

AWFS  
2021-2022

# Bold Ideas for a Post Pandemic World

Tim Coleman





# Does this sound familiar?

Pandemic  
Strong Economy  
Depression

- 100 Years Ago The Spanish Flu Pandemic of 1918 to 1920 infected 500 million people
- 100 Years Ago The Roaring 20's lasted much of that decade
- 100 Years Ago The Great Depression started in 1929
- Is COVID the beginning of an historical cycle?

# Train Stations are a barometer...are they full? <sup>2021</sup>





# Or do they look like this...?

2021



# REMOTE LEARNING IS HERE TO STAY!

NO MORE SNOW OR HEAT DAYS!

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TEACHER UNIONS SUPPORT REMOTE LEARNING OVER SNOW/HEAT DAYS

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# SEVERE WEATHER WILL GET WORSE!

2021

Climate Change is generating more hurricanes earlier & more often!

Global warming is responsible for extreme weather in all states





# CONVERTIBLE ROOMS-FLEX SPACE

2021

ZOOM ROOMS/KIDS PLAYROOM  
Classrooms & Homework Centers



OFFICE SPACE/GUEST ROOM

• ORI BED

• WALL BED



# CONVERTIBLE ROOMS-FLEX SPACE

2021

Closet into a ZOOM ROOM

On one side...



On the other side...





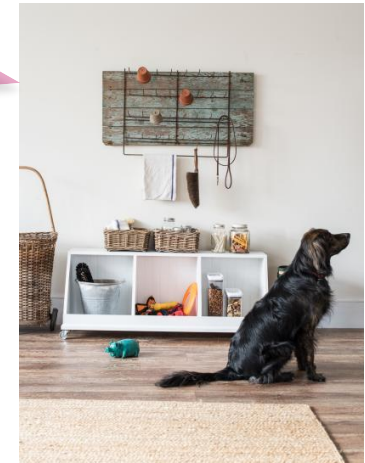
# PET ORGANIZATION!

Dog Population is 77 Million!

Cat Population is 58 Million!

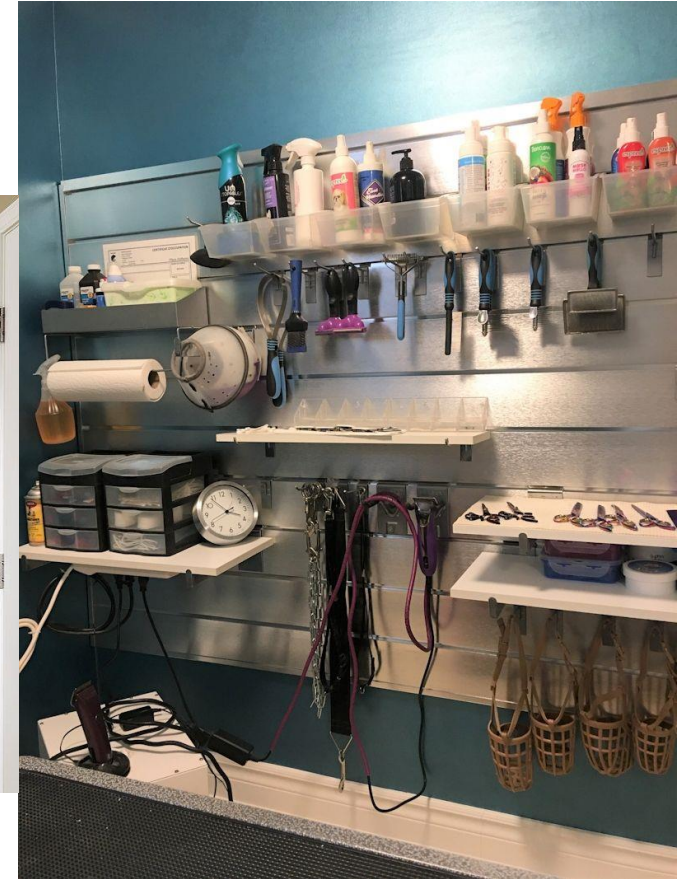
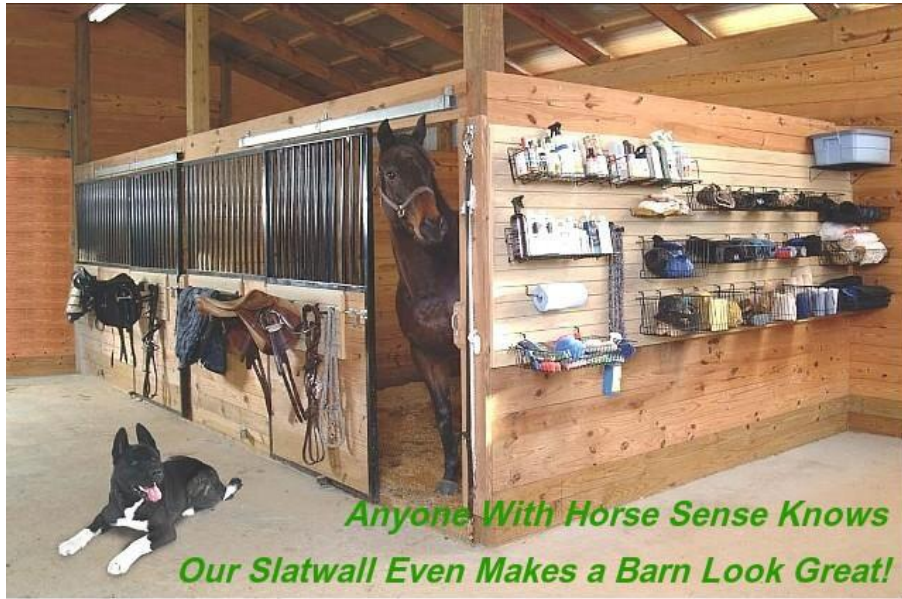
There are 128 Million Households  
in the US

74  
Million  
Children



# PET ORGANIZATION!

2021





# HOBBIES

2021

Top Hobbies in the U.S. include watching TV, working out, and crafting!

