



Ten Reasons to Hire an Interior Designer

Traci Shields, ASID

Owner, Friedman & Shields

1. Avoid Costly Mistakes.

Your designer will be your trusted advisor. Think of your designer as an insurance policy on what you're investing in your home. Your designer is a reliable guide to help you make wise selections.

2. Abundant Resources.

Designers have "to the trade" resources that are not available to the general public. They have a repertoire of specialty suppliers and trades to employ which will make your home look more curated and unique. Don't be limited to what you're able to find retail and on the internet.

3. Your Personal Liaison.

Your designer will communicate your vision when collaborating with the architect, builder and specialty design trades. They will oversee all the details so that every element is consistent with the overall design theme. Additionally, the designer can make crucial, on the spot, decisions on your behalf.

4. A Trained Professional.

Designers are trained to anticipate electrical, plumbing and furnishings needs, which you may overlook when remodeling or building your new home. Your designer will make sure all the necessary details are thoughtfully considered and are included in the initial documentation.

5. The "B" Word.

Everyone has a budget. Everyone. Some budgets are just far more generous than others. Be completely open and honest so your professional can design to the level of your expectations.

6. Quality Trades.

Established interior designers have developed a trusted team of qualified and dependable tradespeople. Your designer will save you the headaches of trying to identify reliable contractors for your project.

7. Designers Keep It Real.

Your design professional will listen to all of your wishes and create a design to fit your specific project parameters. They'll help determine that your goals are realistic and that your design is achievable within the budget you've set.

8. Designers are Master Editors.

Designers have a trained eye. They understand what it takes to create balance and harmony in a space. Most people need help editing their existing furnishings. Your professional will assess what can be retained, re-purposed or eliminated. They won't let incongruent items interfere with your current design objectives.

9. WOW Factor.

It's your lifestyle, your investment, your home. Carefully select the right designer for you, then trust them. They have the experience and expertise to create dramatic results.

10. Higher Home Value.

Working with a designer can help you increase the value and universal appeal of your home. Typically, homes designed by interior design professionals spend fewer days on the market and are more sought after.

FRIEDMAN & SHIELDS

FINE INTERIOR DESIGN • LUXURY REMODELING



TRACI SHIELDS, ASID

Principal

General Contractor
Licensed Interior Designer
NCIDQ Certified

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Traci Shields, with over 3 decades of interior design experience, has combined her two passions, construction and interior design, creating a unique design firm.

Friedman & Shields specializes in remodeling and furnishing luxury homes. Their clients enjoy working with one firm who oversees all the details so that every element is consistent with the overall design.

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REMODEL AND FURNISH LUXURY
HOMES, PROVIDING TOTAL
PROJECT MANAGEMENT**

Traci Shields' unique ability to visualize and interpret her client's needs and individual style is reflected in each diverse project. She creates sophisticated yet livable interiors providing quality, function, and comfort.

Traci's attention to detail and demand for excellence makes her one of the most sought after interior designers in the industry.

Friedman & Shields' award-winning design staff and team of construction professionals look forward to collaborating with you on your next project.

Photography by Scott Sandler

