



# Boost Business with the Right Space Design

By Kristine Kay

**"T**his place is SO cool!"

"It feels super cozy and inviting in here."

"Woah, you've got to check out that bathroom!"

These are the types of reactions to your space that will bring customers back time and time again.

What impression does your space make on customers? How about on your employees?

I get it, your focus is on your massive to-do list. The design of your space might not be a top priority. But do me a favor... set your work aside for just a moment. Take a look around with fresh eyes as if you're a first time visitor.

Ask yourself:

- What is my first impression when pulling in the parking lot?
- What is the feeling I get when walking through the front door?
- Do I get a sense of the business and how they treat customers?

First impressions, creating a vibe, communicating your brand...that's a lot to expect from some paint and carpet. But that's the point. It's NOT just paint and carpet. Good design is about sharing your story. It's about showcasing what makes you and your services unique.

Interior design considers traffic flow, site lines, balance, colors,



materials, function, and how they all play together. As you might guess, I could go on and on about this for days! That's because I get to witness the transformations daily. Tweaking the floor plan of an existing business to make it more functional for today's users. Infusing personality into a blank slate. Hearing employees gasp, "This makes me excited to be here!" Getting the design right makes my heart sing!

Sure, there's a budget to consider. But a good space design keeps customers coming back, impacts what you can charge for your products and services, and ultimately offers a high return on your investment! It even impacts how your employees feel and function in the space, thereby increasing productivity and retention.

Are you passionate about what you do, but overwhelmed by the mere thought of selecting that perfect carpet to make that perfect first impression? I implore you to form a relationship with an Interior

Designer. Their expertise will elevate your space from "just OK" to "SHAZAM!"

*Kristine Kay is the principal designer at Kristine Kay Interiors, a full service Interior Design firm specializing in custom homes and commercial spaces. We'd love to be a part of the team that helps your business soar. Check us out at [www.kristinekayinteriors.com](http://www.kristinekayinteriors.com) and give us a shout at 616-460-1564.*



With lifestyle and budget in mind, our creative team will help you design a home that suits your needs... and make your dreams a reality!

[www.kristinekayinteriors.com](http://www.kristinekayinteriors.com)  
[kristine@kristinekayinteriors.com](mailto:kristine@kristinekayinteriors.com)  
616.460.1564