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BUILDING KNOWLEDGE SESSION

**HARNESSING THE MARKETING AND  
COLLABORATIVE POWERS OF HOUZZ**

JANUARY 20, 2016 || 8 - 9:00AM

**Presenters:**

Linda Cohen || *Toll Brothers, Horsham, PA*  
Mary DeWalt, CMP, MIRM || *Mary DeWalt Design Group, Austin, TX*  
Doris Pearlman, MIRM, IIDA || *Possibilities for Design, Denver, CO*

2016 NAHB International Builders' Show®  
JANUARY 19-21 + LAS VEGAS + BUILDERSSHOW.COM



## Session Description

Houzz is a powerful platform for designers, builders and remodelers, but are you maximizing all the benefits the site offers? In this session, you'll learn ways to use Houzz as a lead generation tool, but also how to take full advantage of the collaborative powers it offers for existing projects. By utilizing shared idea boards and images, you can help clients define their vision early on, saving you hours of back-and-forth and design time. Houzz also provides builders and designers a joint platform to fine-tune ideas prior to implementation, increasing efficiency and eliminating surprises. Finally, we'll explore how to increase interaction with potential buyers and explore ways to track new trends in design, architecture and marketing.

## Learning Outcomes

- Learn how to virtually collaborate with your team and clients, to give new life to design inspiration and concepts.
- Leverage tools such as shared idea boards and images to prepare, inform and encourage your buyers to explore design concepts and define their vision and style.
- Understand how to engage buyers and increase interaction through Houzz's web-based campaigns and social media platform
- Learn advance Houzz techniques that will enable you to use the site's audience as a focus group for your business.

## ORIGINS & STATISTICS

- Founded in 2009 by Adi Tatarko and Alon Cohen, pictured right
- In 2012, Houzz had 4 million users and 700,000 photos
- Today, Houzz has **35+ million users** and **8.9 million photos** circulating daily!
- 16 million monthly visits, 300 million monthly page views



## STATISTICS: AUDIENCE



- 75% of traffic: 35 to 64-year-olds
- Typically have \$300k+ homes
- More than 50% of homeowners on Houzz renovated their homes in 2015
- 1 in 20 are building custom homes
- 14% out of 35+ million users on Houzz are moving this year

## STATISTICS: AUDIENCE

- 72% are decorating, 40% are remodeling and 10% are new construction projects
- More residential/homeowners than commercial trade/industry professionals on Houzz
- BUT even if you're B2B, Houzz is still a great tool as homeowners make your photos go VIRAL, thus:



Building Your Brand.



HOZZ:  
GETTING STARTED

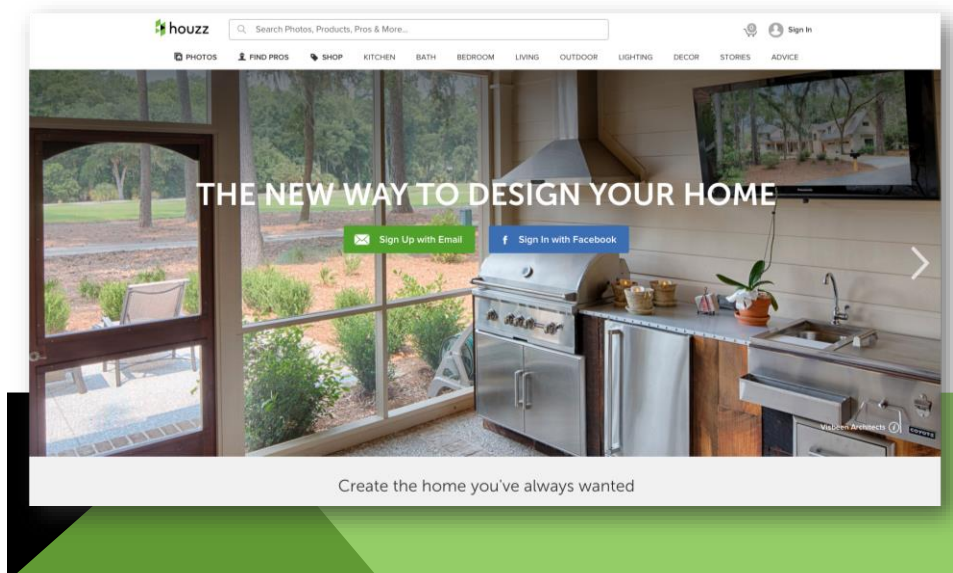


## WHAT IS HOUZZ TO THE CONSUMER?

A place to...

