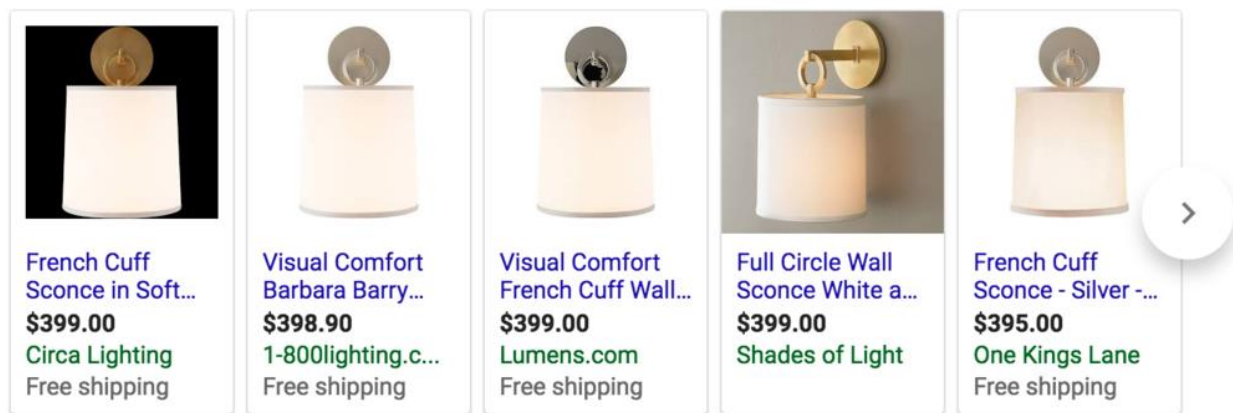


## How a Designer Can Save You Money- Example

- Here is a sconce from Serena and Lily for \$598 retail.
- They also have a trade discount of 20%, so the trade price from this retailer is \$478.40.
- You can buy this same sconce from other online retailers for \$399.



- With a trade account, your designer can buy this sconce direct from the manufacturer (to-the-trade) for \$190.
- So that means that the first retailer is marking up this light at least 315%. They likely get the sconce even cheaper as a stocking dealer, so that percentage is probably higher.
- ***Even if the designer marked up the sconce purchased from the manufacturer with a procurement fee of 50% , the price to client would be \$285.00. This is a savings off retail of \$313 or \$110 depending on which retailer you compare to. The designer gets a commission and the client gets a price cheaper than retail. Everyone wins.***