

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

THE VALUE OF A LEADING KITCHEN AND BATH DESIGN FIRM **Why You Should Use the SEN Design Group for Your Remodeling Needs**

CHAPEL HILL, N.C. (June 2006) – Facing the fearful challenge of remodeling a kitchen or bath can be a daunting experience for most homeowners. Now they need to look no further than to the SEN Design Group, a national organization of over 175 independent kitchen and bath professionals located from coast-to-coast. SEN design experts provide homeowners with advice and expertise that empowers them to make the best choices for their home design or remodeling project.

“Creating a functional design is the most important element when designing a home, and homeowners are largely unaware of this,” says Ken Peterson, CKD, President of the SEN Design Group. “A quality design firm can assist you throughout the entire process, while keeping in mind your project’s purpose and budget. Indeed, SEN members save their clients many of thousands of dollars more than their services cost by having them avoid the numerous pitfalls in remodeling.”

As the intelligent source for kitchen and bath design, a SEN professional can simplify a homeowner’s needs by consulting with them and supplying the most suitable and affordable design concepts. Plus, they offer products and services tailored to a customer’s exact remodeling needs.

Four reasons to hire a professional design firm:

1. *Information Resource* - professional design firms are a great resource for information and will provide the latest products, styling themes, and technologies for a kitchen or bath redesign.
2. *Accurate Needs Analysis* – an expert will help determine the flow of a home and how design options will function for each individual homeowner.
3. *Business Integrity* – a SEN professional design firm delivers what they promise, committing to strong ethical code.
4. *Best Value* – the design and service will have the greatest possible impact on the value of your investment.

Due to today’s consumers seeking ease and convenience when it comes to the home, a design firm is a much needed and valuable resource. To find how a design expert can make the next home remodel a housing miracle, as well as a beautiful reality, visit SEN at www.sendesign.com.

About SEN Design Group:

The intelligent source for kitchen and bath design, 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 vendors in preferred cabinetry, appliances, plumbing fixtures, lighting and accessories. All SEN designers are 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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