- Browse and get ideas from photos posted
- Find the right design and construction professionals
- Get ideas for a kitchen, bath or any room to be remodeled
- Shop - find the perfect bedside table or light

## OVERVIEW



# GETTING STARTED FOR THE PROFESSIONAL

The screenshot shows the Houzz profile page for Toll Brothers, Inc. in 'View Profile' mode. The header includes the Houzz logo, a search bar, and navigation tabs for PHOTOS, FIND PROS, SHOP, KITCHEN, BATH, BEDROOM, LIVING, OUTDOOR, LIGHTING, DECOR, STORIES, and ADVICE. The main banner features a kitchen image with the company name 'Toll Brothers, Inc.' and a 'PRO' badge. Below the banner are navigation tabs for Overview, Projects, Ideabooks, Reviews, Questions, and Activity. The profile information includes:
 

- Home Builders**
- Contact:** Toll Brothers
- Location:** Horsham, PA 19044
- Phone:** (855) 897-8655
- Website:** [Link]

 The bio text states: 'Toll Brothers, an award-winning Fortune 1000 company founded in 1967, embraces an unwavering commitment to quality and customer service. Toll Brothers is currently building nationwide and is a publicly owned company whose stock is listed on the New York Stock Exchange (NYSE:TOL). The Company was named America's Most Trusted Home Builder™ 2015 by Lifestory Research, receiving the highest numerical score among the largest 123 home builders in the country in a study that measures, among other things, perceptions of quality, price, reputation, and trust. Toll Brothers was also recently named national Builder of the Year by BUILDER magazine, and was twice named national Builder of the Year by Professional Builder magazine.'

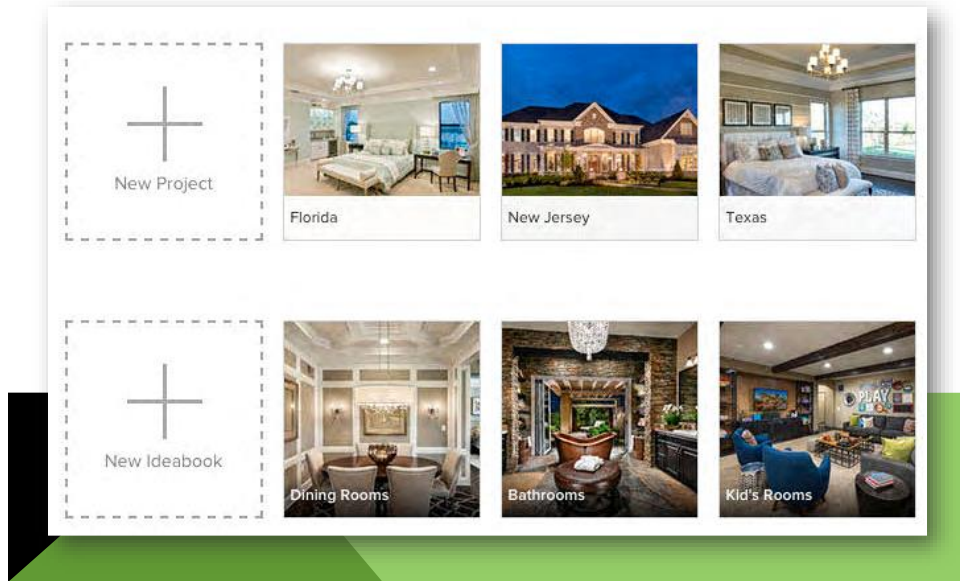
# PLAN

The screenshot shows the Houzz profile page for Toll Brothers, Inc. in 'Edit Profile' mode. The header is identical to the previous view. The main banner features a kitchen image with the company name 'Toll Brothers, Inc.' and a 'PRO' badge. Below the banner are navigation tabs for Your Houzz, Projects, Ideabooks, Reviews, Questions, Bookmarks, Activity, Messages, and Purchases. The profile information includes:
 

- Invite Friends**
- Site Designer**
- Change Cover Photo**
- Edit Profile**
- Preview your public profile**
- Upload Photos or Files**

 The 'Projects' section shows three project thumbnails for Florida, New Jersey, and Texas. The 'Ideabooks' section shows three ideabook thumbnails for Living Rooms, Kitchens, and 1017 Rooms.

## PLAN



## HOW TOLL BROTHERS USES IT...

- In the Builders/Subcontractors category
- Ideabooks
- Projects
- Join/Create the discussions
- Build a Houzz community

# PARTICIPATE AS A PROFESSIONAL

215 Questions



## Dimension

Posted by **Lisa Vis-Tromp** | May 17, 2015

1 Comment



**Possibilities for Design, Inc.** | Updated May 28, 2015

This is the Branell model by Toll Brothers. The great room is roughly 20 x 16. You can find the dimensions here.



## Where are the lights from?

Posted by **lgtate1** | May 14, 2015

2 Comments



**Progress Lighting** | Updated May 27, 2015

For more information on our Piedmont lanterns, please visit <http://progresslighting.com>. Thanks for your interest. This is another stunning design by Possibilities for Design.



## What is the paint color of the walls?

Posted by **liffitz** | April 23, 2015

2 Comments



**liffitz** | Updated May 28, 2015

Thanks so much! Looks beautiful!

# PARTICIPATE AS A PROFESSIONAL



Toll Brothers, Inc.  
Horsham, PA

**The Waterford II - Liseter**  
Newtown Square, Pennsylvania, United States | Website

Question About This Photo

Ask a Question

samarina15 wrote: 1 minute ago  
Where is this Waterford II home design offered? - Toll Brothers, Inc. I am interested in building a home like the Waterford II in your Liseter community. Where else do you offer this home design?

Toll Brothers, Inc. 8:55 / 1 / Delete 3X  
Hi samarina15, we offer the Waterford II home design in six different communities on the east coast. Please visit our website: Toll Brothers Locate a Home Design to see where this home design is located.

Like Bookmark December 17, 2015 at 6:25AM

This Photo was added to 1 Ideabook. More >



# HOW THEY USE...

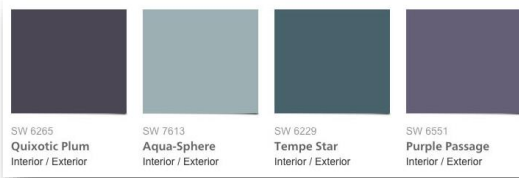
- Ideabooks
- Projects



# CLIENTS & BUYERS: CHOOSE COLORS

More ideas for Ideabooks...

Trajectory

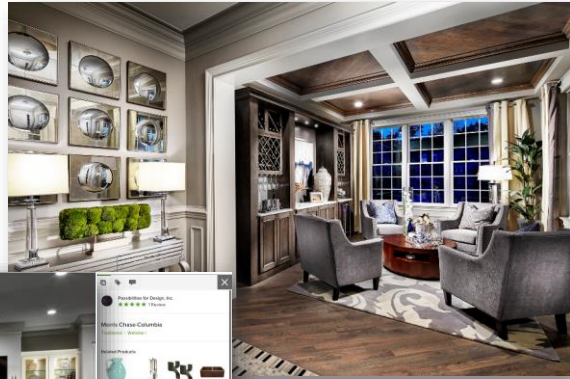


Nouveau Narrative



# CLIENTS & BUYERS:

## STORY BOARD CREATION



# HOME SELECTION IDEAS

## Kitchen Faucets and Sinks



# HOME SELECTION IDEAS

## Bathroom Faucets and Tubs



# ADVICE

## Home Forums



Welcome to Home Forums!

Forums for the Home. These forums are actually meant to be useful...but they can still be fun!



Garden Forums



Home Forums

## ADVICE

### Home Decorating & Design

This forum is for the discussion of issues related to home decorating and interior design, like how to tastefully incorporate the wonderful antique commode you inherited from Aunt Martha into your thrift-store decor--without it looking totally declass .

Related forums: [Kitchens](#) | [Bathrooms](#) | [Furniture](#) | [Paint](#) | [Home Decorating Conversations](#)



Example title: "Need help for my kitchen"

Characters Left 70

Tell us the details here, share photos if you have them.