330 Million Adults in the US

397 Million Firearms that need to be stored



# SMALLER HOMES “force” ORGANIZATION

2021

Creating storage & shelving in innovative places!



9" Behind Door



Wall Divider

De-Cluttering has become a priority while also “storing up”



HAWTHORNE & MAIN



# HIDDEN...

2021

Clever options of unused space include under stairs cozy seating or playroom



Bookshelves reveal hidden reading nooks and TV rooms!



# GARAGE ORGANIZATION is back!

2021

BIKING, KAYAKING, OUTDOOR FUN IS  
UP exponentially IN THE U.S.!



RV & CAMPING SOARED IN 2020!  
WHERE TO STORE ALL THAT EQUIPMENT?



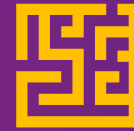


# COVID Changed Everything

2021



HOW we do Business?



HOW we Sell?



WHAT we Sell?



HOW we Design?

# How We Do Business?

“Do we operate the way we want, or the way the customer wants?”

- Cloud Based Computer Systems
  - *Remote Signature-DocuSign*
  - *Swipe Credit Card on your phone or online payment*
- How to make DOING business with you, EASIER
- PPE in customer's homes?
- Do we shake hands?
- Do we provide PPE to our employees?
- What are the “extra costs”
- Material Suppliers
  - *Longer delivery times*
  - *Prices can change frequently*

2021



# How We Do Business?

“Do we operate the way we want, or the way the customer wants?”

- COMMUNICATION is critical
- Employees
  - *Offsite Employees-Embrace it*
  - *Recruiting employees is harder*
  - *Sign-On Bonus*
  - *Pay 10% More*
  - *Job Perks*
  - *Empower Your Employees*
  - *Offer or Create a Career Path for Advancement*
  - *Long time employees could leave you*
- Answer the phone
- Save Your Money NOW!!
- Do you invest in new equipment now?

# How We Sell?

“People Buy from People they LIKE & Trust”

- Touchless ... necessary? Or preferred?
- During COVID, people were less distracted
- Who is our competition now?
- How long is your Design Appointment?
- Enhance the Customer Journey
- Everything we do is “essential”



# What We Sell?

“Lifestyle, Luxury, Necessity, or Solutions”

- Material – Why is it Important?
  - *Anti-Microbial*
  - *Natural Elements*
  - *Black or Matte Finishes*
  - *Textures*
- Ideas, Solutions – Big & Small
  - *Home Offices*
  - *Wall Beds*
  - *Pet Organization*
  - *Classrooms or Homework Centers*
  - *Craft Rooms*
  - *Homework Centers*
  - *Zoom Rooms*
  - *Costco Storage Room “fear of being without”*
  - *Hidden Door*

2021

# How We Design?

“form over function, or function over form”

- Two Styles
  1. Design with the customer at your side
  2. Appointment, back to your desk, then design
- Ask Questions
- Online Research & Collaboration
- Don't Solve a Problem that Does Not Exist
- Designs should not be harsh
- If people are comfortable in their home, they won't leave it....this is what we do!
- Can we still “hand draw” or is CAD or a Rendering expected?
  - Laptop or Tablet?
  - What software to buy?
- Do you “give” your designs to the customer?
- Do you charge for a Design Appointment?

2021



# | What could you think about?

Be Different, Be Bold

- Pay 10% more than your competition to keep and recruit the best employees 2021
- Get ahead of the inevitable cost increases like fuel surcharges and freight-pass it on...
- Being memorable & Being different is not only “who” you are, it is also a way for you to differentiate yourself through all forms of marketing
- Digital Nomads – Air B&B/VRBO market
  - *When will they return home?*
  - *What will they need?*
- Truck Drivers have a large “retention” issue
- Storage Containers are in short supply
- What else is in Short Supply?

# | What could you think about?

Be Different, Be Bold

- Computer Chips
- Rental Cars
- New & Used Cars
- Gasoline
- Plastics
- Homes & Vacation Homes Air BNB or VRBO
- Lumber
- Toilet Paper
- Furniture
- Chicken
- Bacon and Hot Dogs
- Imported Foods, cheese, coffee, seafood, and olive oil
- Chlorine
- Corn
- Oxygen
- Labor

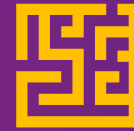


# COVID Changed Everything

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HOW we do Business?



HOW we Sell?



WHAT we Sell?



HOW we Design?

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# THANK YOU!

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# Questions & Answers

2021

None of us is as Smart as All of Us!

2021

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# THANK YOU!

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