

Industry Terminology

A&D = architecture and design (firms)

End User = Typically used to refer to the client. The company or person paying for the product/project. The company or person the space is designed for. I.e: A Bank, Corporate Client, School District etc.

FF&C = Furniture, Fixtures, and Construction costs. FF&C includes the standard FF&E and the structure, non-moveable products, elements including labor costs. Total cost to build.

FF&E = Furniture, Fixtures, and Equipment. In architecture and interior design, FF&E typically encompasses all movable or easily removed objects in a building, not including sellable products.

Influencer = anyone who promotes or recommends a product to a client. This could include specifiers OR can be someone not traditionally set to select product. Like a contractor or subcontractor.

Origin of Spec = Who had specified the product, whether it is design firm, end user, or another influencer. This can be determined by geographic firm location or may cross over multiple offices in multiple cities. Typically needed for commission splits or credit.

Phases of the Interior Design Process = In their formal education, degreed designers learn a 5-phase formal design process. You can read up on that [here](#).

Specifier = anyone who selects products and recommends them to a client. This could be an Architect, Designer, distributor. This person can work at a traditional A+D firm, work directly for the end user client, or at a corporate real estate firm, etc.

Studio = Many larger firms have multiple teams (studios) which are often split by vertical market or role. I.e. the interiors studio OR corporate studio

Vertical Markets = The project type. Healthcare, K-12 Education, Higher Education, Corporate/Workplace, Hospitality, Residential, Senior Living, etc.