

Kenwood Kitchens

Presents

Where Do I Start? A Guide to Your Remodeling Job...

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Welcome!

Welcome to Kenwood Kitchens, Inc. We hope this brochure will help you make all the right decisions in remodeling your kitchen.

We have developed this brochure for one purpose - to answer the question most asked of us, "Where do I start?". Before we answer that question, let us tell you a little about ourselves.

Kenwood Kitchens, Inc. first opened its doors in 1974 in Rosedale, MD on Kenwood Avenue, and was founded by Bob and Carol Waldhauser. From day one, the commitment of Kenwood Kitchens was to design, supply, and install customized and fully featured residential kitchens, using only the best of materials and craftsmen, at a fair and reasonable price, has been our standard method of operation. Our product mix has been carefully selected to accommodate a wide range of customer tastes and budgets in today's custom remodeling market.

Through hard work and attention to detail, Kenwood Kitchens has grown to three retail showrooms and one wholesale location, employing over thirty professionals in our area. Bob and Carol's sons, Steve, Scott and Dave, now share the load with Dad in running the daily operation. Kenwood Kitchens employs its own installation crews, enabling quick service and excellent job control. With over ten designers on staff in four locations, we can meet all of your design needs.

Our company has been organized to efficiently produce kitchen remodeling jobs. We are not a "General" contractor; rather, we are specialists in a field that by its nature requires specialists to do the job properly. We realize that cabinets can be bought anywhere; but we feel a kitchen can only be realized from a full service dealer.

A kitchen remodeling job is a large undertaking, with many details to be considered. We are human, and at times mistakes occur. Our pledge to all of our clients is a simple one: "If it is not right, we will fix it". Simple and straightforward, at job's completion, you will be happy you selected Kenwood Kitchens as your remodeler.

We have separated this booklet into chapters, and feel it is best read from beginning to end; but, if you are like most of us and wish to know how this story ends before reading all the chapters, then simply call one of our thousands of satisfied customers....

Look Before You Leap

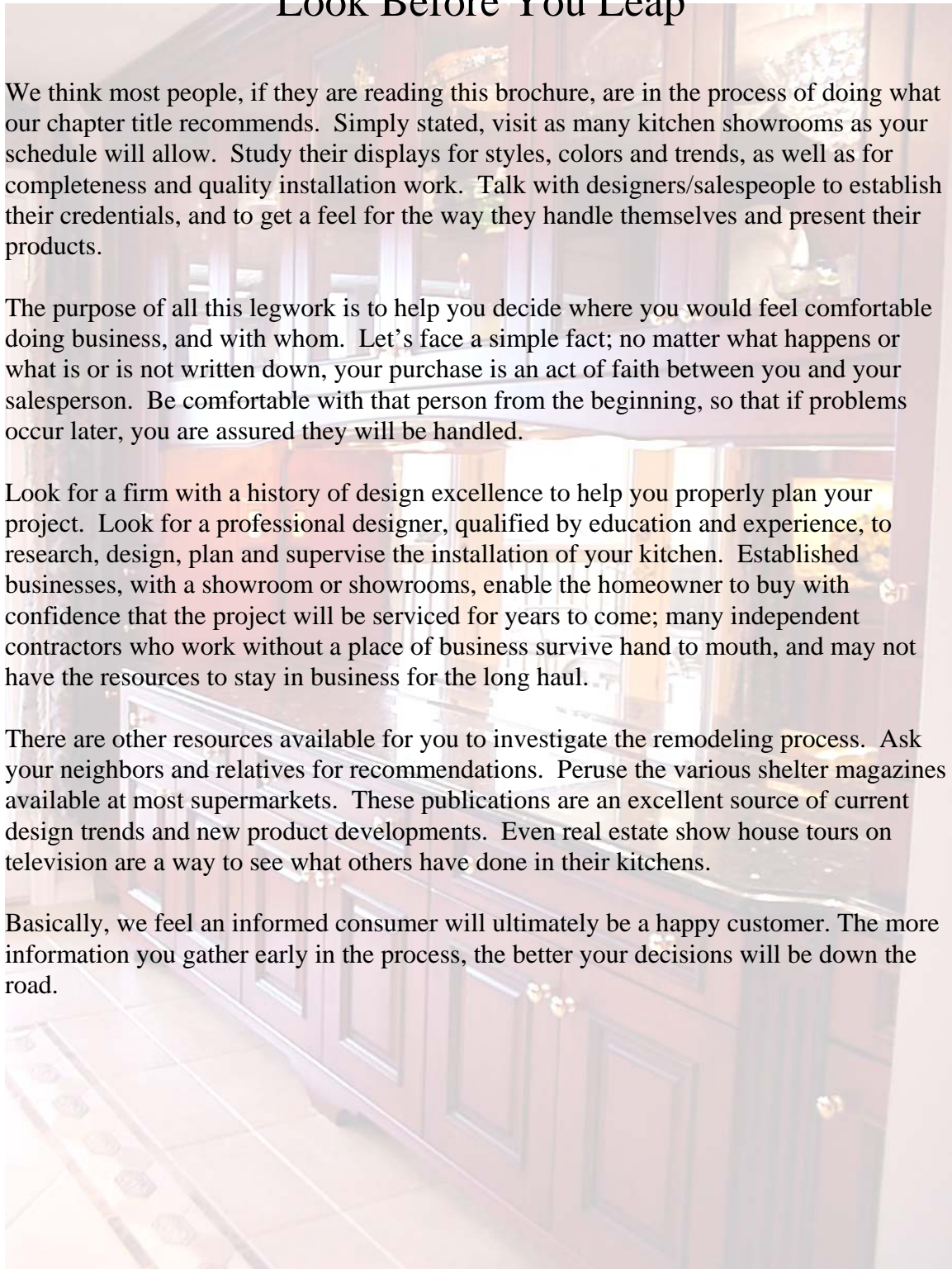
We think most people, if they are reading this brochure, are in the process of doing what our chapter title recommends. Simply stated, visit as many kitchen showrooms as your schedule will allow. Study their displays for styles, colors and trends, as well as for completeness and quality installation work. Talk with designers/salespeople to establish their credentials, and to get a feel for the way they handle themselves and present their products.

The purpose of all this legwork is to help you decide where you would feel comfortable doing business, and with whom. Let's face a simple fact; no matter what happens or what is or is not written down, your purchase is an act of faith between you and your salesperson. Be comfortable with that person from the beginning, so that if problems occur later, you are assured they will be handled.

Look for a firm with a history of design excellence to help you properly plan your project. Look for a professional designer, qualified by education and experience, to research, design, plan and supervise the installation of your kitchen. Established businesses, with a showroom or showrooms, enable the homeowner to buy with confidence that the project will be serviced for years to come; many independent contractors who work without a place of business survive hand to mouth, and may not have the resources to stay in business for the long haul.

There are other resources available for you to investigate the remodeling process. Ask your neighbors and relatives for recommendations. Peruse the various shelter magazines available at most supermarkets. These publications are an excellent source of current design trends and new product developments. Even real estate show house tours on television are a way to see what others have done in their kitchens.

Basically, we feel an informed consumer will ultimately be a happy customer. The more information you gather early in the process, the better your decisions will be down the road.



OK, How Much Is It?

This is really the most asked question, and the most evaded question, in our business. We think it is probably understood why the question is asked, but many consumers do not know why they can't seem to get a clear and concise answer. Let us try to explain.

Your final job cost is directly related to HOW you buy your kitchen. For example, a complete remodeled kitchen with all materials and services included (new appliances, flooring, backsplashes, etc.) will cost much more than a simple cabinet replacement. You may choose to purchase your kitchen in so many different ways, that it is very difficult to pin down an estimated cost too early in the process. Our next chapter will discuss HOW you may decide to make your purchase.

The final job cost is also related to the TYPE of materials you select. For example, it would not be unusual to find a cost difference of thousands of dollars between "stock" cabinets and "custom" cabinetry with same design. The difference in cost may be more than justified due to cabinet construction differences, style/color variations, wood species, etc., but it may not be justified for your circumstances.

By the way, let us define "stock" and "custom". Stock cabinets are already built, waiting in a warehouse for someone to buy them. Custom cabinets are made for a specific client; they are not built until someone purchases them. The two terms are often used to mean "Cheap" and "Expensive", but that is not the case. There are many stock cabinets that are more expensive than a custom counterpart, so do not let these terms frighten or confuse you.

Another example of how the TYPE of materials selected affects the price is in appliance selections. A 30" gas range can be purchased for as little as \$700.00. A 30" gas range can also be purchased for well over \$9,500.00. This type of cost differential is mirrored for almost every type of material selection you will have to make. As you can begin to see, it would be difficult to guess what your selections may be, and just as difficult to give a "ballpark" price to you that would be as accurate as you would wish it to be.

How much product do you need? Without a proper floor plan, or a list of cabinets, we as designers do not yet know how many cabinets you need, or the type of storage required, or the footage of countertops, etc. And since NO cabinet manufacturer sells his product by the linear foot, dimensions without a plan are useless as a pricing tool.

As you can now understand, to answer the "how much" question, we need information. To get that information properly and in an organized fashion, we need to visit the job site. We can get all the physical information we need (room size, window/door placements, traffic patterns, mechanical), the "wish list", and the budget information (how much do you wish to invest in the project).

Only when a designer has taken the time to acquire these three main areas of information, can he or she properly plan your kitchen.

Well, you still do not have a straight answer to the “how much” question! Even though there really is no such animal as “an average kitchen”, there are averages we can talk about. In our geographic area, an average kitchen job, (complete, floor to ceiling remodel), will start about \$35,000.00 and range to \$150,000.00 plus.

Another industry accepted method estimates a typical full kitchen remodel should cost between 15% and 20% of your home’s value. Over 20% or so, and you may be spending more than you could recoup if you later sell the home. If you plan on staying 10 years or longer, then you may choose to spend more to get the dream kitchen you deserve.

Where exactly your job will fall, we do not yet know. But, we can have a lot of fun finding out!

Ways to Buy

As we mentioned earlier, there are many ways to purchase a complete remodeled kitchen. Let’s look at the five most common ways; then you can decide which method is best for you and your family.

Method One - COMPLETE

With this method you will be working with a kitchen specialist contractor, a company that has designers to help you plan, offers ALL products and ALL services for sale, and installs the complete project, from floor to ceiling. Kenwood Kitchens, Inc. is such a company. A specialist contractor takes COMPLETE responsibility for the coordination of the entire project. This type of purchase guarantees the quickest installation time for your project, and the minimal amount of your valuable time for our coordination efforts. The greatest benefit of this type of purchase is that you have only one company to hold responsible for any and all problems that may arise. This type of purchase is more expensive than the next four, but the benefits far outweigh the minimal additional cost.

Method Two - DIY

The opposite of Complete is DIY, or Do It Yourself. You design it, buy it, deliver it, unpack it, return the damaged parts, reorder it, redeliver it, and finally install it. If you accidentally drop that hammer on the countertop, you go buy it all over again. An average kitchen takes 160 man-hours to install. That’s a lot of weekends! If you insist, we can help you design, buy, and deliver your new room - and we will even throw in installation advice. Since we are experts at the full complete job, who better to help you?

Method Three - Be Your Own GC

Yes, you can be your own General Contractor! You accomplish this by subcontracting all the factions of your project. For example, for a typical kitchen, you would hire a designer, carpenter, plumber, electrician, and tile mechanic. You arrange the purchase of all of your materials, possibly with the help of an Interior Designer that you would hire. And finally, you would coordinate and schedule all these tradesmen before, during and after the installation process, hoping that everyone gets along with each other. But beware; there are pitfalls here. All scheduling is on your shoulders; if the carpenter is held up waiting for the plumber, you will be billed for the time. You will sign 4, 5 or 6 contracts, instead of one. You will be responsible for damaged goods, products on back order, etc. You may save 15-20% off the Complete Method, but you may find the aggravation involved worth much more than that.

