

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.

RCCS HOMEOWNER SELF-ASSESSMENT

ASK. SCORE. COMPARE. SIGN WITH CONFIDENCE.

Pillar	Key Question (Based on real homeowner experience)	Choose the answer that best fits your ID			Weight (%)	Your Score (0–10)	Weighted Score (= Score/10 x Weightage)
		Yes / Good (Score 10)	Partially (Score 5)	No / Unsure (Score 0)			
1 	Getting Started	Was the process of getting started easy and welcoming?	☐ Yes Prompt, welcoming, accommodate scheduling, clear next step	☐ Partially Some delays or unclear steps	☐ No / Unsure Felt rushed or unclear, not responsive	5%	
2 	Understand Your Needs	Did the designer really listen to what you want and need?	☐ Yes Asked about live-in profile and requirements, patience notes taking	☐ Partially Asked some questions	☐ No / Unsure Didn't seem to listen or pushed their own ideas	12%	
3 	Professional Advice	Did the designer seem knowledgeable and able to bring your ideas to life?	☐ Yes Provided renovation tips, including highlighting potential challenges	☐ Partially Somewhat useful advice	☐ No / Unsure Lacked knowledge or felt like a hard sell	12%	
4 	Design Fit	Can you picture yourself at home in the space they designed?	☐ Yes Original ideas, practical layout that met requirements	☐ Partially Some good ideas, not fully practical in some case	☐ No / Unsure Recycled ideas or doesn't suit my needs	11%	
5 	Project Monitoring	Do you feel that the renovation work will be monitored and you will be updated progressively?	☐ Yes Dedicated supervision (CCTV, site management) and fixed routine updates	☐ Partially Non committal monitoring and updating methods	☐ No / Unsure Unsure of the monitoring plan and update method	11%	
6  	Commitment Confidence	Do you understand and is comfortable with the quotation and every clause in the renovation contract?	☐ Yes Itemised quote, clear specs, unambiguous clauses, warranties clearly spelled out	☐ Partially Many KIV items in quote, some unclear clauses but clarified, only verbal warranty commitment	☐ No / Unsure Poorly detailed and vague quote, terms unclear and not transparent in explanation	15%	
7 	Quality Showcase	Did their showroom, portfolio or past projects give you confidence in their design ability & workmanship?	☐ Yes Well-designed showroom, quality finishes, strong portfolio	☐ Partially Uninspiring showroom, with limited portfolio	☐ No / Unsure No showroom or past project	5%	
8 	Trust & Credentials	Did their certifications and credentials give you added peace of mind?	☐ Yes CASETrust, HDB License, industry wards (e.g RCMA)	☐ Partially Some certificate that is not issued by governmental or official body	☐ No / Unsure Unable to verify or none provided	8%	
9 	Escrow Payment	Is this ID onboarded or willing to onboard escrow payment arrangements?	☐ Yes Onboarded or willing to use an escrow payment scheme	☐ Partially Not onboarded but open to discussion, with conditions	☐ No / Unsure Do not allow escrow based payment	5%	
10 	Hausmark Confidence	Has this ID obtained a Hausmark Seal?	☐ Yes Hausmark Accredited ID (Hausmark Seal)	☐ Partially Hausmark accredited ID (with aspiring award)	☐ No / Unsure No	10%	
11  	Online Presence	Did their social media and online reviews make you feel confident about them?	☐ Yes Active social media, positive reviews & transparent feedback handling	☐ Partially Mixed reviews	☐ No / Unsure Many negative reviews or no online presence	6%	
TOTAL					100%		

HOW TO CALCULATE YOUR RCCS

- 1 Read each question and choose the option that best fits your ID.
- 2 Enter the score (10, 5 or 0) for each pillar.
- 3 Multiply the score by the weightage.
(= Score/10 x Weightage)
- 4 Add up your weighted scores (out of 100).

YOUR TOTAL RCCS SCORE

 / 100

A higher score indicates greater confidence.
Use this to compare your shortlisted IDs.

SCORE GUIDE

80 – 100

Strong confidence
Likely a good choice.

65 – 79

Proceed with caution
Investigate further.

Below 65

High risk
Slow down before signing.

IMPORTANT

A high score does not override a critical red flag.
If you are unsure about any major issue, investigate further before signing.

Critical Pillars: 6 & 11

INTRODUCING THE HAUSMARK RENOVATION CONSUMER CONFIDENCE SCORE (RCCS)

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), 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

ESCROW 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



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."



61 Bukit Batok Crescent, #02-05 Heng
Loong Building, Singapore 658078



+65 8365 4938



<https://www.hausmark.com.sg/>



HAUSMARK
The benchmark for renovation trust

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