SFHEIMAT BRINGS CLIENT IDEAS TO LIFE WITH JOIN.ME

Challenge

In the world of design, technology and tradition exist in a delicate balance. For San Francisco-based sfHEIMAT, that relationship extends to all aspects of their business. As a small company, co-founders Alicia Cheung and Eva Muller are able to work closely to develop a personal and unique aesthetic for their clients. But it also meant that every expense weighed heavily on their budget. Sharing works-in-progress with their clients in-person meant paying travel costs; and business development limited by in-person meetings meant a smaller pool of potential customers. A creative process that should be quick and dynamic was turning into a slow and expensive slog.

Solution

Eva and Alicia initially saw **join.me** as an easy way to reduce travel expenses, simply by meeting remotely. But **join.me**'s desktop and mobile solutions quickly became an integral part of sfHEIMAT's growth, client service, and creative workflow. **join.me**'s personal URL and one-click connectivity meant they didn't have to worry about walking clients through complicated meeting controls. They were connecting and collaborating with clients much faster, every day. And with **join.me**'s Mobile Whiteboard, Eva and Alicia could now create and present visual design elements from their iPads, quickly and effectively. The mobile whiteboard has simplified every step of their design process – from internal ideation on designs, to sharing ideas with clients, to communicating orders with architects or vendors.

Results

Since choosing **join.me** as their all-in-one collaboration system, sfHEIMAT has expanded operations without sacrificing their personal approach to business. "Using **join.me** has changed how we create and share our vision with our clients" said Alicia. Just one year after cofounding the company, Eva and Alicia have seen their client base double across global locations like The Bahamas, San Diego, and Switzerland.

Visit **join.me** for more information.

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*sf*HEIMAT

Industry: Interior Design

Headquarters: San Francisco, CA

Number of Employees: 10 <

"We are so much more efficient using join.me. We work faster, save money, and better serve our clients."

– Alicia Cheung,
Co-Founder