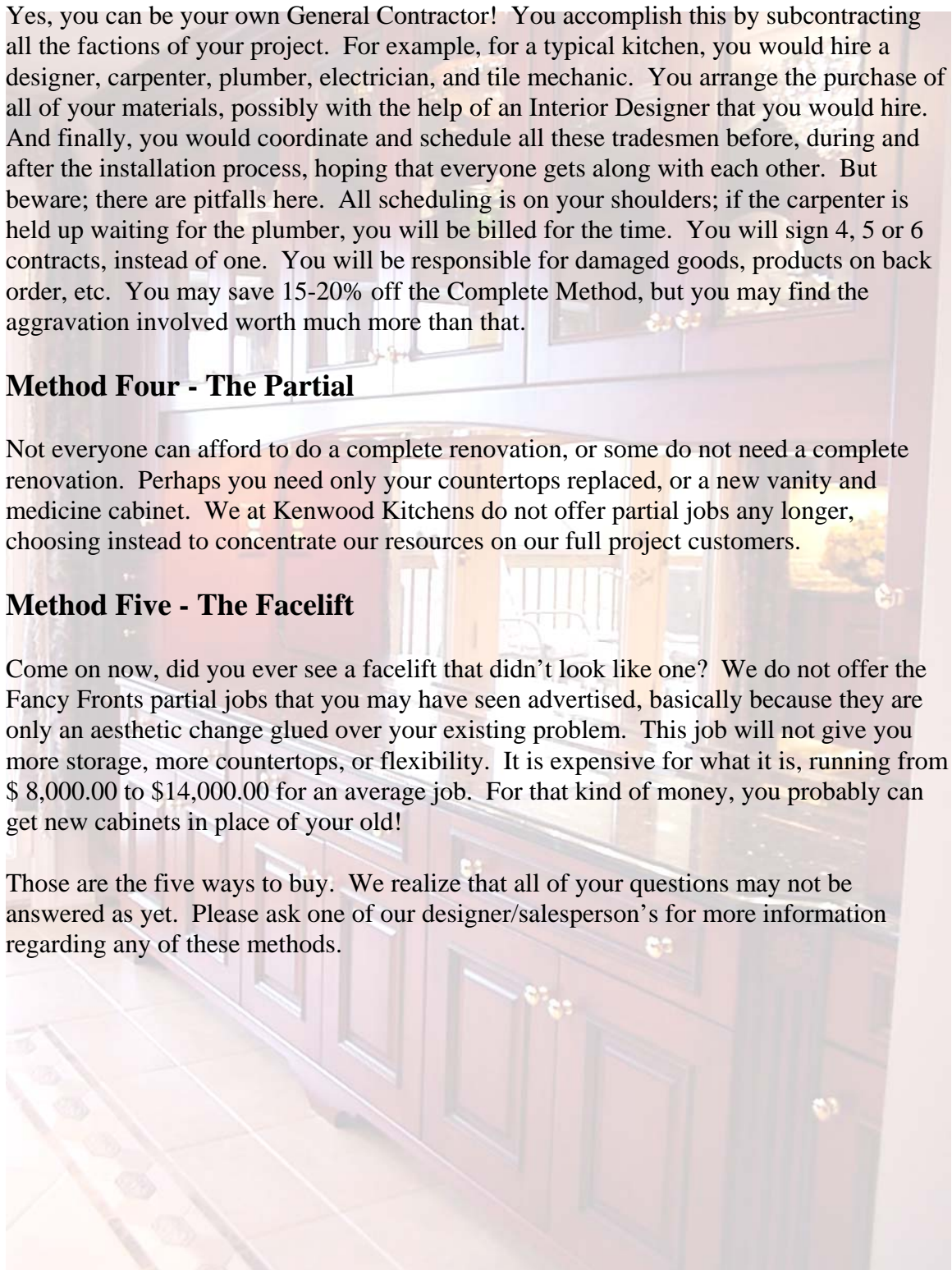
Method Four - The Partial

Not everyone can afford to do a complete renovation, or some do not need a complete renovation. Perhaps you need only your countertops replaced, or a new vanity and medicine cabinet. We at Kenwood Kitchens do not offer partial jobs any longer, choosing instead to concentrate our resources on our full project customers.

Method Five - The Facelift

Come on now, did you ever see a facelift that didn't look like one? We do not offer the Fancy Fronts partial jobs that you may have seen advertised, basically because they are only an aesthetic change glued over your existing problem. This job will not give you more storage, more countertops, or flexibility. It is expensive for what it is, running from \$ 8,000.00 to \$14,000.00 for an average job. For that kind of money, you probably can get new cabinets in place of your old!

Those are the five ways to buy. We realize that all of your questions may not be answered as yet. Please ask one of our designer/salesperson's for more information regarding any of these methods.



What Do We Do Next?

Now that you know the ways to buy, how do you go about the process? While most people want to start picking out the cabinets and all other materials at the start, it is better to start at the beginning, the design process. The design process is divided into three main parts, the **BUDGET PHASE**, **DESIGN PHASE** and the **CONTRACT PHASE**.

