



Beyond Pretty — Building a Profitable Luxury Design Business

Jay Jeffers

Episode #1107

Jay Jeffers built his 25-year career by asking one simple question after every project: "Did I make money?" Use this checklist to perform your own "project autopsy" to see what went well, what didn't go well, and what lessons to learn:

The Post-Project Autopsy: 7 Questions to Ensure Profitability

- ☐ **Fee Analysis:** Did my estimated hours align with my actual hours? If I used a flat fee, did it cover my time adequately? Where was the biggest discrepancy?
- ☐ **Product Margin Analysis:** Did I achieve my target markup on all furnishings and materials? Were there any items I under-priced or lost money on?
- ☐ **Reimbursable Recap:** Did I successfully bill for *all* "reimbursable" costs, including shipping, delivery, freight, and travel? Or did I absorb costs that should have been passed to the client?
- ☐ **Scope Creep Costs:** How much time and money was spent on tasks outside the original scope? Was this time captured and billed for effectively through change orders?
- ☐ **Team Efficiency:** Where did my team and I spend the most time? Are there process bottlenecks we can fix (e.g., sourcing, client communication, order processing)?
- ☐ **Client Factor:** Did this client's decision-making process (e.g., decisiveness vs. indecisiveness) impact the project's profitability? How can I manage this better in the future?
- ☐ **Overall Profitability:** What was the final, total profit number for this project? What is the single biggest lesson I can apply to my next proposal?