

## Client Interview Questionnaire (First In-Person Meeting)



After the normal small-talk, here are the recommended questions you should ask (rehearse, rehearse, rehearse – memorize):

1. Assuming we find that we're a good match, what do you want your home (project) to say about you (your company)?
2. Why are you interested in working with me/my firm?
3. What will be the biggest difference between what your home/project when it is complete?
4. Why are you interested in doing this project at this time?
5. What if you don't do anything?
6. Why aren't you doing this project yourself?
7. Have you tried doing a project like this for yourself in the past?
8. What was the result of that?
9. How involved do you want to be in the process?
10. Are there other people that you'll involve in the decisions? Family or friends?
11. Who else is will be involved in this project? (architect, GC, etc.)
12. How will you decide whether this project was successful or not?
13. What will be the difference for your reputation, image, standing or stature? (this tells you about the ego involvement and what outside influences are affecting the decision)
14. What three things would indicate your home/project achieved what you wanted?
15. What does this mean to you personally?
16. What other outcomes would make you happy or satisfy you?
17. What will you be proudest of when we complete your project?
18. What if you aren't satisfied when the project is complete?
19. What is your expectation of perfection on a scale of 1 – 10?
20. How easy is it for you to make decisions on a scale of 1 – 10, and what criteria will you use?
21. What happens when you disagree with your spouse or other decision-makers on a recommendation?
22. What is your typical process for resolving these differences?
23. What is most important to you – the budget or the result? What I find is that some clients prefer to develop a complete plan based on their tastes and preferences, and that if it is more than they planned to invest at the outset that we can either value-engineer or we can do the project in phases. Which do you prefer?
24. Do you have a sense of what you are willing to invest in your project right now? I find that most clients have set aside funds for their projects, and if you don't have a feel for what a project like this might require, I'd be happy to give you a range.
25. Is there a particular deadline or event that is coming up that I should know about?

26. How important are these factors in selecting a design firm (1 – 10)?

- a. Responsiveness
- b. Referral source
- c. Speed of completion
- d. Your participation
- e. Cost
- f. Confidentiality
- g. Time saving
- h. Result
- i. Process
- j. Precision
- k. Relationship with us and our team
- l. Experience managing a project like this
- m. Project management skills
- n. References
- o. Safety – insurance, vetted team
- p. Expertise working on a project like yours
- q. Products and design solutions that are exclusive to your project

27. Are you thinking of doing some or all of your own purchasing?

28. Are you interested in purchasing at retail, or are you interested in customizing your interior?

29. Do you have your own contractor or subcontractors?

30. We can work with you in any number of ways – here are some of the options and when I come back with a proposal, I will base our fees on the value to you of the services we can provide to you. What level of service do you think you'd be interested in?:

- a. Scope of work and conceptual design
- b. Master plan
- c. Shopping and specifications
- d. Budgeting
- e. Project management
- f. Team selection
- g. Purchasing
- h. Expediting
- i. Turn-key projects