

# HAUSMARK RENOVATION CONSUMER CONFIDENCE SCORE (RCCS)

EVALUATE. COMPARE. RENOVATE WITH CONFIDENCE.



## *About the RCCS*

The RCCS is a decision-support tool designed to help homeowners evaluate and compare ID Firms in a structured and consistent way. Scores reflect the homeowner's observations and impressions at the time of assessment and should be used together with personal due diligence, contract review, budget considerations, and individual requirements. The RCCS is intended as a guide and should not be relied upon as the sole basis for any renovation decision.



# HAUSMARK RENOVATION CONSUMER CONFIDENCE SCORE (RCCS)

| Pillars                 | How Did This Experience Make You Feel?                                                                    | What Are You Looking For?                                                                                                                                                             | Weight (%) | Score (1–10) | Weighted Contribution (=score/10 x weightage) |
|-------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------|-----------------------------------------------|
| Getting Started         | Was the process of getting started easy and welcoming?                                                    | Prompt response to enquiries, good hospitality, accommodative schedules, punctuality                                                                                                  | 5%         |              |                                               |
| Understand Your Needs   | Did the designer really listen to what you want and need?                                                 | Active listening, notes taking, patience, no hard & up selling                                                                                                                        | 12%        |              |                                               |
| Professional Advice     | Did the designer seem knowledgeable and able to bring your ideas to life?                                 | Material knowledge, helpful renovation tips & practical solutions                                                                                                                     | 12%        |              |                                               |
| Design Fit              | Can you picture yourself at home in the space they designed?                                              | Originality – not recycled ideas, practical layout and design suitable for your needs                                                                                                 | 11%        |              |                                               |
| Project Monitoring      | Do you feel your renovation work will be monitored effectively?                                           | Dedicated site supervisor or equivalent (e.g. CCTV), timely reno progress updates                                                                                                     | 11%        |              |                                               |
| Commitment Confidence   | Do you feel that you can trust this ID company and their processes?                                       | No hidden or unclear clauses, warranties & payment milestones clearly documented                                                                                                      | 15%        |              |                                               |
| Quality Showcase        | Did their showroom, portfolio or past projects give you confidence in their design ability & workmanship? | Well-designed showroom, quality finishes, strong portfolio with stories behind designs                                                                                                | 5%         |              |                                               |
| Trust & Credentials     | Did their certifications and credentials give you added peace of mind?                                    | CASETrust, HDB License, industry awards (e.g. RCMA)                                                                                                                                   | 8%         |              |                                               |
| Milestone-Based Payment | Is this ID onboarded or willing to onboard milestone payment arrangements?                                | Onboarded milestone payment scheme – 10 points                                                                                                                                        | 5%         |              |                                               |
| Hausmark Confidence     | Has this ID obtained a Hausmark Seal?                                                                     | Refer to <a href="https://www.hausmark.com.sg/interior-designers-renovators-guide/">https://www.hausmark.com.sg/interior-designers-renovators-guide/</a><br>Hausmark Seal – 10 points | 10%        |              |                                               |
| Online Presence         | Did their social media and online reviews make you feel confident about them?                             | Active social media, positive reviews & transparent feedback handling                                                                                                                 | 6%         |              |                                               |
| TOTAL                   |                                                                                                           |                                                                                                                                                                                       | 100%       |              |                                               |



# INTRODUCING THE HAUSMARK RENOVATION CONSUMER CONFIDENCE SCORE (RCCS)

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Choosing an Interior Design (ID) Firm or a contractor is unlike most purchases. When buying a car, you can take it for a test drive. When buying furniture or appliances, you can see, touch, and experience them before deciding.

Renovation is different.

Homeowners are often expected to make a significant financial commitment based on a few meetings, quotations, portfolios, and online reviews, without truly knowing what it will be like to work with the ID Firm or contractor throughout the renovation journey.

This is the thinking behind **Hausmark's ID Test Drive Theory**.

At Hausmark, we believe homeowners deserve a way to "test drive" an ID Firm before committing one. To bridge this gap, Hausmark independently assesses ID Firms through mystery shopping, showroom visits, customer experience reviews, credential verification, and other evaluation activities. We then publish our firsthand findings on the Hausmark Official Website ([www.hausmark.com.sg](http://www.hausmark.com.sg)), allowing homeowners to experience the journey through our eyes.

Building on the same assessment methodology, Hausmark introduced a DIY version known as the **Renovation Consumer Confidence Score (RCCS)** checklist. This toolkit enable homeowners to quickly assess and shortlist ID Firms using the same confidence indicators applied in Hausmark's professional evaluation, helping them navigate a crowded market and choose with greater confidence.

