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Virginia Beach Small Business of the Year 2016: Image Business Interiors

By Nate Delesline III
nate.delesline@insidebiz.com
May 6, 2016

Image Business Interiors is marking its 10th anniversary in 2016. It was founded by Carrie Setliff and her business partner, Deborah McDonald.

“We had zero customers coming into this and zero fear,” Setliff said. “Our first year in business, we sold approximately \$700,000, and we are currently a \$9 million organization.”

The company sells to the commercial, government, health care and education sectors.

“We touch virtually every business industry,” Setliff said.

In 2008, Bob Kraly joined the firm as a third partner.

“It’s been hugely successful over the last 10 years,” Setliff said. “Specifically, we are a furniture solution provider. We take clients’ conceptual ideas and turn them into valuable and tangible solutions.”

Over the past decade, Image Business Interiors expanded its own space, growing from 1,000 to 5,000 square feet and taking over adjacent suites in the process.

Thoughts about office space and how to make the best use of it are continually evolving, but serving so many varied tastes and turning ideas into reality is the fun part of the business, Setliff said.

“The big consideration today are the various different generations in the workforce, so creating that comfortable, productive working environment for multiple generations as well as work-life balance is hugely impactful on the bottom line of any given organization,” Setliff said.

“My business partners Deborah McDonald and Bob Kraly actually have design degrees. My past has been in finances, project management and logistics. So the blending of our talents really created the opportunity for us to support a small, woman-owned business. It seemed like a natural progression. All of us had worked in this industry, collectively for many years.

“Since inception, our company has grown year over year, and with this, our 10th year in business, one of our initiatives is to update and provide new branding, logo and marketing materials. A fresh, new look for continued growth of your business – being able to provide excellent service, excellent products along with branding and name recognition – is all part of how we go to market.”

Recently, Setliff said, the company has expanded its client base to national accounts that are headquartered in Virginia.

“That’s huge for a small organization to be working directly with national accounts and for that we are thrilled,” she said.

Setliff and her team of 14 continually have their eyes on the future.

In this industry, “you’ve got to be at least a year or two ahead of the curve,” she said, “so you’ve got to know future trends, and we tend to do that very well.”

Nate Delesline

Staff Writer