Photo



Houzz Photo



Video



Link



Post

**HOUZZ:  
SEARCH ENGINE  
OPTIMIZATION**



# THE ECOSYSTEM – SEO

**houzz** Search Pros, Photos, Products & More...

**Mary DeWalt Design Group**  
PRO ★★★★★ 16 Reviews | Review me

Contact Me | Switch back to Your Houzz

Overview Projects Ideabooks Reviews Questions Activity | (512) 236-0017 Website

567 Followers | 74 Following

We are a national, award winning design firm that has specialized in model home merchandising for the last 25 years. We work with new home builders to maximize their model home investment by looking at every aspect of the customer's requirements while surprising them with elements that add value to their purchase. We want the buyer's jaws to drop! Our ultimate goal is to create model homes that result in sales and increased absorption rates.

**Services Provided**  
Our services start with a detailed presentation of our design direction as well as a comprehensive Read More...

Interior Designers & Decorators  
Contact: Mary DeWalt  
Location: 3501 Northland Dr., Suite 101 Austin, TX 78731

**8 Houzz Badges**  
Best of Houzz 2015, Best of Houzz 2014, Best of Houzz 2013, Best of Houzz 2012, Best of Houzz 2011

**14 Projects**

- Mueller Farmhouse** 8 photos
- Northwoods at Blanco Vista - Brandeis Model** 10 photos

**16 Reviews**

★★★★★  
Review by Urbane Design I Reviving Interior Spaces:  
I have worked with Mary for over five years, she is a brilliant designer with a great eye and award winning model homes! She is very professional, easy to work with and the finished product is always...  
More >

★★★★★  
Review by PGI Homes:  
As an up market custom homebuilding firm in Southwest Florida, we have relied on the expertise of DeWalt Design Group for many years. Mary has

# SEARCHES

**houzz** Search Photos, Products, Pros & More...

PHOTOS FIND PROS SHOP KITCHEN BATH BEDROOM LIVING OUTDOOR LIGHTING DECOR STORIES ADVICE

**Mary's Feed** Customize your feed

**Austin Professionals**  
Austin Professionals  
Choose a Service  
Find Local Pros  
Change Location  
Read thousands of reviews from Houzzers  
Dominion Development ★★★★★  
John Kester is one of Charlotteville's standout custom builders. His clients, "a" marring

**Farmhouse**  
1dktuner saved to: Office  
just now 129 Saves | 1 Question

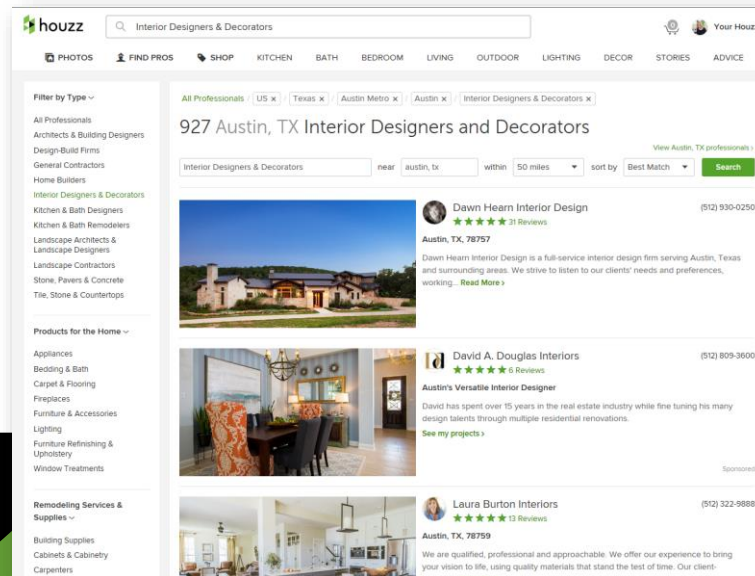
**Mediterranean Hall**  
Recommended Photo  
just now 1.6K Saves | 6 Questions

**Eclectic Products**

**Contemporary**

**Midcentury**

# SEARCHES



## KEY RANKING FACTORS

- Photos – number and quality of project photos
- Reviews – both number and quality
- Followers – more followers indicates social proof
- Participation – responding to questions/reviewing others on Houzz.
- Backlinking to your Houzz profile from an external website
- Ideabook creation

