

THE SPRING ISSUE

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DESIGNER
CYNTHIA SODA
SHARES HER PERSONAL

SPACE

PLUS

FIND OUT WHY

**HOME
IMPROVEMENT**

TV IS NOT
REALITY

10 *and beautiful*
KID-FRIENDLY
DESIGN
IDEAS





HOME IMPROVEMENT

DALTON CARPET ONE & PAXIS GROUP
AT ENCLAVE LAKE OCONEE

IS NOT REALITY

WRITTEN BY KRISTIN HASH
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Who doesn't love watching home improvement TV and dreaming along as a house is magically transformed by the likes of Joanna Gaines, Jonathan and Drew Scott, and other home renovation personalities? Many of us have a soft spot for these shows and enjoy getting to see an out-of-date, run-down home amazingly transform into a beautiful, hashtag-worthy dream home, all in under sixty minutes. The problem with these shows is that customers

often watch home renovations on TV and then come into design showrooms with unrealistic expectations. More often than not, homeowners have a warped perception of how long it will take to complete their home renovation and how far their budget will actually take them. Follow along as we give you suggestions on where to save money when you select products, what your budget should be, and what your renovation timeline will actually look like.

So first things first—how do you start the design process? Come right in, team up with a designer, and select what products you want? Not quite. The first thing you need to do is measure the space in your home that you want to remodel or update. You can either measure the space yourself or invite a designer to come into your home to measure the room for you. Your designer will have more of an idea of what size space he or she will be working with, which will help with your project's budgeting and planning process. This leads to our next step: determining your budget.

“ So what do you do if you want to have the kitchen of your dreams but are handcuffed by a smaller budget? ”

Most of the renovation shows have kitchen remodeling budgets of around \$8,000–\$12,000. Rarely will they go above the \$20,000 mark on shows such as *Fixer Upper* and *Property Brothers*. However, most kitchen remodels will cost you closer to \$30,000–\$40,000. It's recommended that customers spend about 10–15 percent of their estimated home value on cabinetry alone. To give you some perspective, if your home is worth \$250K, you should be spending \$25,000–\$38,000 on just your cabinets. That's a good deal more expensive than what the TV typically shows, and that's just for cabinetry. So what do you do if you want to have the kitchen of your dreams but are handcuffed by a smaller budget? Well, product selection is the place to make choices that can save you money.

It's the moment you've been waiting for—it's time to select your products! You can now put all the pins from Pinterest and saves from your Houzz ideabooks to use! This is one of the most fun parts of the design process but possibly the most stressful. You want to make sure you're going to love this new space and the products you choose for years to come. You probably have white shaker cabinets on your list because, let's be honest, they're stylish and they're everywhere! Did you know that painted cabinets, aka white shaker cabinets, have a 10 percent up-charge compared to stained cabinets? Right off the bat, those white cabinets you saw on TV are already more expensive. You do have other options though; as we mentioned, going with a stained cabinet would save some moolah on that tighter-than-expected budget. You could also move away from plywood cabinets, which includes the white shaker and stained options, and take a look at particle board cabinets. We know, particle board cabinets have gained a reputation in the past because of problems with moisture, but all particle board is not created equal. Many European particle board cabinets are made with high-density, furniture-grade particle board that will resist flexing and movement as the humidity changes from season to season. Choosing particle board over plywood cabinets would also save you another 10 percent! The good news is that you have options in the cabinet selection process to free up some cash in your budget.

A backsplash in your kitchen has also now become a must-have—as in a “your friends would wonder why you didn't install a backsplash in your new kitchen” kind of must-have. Beautiful tile mosaics and tile patterns have flooded home improvement TV, Pinterest, and all of the design inspiration resources. What they don't tell you though—you guessed it—is that this tile is more expensive. Not only do the products themselves tend to be more expensive, but the installation process is more expensive as well. Intricate patterns and smaller pieces of tile add cost exponentially

because the installation will require more time and expertise. Another factor you don't always think about is that it also takes a lot more grout to install these products. Neither of these factors can really be worked around, so what are some other product options? You can consider larger tiles, such as 4x4 size tiles, because you still achieve the tile look, possibly with some cool patterns, and the installation cost isn't as high. An even more inexpensive option is luxury sheet vinyl. Sheet vinyl can be applied to walls as well as floors, and manufacturers have been developing some designs that mimic some of the popular tile patterns. Not to mention that it's waterproof and not labor intensive to install. Selecting a vinyl option or larger tiles, among other alternatives, would be an avenue to keep some money in your budget.

