

design NJ

NEW JERSEY'S HOME & DESIGN MAGAZINE

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INSPIRED BATHROOMS

MULTICULTURAL DESIGN IN MONMOUTH
ADDING PERSONALITY IN CHATHAM
BACKYARD BLISS IN UPPER SADDLE RIVER

\$5.99



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TIPS FROM A PRO

Tools of the Trade

Three designers discuss how ASID affiliation helps them serve their clients

WRITTEN BY MARIROSE KRALL

The American Society of Interior Designers (ASID) is the nation's premier interior design trade association. We spoke with three members of the New Jersey chapter for their thoughts on how the association offers maximum benefits to homeowners.

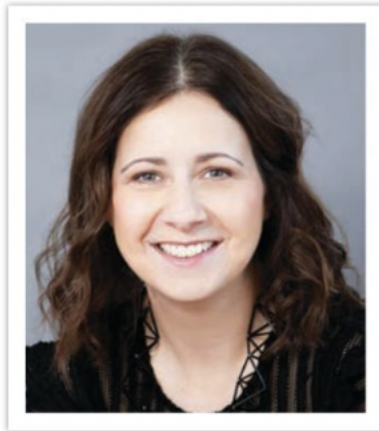


PHOTO BY NAKI STUDIOS

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BUSINESS ACUMEN

It's hard to put in words just how much value an ASID designer can bring to a homeowner's project. There are so many reasons to choose an ASID-affiliated designer. When a homeowner hires an ASID member they, of course, get a professional who's educated in design, but they're getting much more than design expertise. ASID designers are trained in a variety of fields in addition to design, and one of the most important areas of education is in how to run a business.

The organization offers courses in various aspects of founding and growing a business. We, as a chapter, continually provide our members with learning opportunities on these topics throughout the year so their clients know the designer they hired has the acumen to run an efficient, successful business and can maximize their projects at the best cost. In addition, every member abides by a code of ethical conduct. With everything we do, it's all about the protection of the homeowner.



PHOTO BY WING WONG

Marina V. Umali is an interior designer and Feng Shui practitioner.

For more information about the American Society of Interior Designers or to search for ASID designers, visit nj.asid.org.