**houzz** Search Stories, Photos, Products & More... Your Houzz

**Mary DeWalt Design Group** 17 Reviews | Get Reviews

Your Houzz Projects Ideabooks **Reviews** Questions Bookmarks Activity Messages Purchases

**17 Reviews for Mary DeWalt Design Group** Get Reviews

Reviews About Pro Get Reviews Past Review Requests

**laura\_jund44** ★★★★★  
 Relationship: Client  
 Project Date: September 2015  
 Project Price: more than \$100,000  
 Mary DeWalt and her team operate with the utmost professionalism. I am one of the very fortunate clients that have a home designer that gives her full freedom artistically and financially and she met my taste so many special touches that fit my personality and style. I am "sparkle". I am not sure how she picked my favorite color but I truly have my dream home because of Mary DeWalt and no

**Dimensions**  
 Posted by kepolasan June 24, 2015  
 1 Comment  
 Mary DeWalt Design Group | Updated June 25, 2015  
 Thanks! It's approximately 15 X 16

**What paint colour has been used here?**  
 Posted by Renal Roberts May 1, 2015  
 1 Comment  
 Mary DeWalt Design Group | Updated 3 hours ago  
 Hi - the paint is from Sherwin Williams and the color is Iron Ore SW 7069

## KEY RANKING FACTORS

### Reviews – Quantity and Quality

**16 Reviews for Mary DeWalt Design Group** Get Reviews

**Urbane Design I** Reviving Interior Spaces ★★★★★  
 Relationship: Colleague  
 Project Date: December 2015  
 Project Price: \$10,000 - \$49,999  
 I have worked with Mary for over five years, she is a brilliant designer with a great eye and award winning model homes! She is very professional, easy to work with and the finished product is always amazing.  
 1 Like December 22, 2015

**PGI Homes** ★★★★★  
 Relationship: Client  
 Project Date: February 2014  
 Project Price: more than \$100,000  
 As an up market custom homebuilding firm in Southwest Florida, we have relied on the expertise of

- Seek and give reviews
- Respond to and deal with negative reviews
- This is a known algorithm in Houzz's ranking factor
- Personalize the message

Topping the list of criteria that homeowners rated as "very important" was "Good Reviews"

## KEY RANKING FACTORS

### Community Interaction

- The more you engage increases your status as an expert
- Solicit Followers and follow others
- Respond to any and all questions about your photos promptly
- Research your competition and others that outrank you. Find out what they're doing that you're not



## Ideabooks

The screenshot displays the Houzz profile for Eric Reinhold, Architect. The profile includes a search bar at the top, navigation tabs for various home categories, and a main header with a profile picture, name, and a 'Following' button. Below the header, there is a section for '70 Ideabooks' with a grid of image thumbnails. The thumbnails show various interior and exterior design projects, including a modern living room with a fireplace, a kitchen, and a small building.