What does everyone also want right now, thanks to home improvement TV? Real hardwood floors! How many shows seek to uncover hidden hardwood floors or choose hardwood as their flooring option? A lot of them. Hardwoods aren't always what they're cut out to be. They are much more expensive than other flooring options—arguably the most expensive flooring choice. Hardwoods don't like moisture and water, so they're not best suited for kitchens. They're also extremely at risk for scratches and dents, not to mention their complete vulnerability to high-heeled shoes. Hardwoods aren't the best choice if you have children and pets that can damage your floors. Is there an option out there that is less expensive and not quite so sensitive? There is! Relatively new on the scene and quickly gaining popularity are luxury vinyl planks, otherwise known as LVP. LVP is water and scratch resistant and low maintenance. It can range from two to four dollars cheaper per square foot than hardwood. Advances in technology have also allowed these floors to look and feel extremely similar to hardwood, so the only one who will know they're not real hardwoods is you.



The last stop on our product selection savings train is the beloved farmhouse sink. If you wanted white shaker cabinets in your kitchen, it's almost a guarantee you've had your eye on a porcelain farmhouse sink too because of one thing, or rather, one person, Joanna Gaines. We understand why this trend has taken off, but it does come with some cash trade-offs. Farmhouse sinks can range from \$800–\$1200 for the sink alone. In addition, it costs more to install a farmhouse sink in your kitchen because the cabinets will have to be modified to fit and support this robust sink. You can snag some savings by going with a standard stainless-steel sink for a little less than \$400, and there's no additional installation cost because cabinets come fit for a standard-size sink. It's up to you to decide if this is an area you want to splurge or save on.

Now you've selected all your products and meticulously tried to stay on budget throughout the planning process. You're ready for your first glimpse of what your new kitchen will look like. Thanks to home improvement TV, we now know there's technology that allows us to see more than just a sketch on some graph paper. We can see 3D design renderings of what our project will look like once it's completed. This grand design unveiling has become an expectation that consumers have when renovating their homes. They can do it on TV, so why can't you? Most companies have this capability because these renderings have become so popular. This is a home improvement TV-ism we think empowers customers to feel comfortable with their design and product choices instead of trying to make last-minute changes or misunderstanding the designer. We're giving this home improvement TV expectation a thumbs-up!

The products are selected, the 3D design rendering has been approved, now it's time for the final measurements before the product order is placed. Your designer will take the approved design and measurements to your home to double and triple check that everything lines up. Some designers may even tape off or mark out the design to eliminate any confusion during the ordering and installation process. Marking out the design also helps make sure all other tradespersons involved in the project, such as electricians and plumbers, are on the same page. Once the measurements are confirmed and your products are ready to be ordered, now comes the waiting game. Cabinets usually take five to six weeks to come in, which is the duration of a lot of the TV shows' entire renovation timeline. Not much can be done in the kitchen while waiting for the cabinets either, unless you plan to put flooring underneath your cabinets. In that case, you can go ahead and order your flooring, which takes ten to fourteen days to come in and typically only needs a day to install. Once your cabinets have come in, it takes about two days for them to be installed. Once

they are installed, someone will need to go out to the house and make a template for your countertops on-site. Once the template has been made, it takes about seven to ten days for the countertop to come in and one day to install. Another thing to consider: if you decide on a large island like the ones we often see on the shows, you may have to hire two crews to install your countertops because of the weight of the material. You can thus expect to wait at least six weeks for your products to come in, as well as an additional few days for your products to be installed. You may feel like you've been waiting an eternity to finally show off your new kitchen that you've been working on for months, but it will be well worth the time and effort!

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In the end, it's safe to say that we enjoy watching shows that let us see the potential of our own homes by witnessing amazing transformations on TV. We all want a home we're proud of and enjoy living in. When you're taking on your next project, keep in mind that the design process takes some time and requires information about the space you're renovating before you can get started. A great place to find some savings is when you're selecting products—as long as you're open to options that you may not have seen on TV. The lead time during the ordering process will make you wish you had a time machine so you could skip the wait, but it will be well worth it in the end. The company you work with will want you to be happy with your completed home project, so be patient with it and have realistic expectations of how long your remodel will last and how far your budget will take you. Not all dream homes can be transformed in under sixty minutes, but they can still become a reality.

DESIGNERS IN ACTION

Rosemary and Lindsay put together a mood board that can be used as design inspiration for a master bathroom. The design centered around the sleek, navy cabinet door. After this selection, they chose tile with a pop of blue, like the cement-look tile by Interceramic and the textured subway tile by Emser. Rosemary and Lindsay pulled in some light tones with the white, 3D tile by Speartek, which can be used as a wall tile in showers, and Interceramic's Calacatta Mosaic Weave. They selected hardware by Jeffrey Alexander and pulled in more gold tones by pairing it with Elegant Mosaic's Crystal Glass tile. This look offers interchangeable tile options that are fun with a hint of a nautical theme. This design can be customized to best fit your style!