Any well-executed project starts with a blueprint for success. In the case of a kitchen remodeling job, that blueprint is a detailed drawing set, consisting of floor plans and elevations (possibly perspectives), and written specifications for exactly what will and will not happen in your home. Many kitchen specialists offer design-planning services. Usually, this typically is in the form of a fee charged to you up front for the design phase. The designer will visit your home to acquire the technical knowledge required to plan your job. The designer checks all the mechanical requirements, the room size limitations and the structural detail. You will discuss your wish list, and your need list. Armed with all this information, the designer will estimate a target budget and a budget range for your project. After receiving the appropriate design/retainer fee, the designer heads to the drawing board, be it electronic or not, to meld your needs and desires with the limitations identified, into a functional and aesthetic plan for your project. Kenwood Kitchens' typical design/retainer fee is based on a percentage of the anticipated target budget.

At this point, the next meeting is arranged to present the plan to you, and to begin the product selection process. This meeting takes place in the designer's showroom, and the fun is really beginning! Selecting materials, colors, textures and realizing how the project will improve the daily lives of you and your family, is very exciting. After the products are selected, the final pricing can be given. Adjustments are made, and the project is ready for contracts.

So, what is next? To review, our process includes:

BUDGET PHASE

Kenwood Kitchens offers an initial showroom/jobsite consultation that will result in a Target Budget and Target Budget Range for your job at no cost or obligation to you. We will assess the project parameters, your desires and wishes, and based on our over 30 years experience, as well as industry standards and averages, will arrive at a Target Budget and Target Budget Range.

This initial consultation can be done at the showroom, at the job site, or in some cases, both visits may be required. At the conclusion of the initial consultation, you will receive your Target Budget and Target Budget Range. A Design Retainer is required at this point for our designer to begin the Design Phase, and is based on a percentage of the Target Budget.

DESIGN PHASE

The Design Phase includes, but may not be limited to:

- Field measure and site condition review
- Design/Layout of kitchen
- Perspective/Elevation and floor plan views
- Appliance selections and specifications
- Molding and trim details
- Allied product selections and specifications
- Labor pricing (and quotes, if required)
- Any revisions necessary to achieve final quote

The design process for a typical kitchen requires, on average, 25-35 man hours to complete to final quote stage.

CONTRACT PHASE

At the completion of the design phase, contracts are written, your deposit is received, and the production process begins.

What to Expect After You Buy

After the decision has been made to buy, you will be provided with a detailed specification, contract with terms and copies of all drawings pertaining to your job, ready for you to approve with your signature(s).

The contract specifies the dollar amounts, payment schedule and estimated start and completion dates. These dates are to be used only as a guideline, and are not to be considered as actual start or completion dates. The contract will also list any conditions that may be required of either party. Remember, that in Maryland no deposit can exceed 33% of the purchase price, and that the Contractor's License number and the Sales License number must be on the contract. Kenwood Kitchens, Inc. standard terms are 30% down, 40% at Start, 20% at Hookup or Countertop Template, and 10% as a final payment.

The written specifications detail the material and labor items, as well as who is responsible for each. Items are detailed by model number, color, quantity and manufacturer. Labor items are listed and itemized as to who will be doing each item. Please do not assume anything. If an item or service is not listed on the specifications, then it is not included in the contract.

The drawings show many details that written specifications cannot. The installation crews also use them as a "roadmap" for your installation. All plumbing centerlines, electrical locations and cabinet nomenclature are identified here. Please note that

sometimes job conditions require something other than what the drawings may show, so expect some “redesign” as the installation progresses. Items such as the exact location of an outlet or switch are not possible until the actual rough-in takes place.

Every effort is made to make sure all parties understand exactly what is going to happen for your job. Please ask questions if you do not fully understand any portion of your contract. A good designer welcomes questions, and enjoys the process of detailing a job.

About one week prior to the start date, our production department will call you to arrange the exact date and time your installation will begin. D-Day has arrived!!

What to Expect During Installation

Even though every job is unique, there are some common events that will occur, and there are some things that you should be prepared to face.

We will need a storage/staging area at the job site. This can be an enclosed patio, a dining room, the garage or a spare bedroom. The room to be remodeled should be emptied of all personal belongings, and all adjacent walls should be clear of any wallhangings. Be sure to secure all pets, and make arrangements to keep young children out of the work area. Many times our installer will need a question answered concerning the project, so expect to be asked. However, in order to complete your job as quickly and efficiently as possible, we ask that you do not become a “doorway supervisor”.

