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*New 245Design focuses on northern corridor of D/FW Metroplex*

## **Residential design group formed to create stronger market presence**

(Dallas, Texas – Oct. 6, 2009) – A group of North Texas residential design specialists has announced the launch of 245Design, a consortium aimed at supporting members and creating a stronger market presence in an ailing industry.

“This is a challenging period in the residential housing industry, a time when smart professionals are finding creative ways to support their businesses and maintain excellence in their respective fields,” said Karen Taylor, principal in Southwest Ink Public Relations, a long-time North Texas real estate public relations specialist.

After only three initial meetings, 245Design has attracted the attention and membership of leading builders, architects, remodelers, Realtors, suppliers and design specialists.

“By working as a unified group, we can maximize our mutual interests, strengths and contacts,” said Taylor. “The group is particularly interested in merging marketing and public relations efforts, a critical part of most businesses that often goes by the wayside during tough times.”

The original concept for the group was the brainchild of Jeffrey Goodman of Skanadario by Goodman Supply. “For some time we’ve seen a need for a unified design group similar to downtown Dallas’ Design District but located in the northern quadrant. The majority of residential construction in recent years has been north of Plano.”

He added: “Formation of a design-focused group is an opportunity to capitalize on this emerging area as the economy continues to recover and become vital again.”

Goodman said his idea was more than a matter of convenience but rather a common interest for design professionals dealing with the same builders, developers and emerging communities. His kitchen and bath showrooms draw builders, designers and home owners from Southlake to Celina and McKinney and surrounding communities.

Genie Vaughan, marketing director for Lee Lighting, concurred. “We have a number of showrooms but find most of our designers and homeowners like the convenience of shopping in their own neighborhood and supporting their local businesses.”

“Despite being one of the healthiest residential markets in the nation, North Texas is feeling the impact of the injured economy,” says Frisco builder Barry Hensley of Hensley Premier Builders. “Merging our marketing efforts and our resources is a smart, economical method of maintaining and growing our businesses.”

Hensley is the incoming president of the board of the North Dallas/Collin County Division of the Home Builders Association (HBA) of Greater Dallas, and like many of the 245Design founders, a long-time member of the HBA.

Tyler Wood, another founding member of 245Design, owns Home Artisan Authority and was named HBA's Top Remodeler in 2007 and 2008. "As a group, we have much greater strengths, broader connections and the ability to make a more significant impact on consumers," Wood said.

245Design will be limited to 20-30 members with no more than two professionals in the same niche of the residential design industry. Charter members include Suzanne Brown, Dobson Flooring; Jeffrey Goodman, Skanadario by Goodman Supply; Barry Hensley, Hensley Premier Builders; Michelynne McNeeley, RM Squared Productions; Jenny Sandlin, Elegante Iron Inc.; Karen Taylor, Southwest Ink Public Relations; Aubrey Tuggle, Tuggle Design Architecture; Kevin Tuggle InPhase Audio; Geanie Vaughan, Lee Lighting; Elaine Williamson, Architextures Interior Design; and Tyler Wood, Home Artisan Authority.

For more information on the new group contact Taylor at 972.677.7926 or [karen.taylor@southwestink.com](mailto:karen.taylor@southwestink.com).

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### **About 245Design**

**245Design is an elite group of Dallas-area residential design professionals** who have joined forces to create a more dynamic marketing and resource program for its members. Regular meetings bring together speakers and innovators with leading-edge ideas and a network of professionals dedicated to providing sterling residential design and customer care.

**Services:** Architecture, building, remodeling, audio/visual, construction, design, land planning, media, art, marketing, public relations, advertising, painting, printing and graphics, Realtors, remodeling, and sub-contractors

**Products:** Construction products, appliances, audio/visual, building, fabrics, furniture, flooring, lighting, iron, stone, faux finishes

**Benefits:** Increased exposure, increased sales, increased profits.  
Expanded media coverage, amortization of marketing costs as part of a larger group.  
An opportunity to promote products and services with a group of successful industry leaders who are buying, selling, succeeding and growing.

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