dash and Albert
Decorative Leather Books
Dessau Home
Dovetail
Down Inc.
DPM Fragrance
Dransfield and Ross
Eastern Accents
E Lawrence Books
Emissary
Face to Face Designs
Four Hands
Gabby Upholstery
Gallery Design Lighting
Global Views
Go Home
Grace and Blake
Guildmaster
Halo Styles
Hickory Chair
Flashpoint Candles

Four Hands
Jamie Dietrich
Janus et Cie
Jonathan Adler
Julian Chichester
Kingsley Bate
King Cotton
Lampworks
Lazy Susan
Lillian August
Loloi
Lowe Country Luxe
Lucy Smith Designs
Made Goods
Midwest CBK
Mitchell Gold + Bob Williams
Mr. and Mrs. Howard
Mr. Brown
Noir
Oly
Oomph
Orientalist Home
Parker James Home
Peacock Alley
Pigeon and Poodle
Random House
Regina Andrew Design
Roost
Sarreid
Soicher Marin
Solaria
Square Feathers
Studio A
Summer Classics
Sunpan Modern
Surya
Thibaut
Trowbridge
Unique Carpets
Urban Electric
Vesta Hardware
V Rugs and Home
Visual Comfort
Wildcat Territory
Worlds Away
York Wallcovering
Zuo Modern