

Here's a marketing and customer service idea...

“HOW TO REMODEL YOUR KITCHEN AND STAY MARRIED!”

By Bob ‘Idea Man’ Hooey, Certified Kitchen Designer (Emeritus)

“How do you live during a heart transplant? The kitchen is the heart of your home; but no one said living without a kitchen would be easy. Careful planning, expert advice and a sense of adventure will help you emerge with the kitchen of your dreams; without shredding your sanity or relationships.”

Forget the horror stories that half of kitchen remodeling ends in divorce. It doesn't hurt to be prepared for the worst, but it doesn't have to be an experience that destroys your relationships. In fact, you can build your relationship along with your new kitchen.

Kitchen remodeling can certainly add to relationship stress levels. A mutual project like this will **“encourage”** you to confront the differences in how you make decisions, or handle the inevitable disruptions, schedule adjustments, and unavoidable delays due to the on-site **“surprises.”**

Along with living on top of the project, you will be deeply involved with the major parts of it. Expect dozens of questions to answer, and on-the-spot decisions to render. Expect to find a few small disagreements or misunderstandings arising between the contractor, and yourself, as well as your partner. They may need a quick resolution to avoid bogging down your project. Dealing with the incredible invasion of privacy can add tension to any relationship. A general sense of upheaval can have an impact on the whole family.

By now, you may be thinking, **“If this is to be expected, why would any sane family want to undertake such madness?”** But there are valid reasons why the mess and stress may be worth it to your family and the value placed on your home.

Adequate preparation and a clear focus on what you really want, will do wonders to get you through the rough part of any remodel. Having a guide can help you survive the renovation jungle and reach your goal - creating your dream kitchen!

If your present kitchen is outdated, if you'd like to incorporate some of those new products and appliances you've read about, or just rearrange the space; you may be justified in undertaking the remodeling challenge. It can add value to your home and your family's lifestyle.

The **best** kitchens are planned with the help of competent professionals who have been through this process and have real life experience and skills to help you. Ensure the beauty and efficiency of your new kitchen by proper planning. Consult an NKBA professional. **We can help!**

NKBA Professional planning offers:

Trained, experienced personnel
Complete design services
Sound business practices
Total product knowledge and awareness of current trends
Quality workmanship, proven satisfaction, and dependability
Current kitchen products and technology on display

Start your project by researching the final look desired. Decide on which new appliances are required, and set a realistic budget, before you visit a professional designer. The more information you bring to the table, the better your results! Select this person carefully - you'll be seeing a lot of them during the course of your remodel. They can be a valuable ally in successfully navigating any of the potentially rough seas ahead.

Meet with your partner & family, to set realistic expectations. Make it a point to discuss **“how”** you will handle camping out for the time your kitchen is under construction. Treat it with a sense of adventure!

Plan where you will set up your camp kitchen, and what you need to stock it for the duration. Planning ahead for your meals and cleanup will save you major headaches.

Make it fun! Keeping focused on the end result will help you **“enjoy”** the little bumps and irritations along the way. It's worth the effort!

Bob's note: This workbook idea was originally a series of articles designed to assist my customers in the process of doing a kitchen-remodeling job. I used the articles as a series in local publications within my marketing area. I was also doing showroom seminars and used it for that purpose as well.

I found that, when they were forewarned and prepared for the disruptions, they were generally more relaxed and enjoyed the process. **The results spoke for themselves – more satisfied clients and more client referrals.**

For this workbook I pulled together a few helpful handouts and resource materials that will help clients and their families create the kitchen of their dreams. I drew on the 12 years I'd been designing kitchens, my experience in teaching with the American Institute of Kitchen Dealers and Southern Alberta Institute of Technology, National Kitchen And Bath Association courses, and my friends and design fellow professionals.

To create that kitchen without destroying the family unit and the relationships they valued was a worthy challenge. I added a few tips and comments from my own experience and research and continued to update this project, as we progressed.

It was a work in progress, built on a solid foundation of experience, professional training, and assistance from allied professionals and feedback from previous clients.

In the workbook and showroom seminar, I expressed my hope that the potential customers enjoyed the evening we spend together and that the information presented will be helpful and useful in their new project. I mentioned I hoped that we could explore the adventures of Kitchen Remodeling in a constructive, informative manner. And I told them to **enjoy the journey!**

I asked them to call me for more information about the National Kitchen & Bath Association, kitchen design procedures, or if they would like me to speak to their group. I didn't have to ask them if I could design their kitchen. