

For Immediate Release



OCDesignerSource.com Announces Launch of Online Specialty Interior Design Resource Center

Innovative Online Community Connects Consumers to Local High Quality Design Trades and Promotes Industry Confidence and Development

Yorba Linda, CA - December 9th, 2008 – OCDesignerSource.com, an innovative, classy online resource center offering unique designer products and services for both residential and commercial applications, as well as cost-effective marketing support for quality tradesmen and designers in the field of interior and exterior design is pleased to announce the launch of their new online community. Headquartered in Yorba Linda, California, OCDesignerSource.com is the culmination of its founder's two decades of industry expertise and was established to serve as a highly respected resource that connects consumers to the best, most reliable local talents in the design industry.

As veteran industry consultants and designers for over twenty years which include diverse backgrounds encompassing commercial, residential and builder markets, owners Michele Preston and Michele Wiemann have a keen sense of the challenges faced by both private and public clients in finding high quality, reliable design product and service providers; as well as the challenges encountered by designers and trades people in cost-effectively marketing their services. OCDesignerSource.com was created to bridge these gaps in consumer confidence by connecting well qualified, trusted and talented design professionals to customers and clients that demand only the highest levels of service and quality from their providers.

According to Michele Preston, cofounder of OCDesignerSource.com, "These markets have always had a subtle hesitation in moving through design projects due to client uncertainty over the ability of providers to deliver successful results, manage projects within budget and meet customer expectations. We aim to connect businesses and consumers with a provider that gives them the confidence to move forward with their design projects." Preston continued, "Our easy to research website will profile only the most highly recommended, licensed industry professionals in given service areas and include a biography for each tradesman, their specialty, and visual examples of their work."

OCDesignerSource.com offers local trades and design service providers a unique way to expand their local marketing presence, enhance visibility of their offerings using both traditional and web-based marketing techniques and respond to consumer project requests all at a significantly lower cost than traditional 'yellow page' or other print ad mediums. Featured providers will benefit from enhanced marketing techniques such as better search engine optimization for their own websites and a broad array of public relations and direct marketing initiatives. Visitors to the site may also submit questions about their projects and interact with providers prior to selection.

Michele Wiemann, cofounder of OCDesignerSource.com, explained the value of their online community to local providers, stating, "Our Company's goal is to support the 'professional' tradesmen, accredited interior designers, vendors and artists that make our field what it is today." Wiemann went on to note, "An additional benefit to consumers and producers alike are that we will also market many talented artists and vendors that are so often overlooked. Not all talents are seen in gallery settings and many consumers shop high and low looking for designer items that only the design industry seems to provide. There are so many amazing products that are available to purchase if only the public can access them. We will expose these masterpieces and their creators on our site's Design Studio Center so that these unique items may reach a larger audience and be purchased on line."

OCDesignerSource.com launched its innovative web community in October 2008 and currently serves one of the most affluent counties in southern California. The company continues its focus on attracting even more design industry trades and artists in Orange County, California. They expect to build upon its success by providing consumer access to resources and providers in expanded market areas including the Los Angeles County, Riverside County, and San Diego throughout 2009. OCDesignerSource.com's specialty products are available for purchase and can be delivered nationally.

About OCDesignerSource.com

OCDesignerSource.com was created to bring the best, most well qualified design professionals to the public by actively partnering with superior quality trades people, artists, and industry suppliers and consultants to enhance their local market presence with innovative, cost effective marketing solutions designed to help them succeed. Whether searching for a professional craftsman, unique interior design artists or consultation and project management, the OCDesignerSource.com community is the place to find it. For more information, please visit www.OCDesignerSource.com.

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