**DESIGN BY LINDSAY COOPER AND
ROSEMARY LUKASIEWICZ
PHOTOGRAPHY BY KRISTIN HASH**

1. Emser Motif Ceramic Tile in Charcoal
2. Interceramic Union Square in Hudson
3. Elegant Mosaics Crystal Glass in Silver Fizz
4. Caesarstone Metropolitan Collection in Excava
5. Eclipse Cabinets Maple in Naval
6. Interceramic Contour Collection in Calacatta Mosaic Weaves
7. SpearTek 3D Blade 16x32 Tile in Matte White
8. Jeffrey Alexander Sutton Collection in Brushed Gold

CONTRIBUTORS



KELLI ELLIS

Kelli Ellis Designs

Kelli Ellis is an award-winning interior designer and certified design psychology coach. You've likely seen her as a featured designer on TLC's *Clean Sweep*, HGTV's *Takeover my Makeover* or her design work on Bravo's *Real Housewives of Orange County* or in *Traditional Home* and *LUXE* magazine.

 kelliellis.com



CYNTHIA SODA

Soda Pop Design Inc.

Cynthia Soda is the owner and principal designer of Soda Pop Design, Inc. Cynthia believes in and uses her design filter to successfully merge her clients' lifestyles, personalities and architecture to create customized, liveable luxury that tells each client's unique story.

 sodapopdesign.ca



SARA BEDERMAN

Sara Bederman Design

Sara Bederman is the principal designer of Sara Bederman Design. For over a decade, Sara's bespoke design firm has become known for creating stylish, thoughtfully curated and livable interiors.

 sarabederman.com



TRACI ZELLER

Traci Zeller Interiors

Crisp lines, classic sensibilities, and chic palettes are the cornerstones of Traci Zeller's aesthetic. Founder and principal of Traci Zeller Interiors, Traci's award-winning work has been featured in national design publications like *Better Homes and Gardens* and *Traditional Home*.

 tracizeller.com



KATE DAVIDSON

Kate + Co Design

Kate Davidson, principal of Kate + Co Design, is known and respected for creating stylish, adaptable and liveable spaces. For over a decade, her multidisciplinary design firm has built a diverse portfolio of projects from private homes to gourmet bakeries and large-scale corporate offices.

 kateandcodesign.com



DVIRA OVADIA

Dvira Interiors

Principal of Dvira Interiors, Dvira is known for a vast number of successful endeavors, including her role as the designer and art director for the TV show *Income Property*. The award-winning designer is praised for creating approachable designs that are both beautiful and practical.

 dvira.com



RED BARRINUEVO

Redesign4More

An award-winning interior stylist and principal of Redesign4More, Red Barrinuevo is best known for enhancing and creating stylish yet functional spaces through his creative home staging and interior styling services.

 redesign4more.com



LINDA MAZUR

Linda Mazur Design Group

Linda Mazur is a nationally publicized designer backed by over fifteen years of experience in both residential and commercial design. Principal of Linda Mazur Design Group, her multidisciplinary design firm is known for creating innovative, stylish interiors and full-scale builds.

 lindamazurdesign.com



LINDSAY COOPER

Kitchen & Bath Designer
Dalton Carpet One Floor & Home

Lindsay is an in-house designer at Dalton Carpet One in Athens, Georgia. She enjoys designing spaces for her clients that they will love for years to come. Lindsay has fifteen years of experience as an interior designer and specializes in kitchen and bath design.



KRISTIN HASH

Marketing Manager
Dalton Carpet One Floor & Home

Kristin is the Marketing Manager for Dalton Carpet One's three retail locations in Georgia. She focuses on using innovative and imaginative ways to create unique experiences for customers through social media and email-marketing campaigns. Kristin also designs advertisements to market to customers through traditional and digital media.



ROSEMARY LUKASIEWICZ

Kitchen & Bath Designer
Dalton Carpet One Floor & Home

Rosemary is an in-house Kitchen & Bath Designer at Dalton Carpet One's Athens location in Georgia. She has been a designer in the kitchen and bath industry for six years and enjoys using unique products in her clients' designs for a look that leaves an impression. Rosemary specializes in cabinetry and likes to blend a contemporary aesthetic into her designs.

 daltoncarpetone.com



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