# BECOMING A POWER HOUZZ

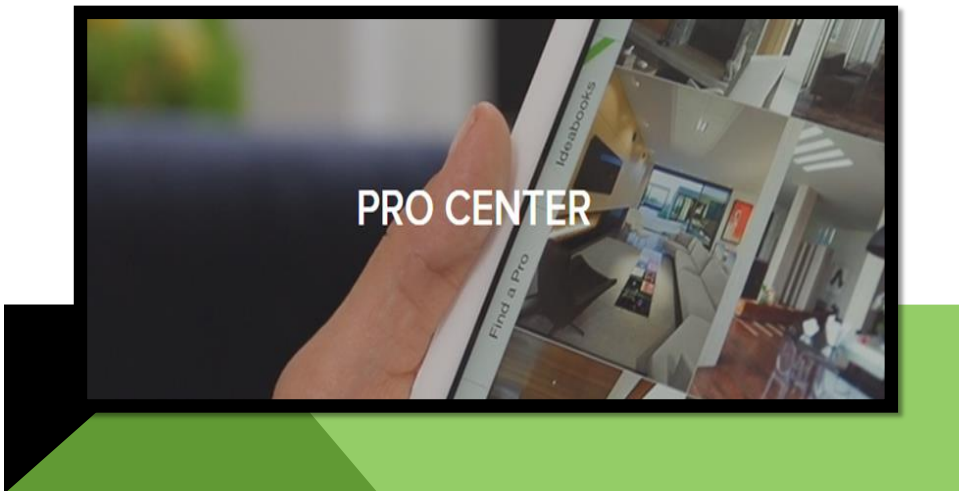


## BRAND IDENTITY 101





**PRO +**





## PRO+ OVERVIEW



- Geo-targeted Audience
- Enhanced Directory Placement
- Localized Business Description
- Banner Ads
- Featured Weekly in eNewsletter
- Detailed Analytics
- Account Management
- Mobile App Exposure



# GEO-TARGETED AREAS = GUARANTEED EXPOSURE




# ENHANCED DIRECTORY PLACEMENT

All Professionals / Denver Metro / Interior Designers & Decorators


## 1,385 Denver Interior Designers and Decorators

View Denver, CO professionals >

Interior Designers & Decorators near Denver Metro within 50 miles sort by Best Match Search




**Possibilities for Design, Inc.** (303) 571-0325  
★★★★★ 2 Reviews  
Denver, CO, 80204  
Possibilities for Design is a national leader in model home merchandising and interior design for the new home building industry'. We provide creative interior design and interior... [Read More >](#)



**Amy Laner Anjo Designs** (970) 672-7688  
★★★★★ 4 Reviews  
Fort Collins Innovative Interior Designer  
We place a high priority on functionality with a cohesive blend of current elements anchored with timeless touches to keep our clients happy in the spaces they are in for years to come.  
[See my projects >](#)

Sponsored

## LOCALIZED BUSINESS DESCRIPTION



**Possibilities for Design, Inc.**  
★★★★★ 2 Reviews


### Leading Interior Design & Merchandizing Firm Working in Southern CA

For 30+ years, Possibilities for Design has been an award-winning national leader in interior design and merchandising of model homes, clubhouses and public spaces.

Sponsored


f t g+ Edit <> Embed Email

[See My Projects >](#)



## BANNER ADS

[Find a Denver Pro >](#)



**Possibilities for Design, Inc.**  
★★★★★ 2 Reviews


Progress Lighting - We are constantly amazed by Doris Pearlman's work - her residential designs are...

[Read more >](#)

# “THIS WEEK ON HOUZZ”

**Guest Picks: Dress Up Your Winter Mantel** =

There's nothing quite like a cozy fireplace topped by a beautifully decorated mantel in the wintertime. I love how a mantel can evolve throughout the year to reflect the mood or the season. And even when it's not the... more =



**See what Houzzers are working on and add your advice!** =

**Have you remodeled a fireplace? Let's see it!** Did you make over a fireplace in your home? We'd love to see... more =  
by Emily Hulley · 78 comments

**Help! Design ideas needed.** The rug, coffee table and end tables are necessary. I'm having a hard time... more =  
by Hengyi · 30 comments

**I need help in filling an empty corner in my living room!** I have a window with a shade along my window but... more =  
by mueli · 33 comments

**Are you beating the arctic temps?** Much of the U.S. is currently gripped with record cold. Are you affected... more =  
by Emily Hulley · 48 comments

**Biggest household bone of contention?** Is it the direction of the toilet paper? Someone leaves the seat up?... more =  
by Emily Hulley · 77 comments

**What's the weirdest thing you've seen...** ...in your home/apartment? If you have an unusual looking item... more =  
by Joanna Nguyen · 4 comments

