

# Kitchen Designer's Consumer Planning Guide

A guide to help navigate you during the process of a kitchen remodel. Understanding budget vs. product and incorporating the right elements to meet your needs and style.



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Process | Design | Cost



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## Are you...

- Looking to sell your home to increase the resale value?
- Tired of cramped spaces and lack of storage?
- Frustrated with the lack of function in your kitchen?
- Is your kitchen outdated and in need of an upgrade?
- Maybe your kitchen does not reflect your style?
- Are you updating appliances that require a new kitchen layout?



If you can relate to any of these situations or frustrations then it might be time to consider giving an update to your home. Guidance by an experienced kitchen designer can navigate you through the process, help you feel confident in moving forward, and eliminate the overwhelming feeling most people have during a kitchen remodel.

Your home should tell the story of who you are, and be a collection of what you love.

- Nate Berkus ~ interior designer

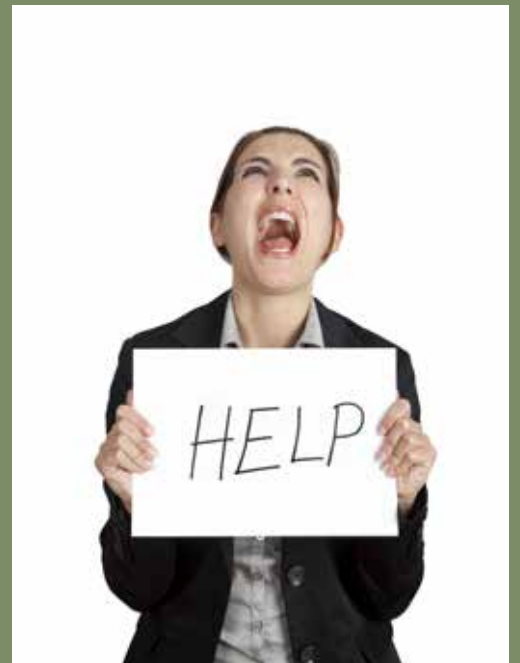


# Calling in the Experts

Doing a kitchen renovation is not as simple as it appears on TV. Permits, building codes, and multiple selection choices can quickly overwhelm you. That's why it's necessary to have a professional kitchen designer assist you from the start. With years of experience and multiple connections in the design and construction industry, designers can help you achieve exactly what you envision.

Trends in the home are ever-changing and a kitchen designer will have access to all of the latest technology to allow your space to work best for your needs. Key traits of a good designer are: listening to your needs and taking the time to understand what is important to you, your lifestyle, and your project investment.

Above all else, hiring a kitchen designer will save you time and money, both of which are extremely valuable. When you hire a designer you are getting more than a professional, you are establishing a relationship with someone who has multiple resources to achieve your goals within the timeframe and budget set.





# Start by setting goals for your kitchen redesign.

To start any project you need to begin with the end in mind. What exactly does that mean? It is easier to plan for a kitchen renovation when you know what elements are important for the finished project. Your space is meant to be the place where you gather with family and express yourself freely. Here are some questions to ask yourself regarding your kitchen:

- Will this be your forever home?
- Is the kitchen large or small?
- Who will be using the kitchen?
- Are you planning to change the layout?
- Did you buy a new home and dislike the current kitchen?
- Do you desire more storage?
- How often will you be in this kitchen?
- Has your kitchen become your home office?
- Do you wish to increase the resale value of your home?



These questions are important because it will form the foundation of the project as you work with your designer through the details. By setting your specific goals and mapping out a plan, your decisions will influence the overall design and budget.



# Start by setting goals for your kitchen redesign.

## **Space planning!**

Space is important no matter how large or small. Larger kitchens can lose function if not laid out properly and smaller kitchens need more attention to detail to utilize each square foot to the best advantage. The room size also plays a part in the overall budget. For instance, do you have room for a kitchen island or space for a pantry? Each of these factors play a role in the design and the layout of your kitchen.

## **Advantages of an existing layout**

There are several benefits to working with your existing cabinetry layout, your budget may be a key role in just how much you are able to change. By not moving plumbing and electrical you can save money. Or you may want to allocate savings to other areas such as appliances, countertops and backsplash.





# Start by setting goals for your kitchen redesign.

## Infrastructure Issues

From a design perspective, this is our least favorite topic to address with clients. Load-bearing walls may limit what you can or cannot do from a design perspective. Older homes may need to have rough-in plumbing and electrical replaced to bring the home up to code, as well as leveling the floors. Infrastructure can lead to major roadblocks that can impact your budget. Your kitchen designer is able to understand and prepare you for these things early in the process. A good designer will be able to work with the recommendations of the contractor to determine what is best for your project.

## Budget

Did you notice how many times we brought up the word budget? Establishing a budget with your kitchen designer from the beginning will be beneficial with the cabinet design and selection process. We want to steer you toward a product that is within your budget and we do this by using what we call a good, better, best selection process.



“Hiring a professional designer can save you money on the total cost of the remodel and help you build the kitchen you envisioned.”



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# Starting the design process

Once you have determined the goals and the size of your kitchen renovation it is important to start working with a professional kitchen designer to develop a formal plan. A good kitchen designer will begin by reviewing what is important to you and begin by allocating allowances for each part of the project.