While the DIY RCCS is a useful starting point, Hausmark's full assessment reports remain the standard for deeper insights into an ID firm's strengths, risks, and overall performance before making a renovation commitment.



# RENOVATION CONSUMER CONFIDENCE SCORE (RCCS)

## OUR 11-POINT ASSESSMENT FRAMEWORK

1

### GETTING STARTED



First interaction sets the tone.

- Responsiveness
- Professionalism
- First-touch experience

2

### UNDERSTAND MY NEEDS



They understand what matters to you.

- Listening skills
- Lifestyle understanding
- Requirements discovery

3

### PROFESSIONAL ADVICE



Expert guidance that's practical, honest advice.

- Practical recommendations
- Transparency
- Experience-based guidance

4

### DESIGN FIT



Design that fits your lifestyle and space.

- Suitability of design
- Functionality
- Space planning

5

### PROJECT MONITORING



Clear communication and updates.

- Updates & communication
- Timeline management
- Issue resolution

6

### COMMITMENT CONFIDENCE



Transparency and clarity in commitments.

- Quotation transparency
- Contract clarity
- Variation management

7

### QUALITY SHOWCASE



Proven workmanship through quality projects.

- Portfolio quality
- Completed projects
- Workmanship standards

8

### TRUST & CREDENTIALS



Trustworthy firm with verified credentials.

- Company background
- Business credentials
- Customer confidence indicators

9

### MILESTONE-BASED PAYMENT



Fair payment structure with protection.

- Fair payment structure
- Payment protection
- Progress-linked payments

10

### HAUSMARK CONFIDENCE



Verified standards.

- Assessed awarded Hausmark Seal of Excellence Award

11

### ONLINE PRESENCE



Community feedback.

- Public reviews
- Tipoffs



# HOW TO USE THE RCCS

A SIMPLE 5-STEP TO EVALUATE ID FIRMS WITH CONFIDENCE.

## STEP 1

### Assess Each RCCS Confidence Pillar



- Read the assessment criteria for each pillar.
- Refer to “What to Look For?” examples.
- Consider your interactions, observations, and overall experience with the ID Firm.

## STEP 2

### Use The RCCS DIY Score Guide (1–10)



After assessing each pillar, use RCCS DIY Score Guide to rate your immediate reaction from 1 to 10.

- 10 = “This ticks all the boxes for me.”
- 1 = “This would be a deal-breaker for me.”

Score based on your confidence and overall experience.

Be honest and consistent, there are no wrong or right answer.

## STEP 3

### Calculate the Weighted Score



**Formula**  
(Score ÷ 10) x Weightage

**Example**  
Your Score: 8/10  
Weightage: 12%  
**Weighted Score:**  
(8 ÷ 10) x 12 = 9.6

Repeat for all 10 pillars and add them together.

## STEP 4

### Apply Special Scoring Rules (Pillar 9 & 10)

9

#### Milestone-Based Payment

- Criterion Met = 10 Points
- Criterion Not Met = 0 Points

10

#### Hausmark Confidence

- Assessed = 10 Points
- Not Assessed = 0 Points

## STEP 5

### Add up All Pillars for Your Final RCCS Score



**Total Possible Score**  
**= 100**

The higher the score, the higher the confidence level that the ID Firm inspires.

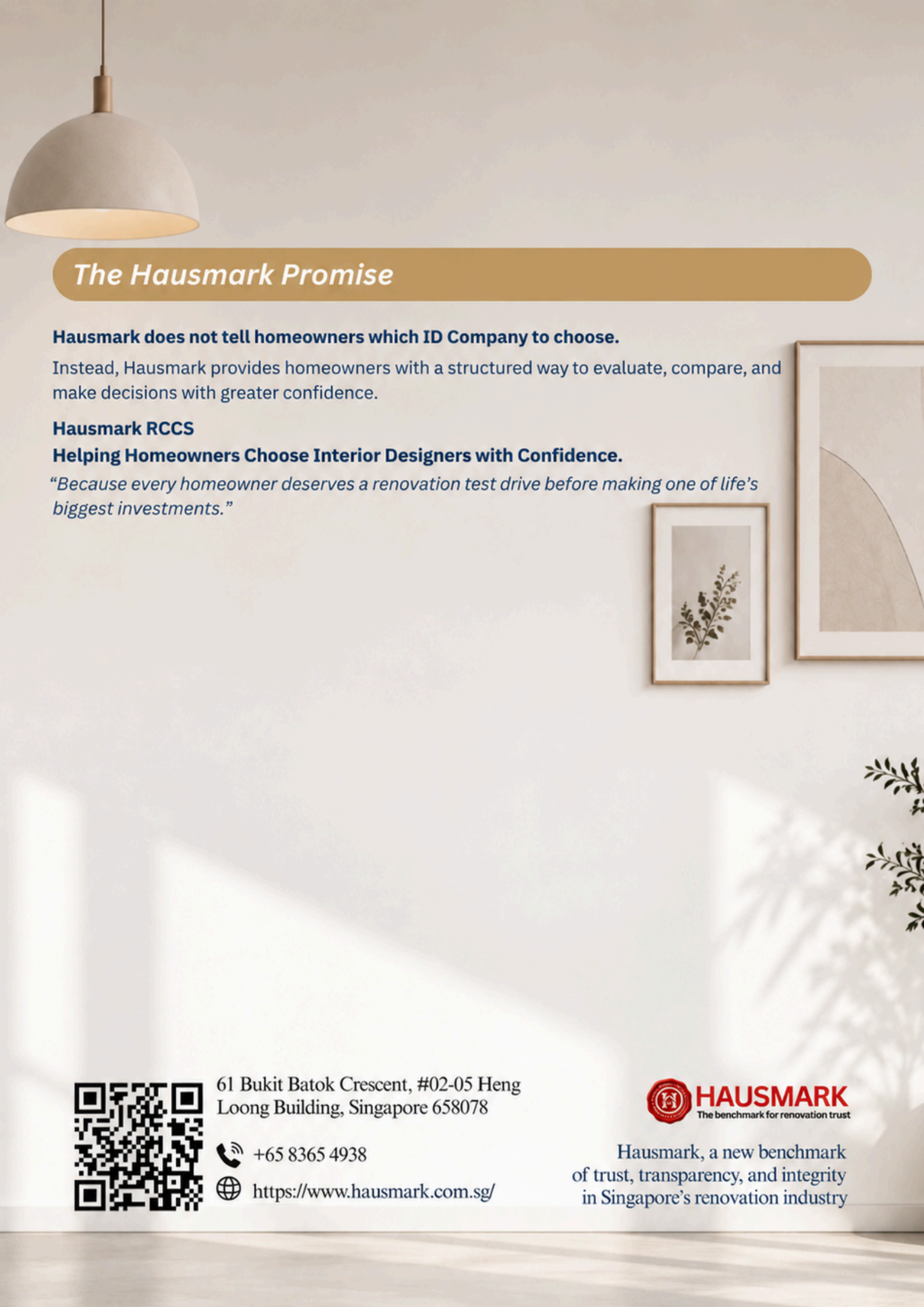
### RCCS DIY SCORE GUIDE (1–10)

| 1                                    | 2                                | 3                           | 4                                | 5                                 | 6                                       | 7                                   | 8                               | 9                               | 10                              |
|--------------------------------------|----------------------------------|-----------------------------|----------------------------------|-----------------------------------|-----------------------------------------|-------------------------------------|---------------------------------|---------------------------------|---------------------------------|
|                                      |                                  |                             |                                  |                                   |                                         |                                     |                                 |                                 |                                 |
| This would be a deal-breaker for me. | I don't feel I would trust them. | There are serious concerns. | Something is missing or unclear. | I'm unsure and need more clarity. | I see potential but have some concerns. | I feel fairly confident about them. | They meet my expectations well. | They inspire strong confidence. | They tick all the boxes for me. |
| LOW CONFIDENCE                       |                                  |                             | MODERATE CONFIDENCE              |                                   |                                         | HIGH CONFIDENCE                     |                                 |                                 |                                 |

### RCCS SCORE INTERPRETATION

|  |                                         |                                                                      |
|--|-----------------------------------------|----------------------------------------------------------------------|
|  | <b>80 – 100</b><br>STRONG CANDIDATE     | Likely demonstrates many qualities homeowners seek in an ID Firm.    |
|  | <b>60 – 79</b><br>WORTH CONSIDERING     | Shows potential but may require further clarification or comparison. |
|  | <b>Below 60</b><br>PROCEED WITH CAUTION | May indicate concerns that should be addressed before commitment.    |





## *The Hausmark Promise*

**Hausmark does not tell homeowners which ID Company to choose.**

Instead, Hausmark provides homeowners with a structured way to evaluate, compare, and make decisions with greater confidence.

**Hausmark RCCS**

**Helping Homeowners Choose Interior Designers with Confidence.**

*"Because every homeowner deserves a renovation test drive before making one of life's biggest investments."*



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**HAUSMARK**  
The benchmark for renovation trust

Hausmark, a new benchmark  
of trust, transparency, and integrity  
in Singapore's renovation industry