

WHAT TO EXPECT WHEN WORKING WITH FRESH KITCHEN & BATH DESIGN AND DEFINITION OF TERMS

There are many ways to conduct the business of design, and the purpose of this document is to inform you of the practices in place at Fresh Kitchen & Bath Design. Just as many physicians have specialties, you will find many designers focus on a particular area. As the name implies, the primary focus of Fresh Kitchen & Bath Design is designing kitchens and bathrooms.

EXPECTATIONS

It is helpful to set expectations in advance as people can have different expectations for the same situation. Before you hire a designer, you need to find out if you'll be a good fit to work together. You need to understand their areas of expertise and if you can work with their business model. It's okay if we're not a good fit. The right designer is out there, it just might not be me.

LET YOUR DESIGNER DO THE JOB OF DESIGNING

Most people hire a designer to help them determine the best use of the space and recommend the best products in a particular price range. You will find the most value in the process if you let me do my job. I made a deliberate decision to study kitchen and bath design, and have the credentials to back it up.

To earn the right to call myself a Certified Kitchen & Bath Designer and display the letters CKBD following my name, I elected to take a written exam and submit drawings to the National Kitchen and Bath Association for evaluation and approval. I take continuing education courses to stay up to date and retain my certification.

I hope you will let me use that knowledge to design a functional and fabulous space for you and your family.

- If you are looking for someone to just “draw up” plans you've seen somewhere or created yourself, what you need is a draftsman, not a designer. This type of project is not a good fit for me as I design custom spaces based on your needs.
- If you have some ideas about how you want your space to look and function, but realize you need the assistance of a trained professional, that's great! I will examine the space and ask you lots of questions to ensure I understand your pain points. We will work together to create the space that works for you and reflects your taste. I love to work on projects where the homeowners collaborate with me and have clear ideas about what they want.

You may find the design process a little stressful at times, but this is when you should come to me with your concerns, and together we will find the best solution for the space. Trust me to do more than just transfer your ideas to paper without evaluating their appropriateness.

COMMUNICATE CLEARLY AND OFTEN

I learned a lot of things in design school, but reading minds was *NOT* one of them. It is paramount that we are clear with one another and we are not guessing what the other means. There is no such thing as a stupid question.

To avoid confusion, we need to differentiate wants from needs.

- If you are not forthcoming about your budget range because you're afraid I will spend it all, how can I know which products to recommend?
- If someone else is contributing money toward your renovation, do you need their approval on design decisions? The decision makers need to be involved.

BUDGET – YOU GET WHAT YOU PAY FOR

Setting a realistic budget can be the most difficult part of planning a renovation. Prices are dependent on material prices as well as contractor and design fees. A mid-range kitchen remodel can easily cost \$70,000 and upwards. A mid-range master bath can easily be \$25,000 to \$50,000. Appliance and cabinet prices and quality vary greatly.

Design fees can run between 10 and 20% of your budget, depending on the fee structure used. Design fees tend to be heaviest in the early phases when we need to create the as-built drawing, figure out the new design, and select materials and finishes.

How do you determine how much of the budget goes toward materials? One way is to divide your budget by 1.5 to account for contractor fees. With this method, a budget of \$70,000, leaves \$46,666 for materials. Following is an example of how that money might be allocated across the major areas of a kitchen remodel:

- 10,000 for appliances = 36,666
- 12,000 for cabinets and decorative hardware = 24,666
- 8000 for countertops = 16,666
- 5000 for plumbing = 11,666
- 5000 for electrical = 6,666
- 5000 for HVAC = 1,666
- 1666 for lighting = 0

WHO DOES WHAT?

As the designer, I am responsible for all the design aspects from figuring out the layout to providing drawings and offering products for sale. See [Full-Service Design](#).

I collaborate with General Contractors (GC), installers, and trades to do the work. I provide the "instructions," and will be onsite to ensure the job is installed as we expect.

As the homeowner, you hire the GC or trades who complete the work. My contract is for the design only. When involved, a GC will hire all the subs and supervise their work. If

you choose to purchase cabinets, decorative hardware, lighting, or storage accessories from me, we will have separate purchase orders for those materials.

DEFINITION OF DESIGN TERMS

To prevent any confusion, following are clear definitions of the design terms we use to clarify the services offered.

DESIGN CONSULTATION:

The purpose of the consultation is to provide professional design advice and help you identify your design objectives. Consultations are billed at a flat rate.

This includes a feasibility review of ideas and desired budget, finish recommendations, making sure we all understand what you want to accomplish, and how to get there.

We can brainstorm ideas, as well as discuss appropriate materials, paint colors, and whatever you want to cover. Following our meeting, you will receive a report detailing what we discussed.

No drawings are included with a design consultation.

FULL-SERVICE DESIGN:

The purpose of full-service design is to plan, specify, and coordinate everything you need to make a new or remodeled space complete, as well as provide 2D and 3D drawings.

This includes space planning and layout options; product research and selection, including appliances, plumbing fixtures, tile, lighting, and counter tops; cabinetry design, storage accessories, decorative hardware and sales.

We create detailed drawings to help you envision the space and assist the installation team. Drawings include full-color 2D floor plans and elevations as well as 3D perspectives and black and white line drawings.

Full-Service Design is billed hourly, with ballpark averages indicated for predicted design hours.

HOURLY DESIGN SERVICE

The purpose of hourly design is to provide additional services not covered by a design consultation when something less than full-service design is indicated.

This includes product research and specification, creation of Design Boards, shopping, meetings, etc., billed at our hourly rate, with a minimum number of hours required at time of purchase.

BILLABLE SERVICES

A complete list of billable services is included in your Letter of Agreement.