**Renovating in Venice? Contact a local professional** =

**34 Design Construction**  
LA Venice General Contractor  
View my projects =

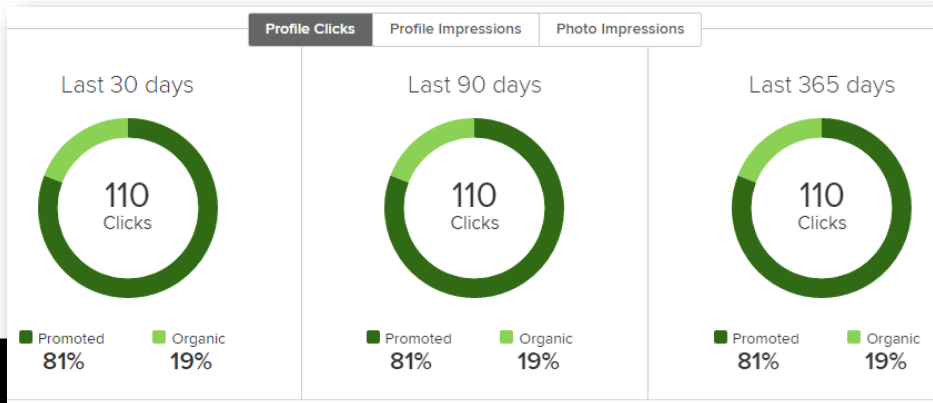
**Premiere Luminare**  
LA Venice Custom Lighting Creations  
Light Fixtures and More... more =  
View my projects =

**Mitchell \* Exclusive Billiard Designs \***  
LA Venice Billiard Room Custom Pool Tables - Best of... more =  
View my projects =

**Hill Waters Bernegger Art**  
LA Venice Bernegger Paintings, Sales and Commission  
View my projects =

# ANALYTICS

AFTER JUST 2 WEEKS...







## ANALYTICS

### Overall Metrics

|                                       | Last 30 days | Last 90 days |
|---------------------------------------|--------------|--------------|
| Photo Impressions <a href="#">?</a>   | 85,720       | 85,720       |
| Profile Impressions <a href="#">?</a> | 10,235       | 10,235       |
| Profile Clicks <a href="#">?</a>      | 110          | 110          |
| Add to Ideabook <a href="#">?</a>     | 1,188        | 1,188        |

## ANALYTICS

### Statistics by Photo

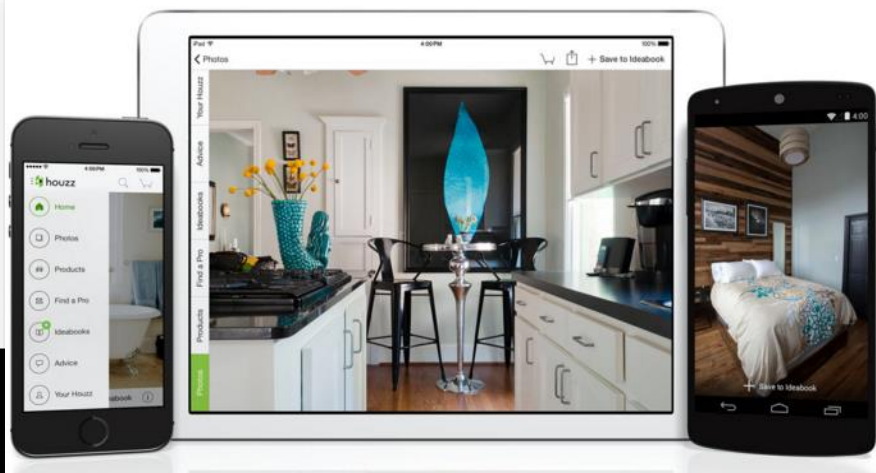
| Photos  | Impressions | Clicks | Add to ideabook ▲ |
|---|-------------|--------|-------------------|
|  | 13,532      | 116    | 248               |
|  | 19,577      | 83     | 214               |
|  | 10,774      | 64     | 117               |
|  | 4,010       | 30     | 72                |

## CLIENT SERVICES-ACCOUNT MANAGEMENT

- Assigned specifically to you
- Scheduled monthly check-ins
- Help with tedious tasks. I.e. product tags, answering user questions etc.
- There to *ensure your success* with Pro+ and help you maximize your brand to its fullest potential



## MOBILE EXPOSURE TO 15 MILLION USERS





## DON'T...

- Upload all of your photos at once to a single project
- Use substandard photographs
- Use ONLY close-up or detail shots
- Leave negative comments
- Respond to Trolls
- Leave your profile untouched for months



## DO...

- Upload high quality photos
- Utilize drop-down features for every photo
- Provide value and help solve problems
- Act courteously
- Respond to questions about your photos
- Describe things in detail





## SPEAKER CONTACTS

**Linda Cohen**  
Toll Brothers



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[dpearlman@possibilitiesfordesign.com](mailto:dpearlman@possibilitiesfordesign.com)