While you may be tempted to jump straight into picking out colors and finishes, a kitchen designer is first going to focus on your layout. Even though this part can be tedious it is a necessary step to move forward in the process. It's at this point where the amount of work is determined and how the budget will be spent.



“This is the time to share any of your Houzz or Pinterest inspiration photos so that we can include any specific cabinet related items into the design. The design phase can sometimes be time consuming while making modifications and layout changes all of which are part of the normal process to achieve your desired look.”



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# Making selections

Then comes the part you have been waiting for, choosing the details such as cabinet finishes, hardware, flooring, lighting and other items related to the scope of your project. This is where we will focus on the aesthetic details and the “fun” part of the design.

Items related to the selection process you may not have thought about include:

- Cabinets: construction type, door style, finishes, and hardware.
- Countertops: granite, wood tops, marble, quartz or quartzite options.
- Appliances: refrigerators, ranges, cooktops, microwaves, dishwasher, and range hoods.
- Light fixtures: pendants, under cabinet lighting, and general lighting.
- Plumbing fixtures - sinks and faucets.
- Tile backsplash options.
- Flooring - tile, wood, or luxury vinyl tile.

A kitchen and bath design firm will have access to suppliers that they work with on a regular basis. This will ease the selection process, resulting in quality products for you to choose from within your budget. From cabinetry to lighting, each selection will be carefully appointed to meet your unique style. Here is a sample of a few selections that are important in the good, better, best options.

“Our kitchen design team will work closely with you to access your customization needs and determine which line of cabinets will give you the best value.”





# Cabinetry selections for your price point: Good, Better, Best

## Cabinets

### Good

Good cabinetry is best defined as cabinets that fall between a stock cabinet and a semi-custom cabinet. A lower price point will reduce your selection choices in size and finish. These constraints will limit what the designer can do with your space and understand these cabinets will have restrictions with customizing options. Budget friendly cabinets are well-made, practical and deliver exceptional value to your home.



“At Greenbrook Design, we always specify all plywood boxes, soft close hinges & drawer slides with our cabinet options, unless otherwise requested.”



# Cabinetry selections for your price point: Good, Better, Best

## **Better**

A better cabinet is simply defined as having more options for creating a better design such as, cabinet sizes, door styles and finishes. These cabinets are usually referred to as a semi-custom or custom cabinetry. Some semi-custom lines do offer unlimited size increments. It is important to point out once you go outside of what is considered standard sizes the price will increase exponentially. These cabinet lines will also offer more crown and light rail options as well as accessories such as roll-outs, utensil dividers, and blind corner units. The “better” grade of cabinets are well made and specified always with plywood boxes, soft close hinges & drawer slides.



At Greenbrook Design, we are not afraid to mix different cabinet lines into your project. This concept is one of the creative ways we can get with-in your budget without sacrificing some of the important elements you want to incorporate into your kitchen design.



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# Cabinetry selections for your price point: Good, Better, Best

## Best

The best level of cabinets are made from the highest quality materials and finishes available. As with any top of the line product, these cabinets are built to last a lifetime. With machinery, and technology coupled with experience, both large manufacturing companies and some local shops can achieve the best quality cabinets. Within the best category of custom cabinets you can have unlimited sizes, wood species, custom paint and stain finishes. This can include unique, made-for-you hood options, decorative storage, appliance garages, appliance panels, pocket doors and much more.



“When designing custom cabinets there is no limit to the possibilities of design, style or size. We work closely with our clients to personalize their kitchen to achieve the function and desired look they want in their luxury kitchen.”



# Product selections for your price point

Consider your budget, your design taste and how your family will use your kitchen before making any decisions on such items as countertops, hardware, lighting, and appliances. You will have several options in price points, sizes, and materials. It is possible to create a beautiful space on a budget. No matter which product you choose, they will immediately add value to your home and coordinate beautifully with your cabinetry.

## **Countertops**

Heat resistant, maintenance, and cost variances need to be taken into consideration during the decision process. Granite, Quartz, Marble, and Quartzie are among the popular choices.

## **Hardware**

It is time to choose the jewelry for your cabinets aka hardware. Hardware comes in many finishes, materials, and sizes.

## **Light Fixtures**

The key to any good lighting plan in the kitchen is finding the right balance between task lighting and ambient lighting.

## **Appliances**

Smart kitchen gadgets and appliances now have a broad band of function. Incorporating the right tools into your work station will result in more efficient preparation, serving and cleaning, leaving more time for the things that matter.





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# Taking the next step

The kitchen is the heart of the home which means it should be an expression of what matters to you. Partnering with Greenbrook Design can help you navigate the endless possibilities and guide you to the products that will blend perfectly with your style creating a kitchen that is a true reflection of you. Contact us to learn more about our seven step process.

- Initial consultation
- Design
- Commitment
- Contract
- Production
- Installation
- Completion



Our goal is to create a design for our clients that tells their story by showcasing what they love in the best way. Because we have access to multiple resources we eliminate the need to go to numerous stores saving time. We have years of experience, skilled craftsmen, and a talented design team that look forward to working with you to create the perfect kitchen for you and your family. As a family owned and operated business, we value the relationship with each client, and are committed to customer satisfaction.

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