

Prepare Your Business for Economic Fluctuations

The pandemic-induced downturn showed us all how quickly the economy can change – and how vulnerable small businesses can be. Those that adapted fast had a higher chance of success, so even when the market is humming along, it's smart to have a downturn-ready plan to weather potential slumps so you can still prosper over the long term.

Optimise Now

Don't wait for the market to dip. Streamline core operations like finance, marketing, and prospecting to make workflows more efficient so you don't hit the panic button later. Technology can help automate processes and provide an overview of business operations at a glance – invaluable when you need to make decisions quickly.



From lead management to online invoicing and every step in between, Houzz Pro streamlines your business to put it all at your fingertips.

Reduce Your Risk

With so much on the line financially, it pays to screen clients for their ability to pay. Asking for a partial payment upfront and requiring a credit check for larger projects can protect your bottom line. This is always a smart practice, but it's especially important if the economy slows.



Houzz Pro's invoicing tool lets you build out a payment schedule, take deposits, and send automatic payment requests for best-in-class flexibility.

Keep Thorough Records

A detailed estimate or proposal lets clients know what to expect, and gives you leverage if they dispute a charge that was previously agreed to. Track your hours and expenses and hang onto your receipts to support your invoices – and issue change orders if the scope shifts.



Did you know you can edit an approved estimate or proposal in Houzz Pro? If something changes after your client signs off, simply make the adjustments and resend for their new approval.

Invest in Marketing

During a slow economy, cutting back on marketing might seem like the right move, but research shows that companies who advertised during a downturn actually expanded their market share. By keeping your business top of mind, you'll be better positioned to land new business when things return to normal.



Houzz Pro's client success managers are real people who can help you optimise your marketing by targeting homeowners in your chosen areas and categories.

Spend Strategically

Audit your expenses to see where you can cut back – either now or when business slows. Do you have enough work to justify full time employees or would hiring contractors on a project basis be better? Is office space necessary or can you work from home? Are there any contracts you can renegotiate? Every penny counts!



Houzz Pro integrates with QuickBooks Online and Xero to sync key financial data from Houzz Pro projects with the rest of your business, giving you a clear picture of all expenses.

Stay Connected

Attend networking events and tradeshow to keep in touch with colleagues and meet new prospects. In-person connections are invaluable, but your online presence is just as important. Update your website and Houzz profile with recent project photos, reviews, and more so you're always highlighting your best work.



For no-fuss maintenance, Houzz Pro can build you a custom website that links to your profile so newly uploaded photos and reviews display on both.

Expand Your Offerings

Adding products or services that address specific needs can open up new work opportunities and keep your pipeline full. Broaden your skill set to offer sustainable design solutions, small-space optimisation, DIY consulting, or anything else homeowners in your area are searching for.