Here is a basic outline of what to expect. The first day or two are tear-out days. Expect the plumbing, electrical and carpentry crews to come and go, disconnecting and removing all the old materials. There will be a lot of dust and noise, and while we will attempt to seal doorways and protect floors, some settlement of dust will occur throughout the home. It would be advisable to cover furniture with dust covers prior to our installation.

If you are planning to keep any existing materials, let our carpentry crew know the first morning. We arrange to have all materials removed from the premises, and once they are removed, we cannot return them. Trash removal usually takes place at the end of the job, and only the trash caused by our installation will be removed.

The next couple of days are the rough-in days. The mechanical rough-ins are made for all the plumbing and electrical units. It is possible for you to be without water or electric service for brief periods during this stage. Don't forget to plan for your kitchen needs during the entire installation period.

The next few days are the meat of the installation process. The cabinets, fixtures, etc. are all installed, and your new room really begins to take shape. If Solid Surface or Granite countertops are required, expect a 1-2 week lull after templating for the tops to be cut and polished. After the main components and tops are installed, the plumbing and electrical

crews return for final connection and appliance installation. The finished floors and molding work follow, and your installation is complete after all cabinet doors and drawers have been adjusted.

FINIS

Whether or not you ultimately choose Kenwood Kitchens, Inc. to do your work, we hope you have found this brochure most helpful in getting you started on your remodeling project. We are most interested in seeing that all clients get what they deserve, whether from Kenwood Kitchens, Inc. or one of our fine competitors: a quality installation with quality products, at a fair price.

Good luck with your process, and if you have any questions or would like to set an appointment with one of our designers, please call us at your convenience. We truly design with you in mind!

Kenwood Kitchens is a proud to represent:

***WoodMode Cabinetry
Brookhaven Cabinetry
Franke Sinks/Faucets***

***TeddWood Cabinetry
TeddWood Luxury Line
Blanco Sinks/Faucets***

Appliances are the heart of any kitchen, as any serious cook understands. We have researched every major name brand, and graded each for product reliability, customer service, and cooking results. We have also tested products with hands on cooking demonstrations, and have tasted the results!! With this research in mind, we highly recommend and offer for sale, the following appliance brands:

***Sub Zero Refrigeration
Miele Dishwasher/Cooking
Asko Dishwashers/Laundry***

***Wolf Cooking Products
Dacor Appliances
Best Hoods***

.....and many other fine name brands!!

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In order to best serve you, and help you make the most of your new kitchen, please answer following. Feel free to use additional paper to for more complete answers.

1. How did you hear of Kenwood Kitchens ? _____
2. How long have you lived in this home ? _____
3. This project must be completed by: _____
4. Have you collected pictures/ideas for your project ? _____
5. How many members in your family ? _____ adults _____ children _____ pets
6. Who will use the room ? _____
7. Are there any special needs to be considered ? _____
8. Are there any items to be specially displayed ? _____
9. What overall design feeling do you wish? _____
10. What colors do you prefer? _____
11. What do you like about the room now ? _____
12. What do you hate about the room now ? _____
13. Will you or your spouse attempt any of the work yourselves ? _____
14. Describe your new dream room in three words: _____

Kitchens

1. Who does the cooking ? _____
2. Are they right or left handed ? _____ How tall ? _____
3. Any specialized/region/gourmet requirements ? _____
4. What type of cooking will you do most (baking, broiling, etc.) ? _____
5. What type of eating area would you like ? _____
6. How often do you entertain ? _____ # of guests: _____
7. Would you prefer to sit while preparing food ? _____ Do you use coupons ? _____
8. Would you like a bulletin board ? _____ A desk area ? _____
9. Will a computer reside in your kitchen ? _____ TV, or radio? _____
10. How often do you go shopping ? _____ Do you buy in bulk ? _____
11. Do you have a fire extinguisher in your kitchen ? _____
12. How do you feel about overhead vent systems ? _____
13. Generally speaking, is your family rough or easy on cabinets, countertops and floors ? _____

Budgets

1. We have budgeted this amount for our project: _____
2. Will you require financing ? _____ For the full job, or partial ? _____
3. Are you ready to proceed with this project immediately, or for future planning? _____
4. If for future, when will you be making your buying decisions ? _____
5. Do you know of anyone else who could benefit from Kenwood Kitchen's services ? _____

Your Notes: