

Media Contact: Shannon Kahlbaum
Kleber & Associates
770.518.1000 x 213
skahblaum@kleberadvertising.com

SELECTING A DESIGNER FOR THE KITCHEN OR BATH

CHAPEL HILL, N.C. (May 2006) – Remodeling is top of mind for today’s homeowners and the most popular areas of focus are the kitchen and the bath. With more products, finishes, technology, and styles than ever to choose from, increasingly consumers are turning to professional design firms to assist them with their projects and product selections. Making great design accessible is a key focus of the SEN Design Group, the nation’s leading kitchen and bath resource. With 175 independent kitchen and bath professionals coast-to-coast, the SEN Design Group is the number one choice among discriminating homeowners.

Selecting the best design firm is a personal choice based on individual homeowner preference and the scope of the project. The following list of criteria was developed by the SEN Design Group to assist homeowners in making the right choice and avoiding the unneeded stress and mess with doing it themselves.

1. Educational Approach:

When choosing a design firm, SEN recommends homeowners interview several candidates before making a selection. The best designers take an educational approach to the business of furnishing a new kitchen or bath. Their aim is to serve as a *facilitator* to help weigh the pros and cons of virtually every product, design concept, design detail, and service that is considered for a kitchen or bath project.

2. Design Process:

Top designers are trained to thoroughly interview a client to understand the client’s needs, the scope of the project and the budget parameters. Many use detailed forms to document all of the pertinent data to minimize any oversights. Homeowners should examine the breadth of solutions as well as the creativity before making any choices.

3. Experience:

Achieving the greatest value from a project comes with experience. Consumers need to look for designers who have been with the same firm for a few years and have credentials and a portfolio to demonstrate their expertise. Additionally, they should seek designers who are committed to continuing education and who have the latest product knowledge and design techniques.

Home remodels, particularly in the kitchen and bath, are complex. Hiring a design firm that has a track record of responsible, knowledgeable, affordable customer service cannot be underestimated. It can make the difference between creating an enjoyable space that feels just right, and a stressful design disaster. For a list of the qualified design firms in your area visit www.sendesign.com.

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About SEN Design Group:

The SEN Design Group is the industry's *first* kitchen and bath buying and design group. As an 11-year-old professional group, SEN has over 175 members nationwide and more than 130 preferred vendors in cabinetry, appliances, plumbing fixtures, decorative hardware, closets, lighting and accessories, providing their products to the membership at group buying rates. All SEN designers are well versed in the full range of home design and improvement options, from contemporary, to traditional and even to rustic, natural design trends. For more information on SEN, visit www.sendesign.com and/or contact Ken Peterson, CKD at 1.800.991.1711 or by email at kpeterson@sendesign.com.

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