

THE MAGNIFICENT 7: CRITERIA FOR CHOOSING THE BEST KITCHEN DESIGN FIRM
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Evaluation For (Design Firm Name): _____ Date: _____

CATEGORY	SPECIFIC CRITERIA	CLIENT BENEFIT	RATING (0-10)
1. SHOWROOM/ STUDIO	Variety, Uniqueness, & Completeness of Displays	<i>Client gains sense of Firm's Products, Quality Standards, & Capabilities</i>	_____
2. EDUCATIONAL APPROACH	Examples of firm's Educational Approach such as the following: - Well-defined Information Center in Showroom or Studio - Variety of Informational Booklets - Storyboard or Binder detailing Steps in the Design/Installation Process - Cabinet Comparison Display Wall to show quality and/or cost differences - Conducts Consumer Seminars	<i>Empowers Client to make Informed Choices for themselves</i>	_____
3. QUALITY PRODUCTS	Displays of Vendors' Products secured through GROUP buying rates; proof of buying group membership	<i>Client has opportunity to buy the best value Product in a specific Quality Grade at Special Values</i>	_____
4. HIGHLY TRAINED STAFF	Staff Expertise: - Resumes, Diplomas, Certificates - Portfolio of finished projects - "Fit & Finish" of Displays/Projects - Client References & Testimonials Attendance at Industry Educational Programs in last 12 months: - Certificates of Attendance - Newspaper articles confirming attendance	<i>Customer is assured of a Design as personal as their signature and an Installation with quality 'fit and finish'</i> <i>Latest in Product Knowledge, Appliance Technologies, Design Techniques, Client Services, & Business Practices are brought to Client's project</i>	_____
5. DOCUMENTATION	Completeness of Project Documentation: - Sample of Floor plans & Elevations - Sample of Perspective & "Shop Drawings" - Sample of Specifications & Contract - Sample of Mechanical Drawings	<i>Attention to Detail upfront reduces Risk of Error, Oversight, Misunderstanding, and Extra Costs; eliminates Surprises!</i>	_____
6. SPECIALIZED SERVICES	Examples of firm's Specialized Services such as (the more, the better!): - Comprehensive Needs Analysis in Home - Interactive Budgeting System to quickly estimate Cost Range of Project - Routine Schedule of Cost Options - Technical Check of Plans prior to Ordering - Proof of Written Notifications after sale - Project Manager on Staff - Performance Evaluations sent routinely	<i>Attention to Detail during the Creative Design development, Ordering Process, Project Management, or Installation prevents mistakes, oversights, and delays; enhances Client's satisfaction and enjoyment with finished project</i>	_____
7. BUSINESS INTEGRITY	Firm does what it says it is going to do - Mission Statement, Company Promise - Warranty & Testimonials	<i>Peace of Mind that firm will do the right thing and have Client happy with job</i>	_____
GRAND TOTAL			_____

(NOTE: less than 40 points - DROP IMMEDIATELY; 40-55 points - RISKY; 55-70 points - BEST VALUE!)