

You came, you listened, you learned. Now that you're armed with the information you need, it's time to take action! Here's a checklist to help you kick-start your 2018 on Houzz.

LET TECHNOLOGY EMPOWER YOUR BUSINESS

- Use Houzz Sketch to power collaboration**
Introduce your clients to Houzz Sketch. They'll view you as a technology expert and appreciate that the drawing capabilities, stickers, measurements and more will make collaboration even more fun and productive.
- Try View in My Room 3D**
AR is the future - familiarize yourself with how new visualization technologies can help make clients more comfortable with choices.
- Install the Houzz extension for Chrome**
Easily add photos from any website to your Houzz ideabooks.
- Is your website both mobile friendly and secure?**
Don't risk losing business. Check that your website is truly mobile friendly and built on SSL.

PUMP UP YOUR PROFILE

- Thank your clients**
If you haven't done so, respond to each of your reviews on Houzz, thanking your clients and commenting on an aspect of the project you enjoyed.
- Make responsiveness a best practice**
The Houzz directory algorithm monitors your responsiveness to new client inquiries. Respond within one business day, but sooner is even better and will help you win more projects.
- Location matters**
To rank for local searches, you'll need to enter project locations for every project on your profile. Client privacy is secure - Houzz never reveals street address!

PUT HOUZZ TO WORK

- Tap our research**
Houzz research covers homeowner spend and trends as well as activity across building, remodeling and design professionals. Read the latest at houzz.com/research
- Give our trade program team the legwork**
Take advantage of our trade program team to negotiate bulk discounts on products, expedite orders, and more at no cost. Learn more at houzz.com/trade-program