



# WILLOW BEND TITLE COMPANY

## WBT Spotlights Shay Geyer - IBB Design



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### WBT SPOTLIGHTS SHAY GEYER - IBB DESIGN

At Willow Bend Title we strive to support local businesses that help people achieve the "American Dream" of home ownership. We spotlight these businesses for our clients and partners that may be in need of the services they provide.

With it being [Texas Design Week](#), we thought it was the perfect time to feature an award winning, local interior designer. So for this month's WBT Spotlight we sat down with [Shay Geyer](#), Owner of [IBB Design](#) in Frisco, Texas. IBB has a portfolio that ranges from commercial spaces to residential projects across the country including high rises, sprawling estates and even G4 private jets. Shay is also the editor of IBB at Home Magazine, contributes to Ebby Halliday's GRAND VIE magazine and is the creator of her own [Shay Geyer Fabric Collection](#)!



#### Q: WHAT IS IBB'S ORIGIN STORY

"IBB Design is a full-service fine furnishings store and design center known for offering high-quality furnishings and fashioning color-infused spaces. Once an interior design solo effort on the part of designer Beth Rafferty, the business she founded more than 42 years ago has since grown into an award-winning firm encompassing a 90,000-square-foot fine furnishings retail store and design resource center staffed by more than 37 of our professional designers.



Studying from my mother Beth, I developed a natural flair for design and often frequented the Dallas Design Center with her. Designing professionally since 2001, my passion for interiors and interiors products has helped propel IBB Design into an award-winning fine furnishings store and interior design powerhouse. Located

in Frisco, we offer a diverse mix of name-brand home furnishings, home décor, and accessories hand-selected by our design staff from markets around the world. Regarded as the place to shop for furnishings with style and luxurious designer details, our sizeable inventory offers something beautiful for every budget. Our expansive store is also a four-time winner of "Best Furniture Store in the United States."

#### Q: IN YOUR OPINION, WHAT IS THE RELATIONSHIP BETWEEN INTERIOR DESIGN AND REAL ESTATE? HOW CAN INTERIOR DESIGN AID REALTORS?

"Interior design & real estate are an invaluable pairing. I cannot tell you how many times we've had clients tell us that their home sold quickly or fully furnished because they used us to design their home.

Using an interior designer for your home can help you avoid costly mistakes and also make decisions that will be a great investment for your future.

A well-designed home always stands out to potential buyers."



#### Q: WHAT ARE THE UPCOMING DESIGN TRENDS FOR 2023?



"We're seeing a big trend in clients utilizing their home in different ways. People are really thinking through the functionality of their home and how they use it. With so many services available to come to your home with the simple request from an app, clients want to utilize space in their home to take advantage of the in-home services convenience.

From mani/pedis to massage and personal trainers, we're having fun creating spaces for clients to enjoy these luxuries at home. We've also seen numerous requests to create a Zoom Room. With so many people working from home, this is top of many of our client's minds."

#### Q: WHAT IS IT LIKE BEING A WOMAN IN LEADERSHIP?

"It's empowering but also very demanding. You're in control of your own destiny but also faced with daily tough decisions. It's a lot of pressure to realize that so many people depend on you. Building an incredible team to work with you towards your goals is crucial. There's so much responsibility but at the end of the day, you have to love what you do, or you'll never be successful. Positivity and a calm demeanor are imperative. There's always good with the bad and ninety percent of the time it's great. Don't let that ten percent defeat you. Let the tough decisions be a platform to grow your leadership skills."

#### Q: WHEN YOU ARE NOT MAKING SPACES BEAUTIFUL, WHAT DO YOU ENJOY DOING/SUPPORTING IN YOUR COMMUNITY?

"The majority of my spare time is spent with our two daughters. They both do competitive cheer, so we spend a lot of time going back & forth to practices and traveling for competitions.



My husband and I take daily walks each morning with our dogs. It's my favorite time together and a great way to start our day. We're members of Prestonwood Baptist Church and are active with local charities Sky Ranch, Minnie's Food Pantry & Frisco Family Services."

#### Q: DO YOU HAVE ANY NEW/ EXCITING PROJECTS COMING UP IN 2023?

"We just wrapped up designing two more private jets. We'll be photographing those soon. We also just completed installations in Nashville, Tennessee and Park City, Utah. We have many fun build jobs & remodels in process locally for clients as well."

#### CONNECT WITH SHAY & IBB DESIGN:

Interested in setting up a consultation with [Shay Geyer](#) or her design team at [IBB Design](#)? Use these links to connect and don't forget to tell them that Willow Bend Title sent you!

- [WEBSITE](#)
- [INSTAGRAM](#)
- [FACEBOOK](#)
- [LINKEDIN](#)

Who would you like to see in our next WBT Spotlight? [Contact us](#) and let us know what they provide, what makes them unique and why they are an integral part of Texas home ownership!

\* All photography of IBB Design's work as featured in this article has been provided by Dan Piassick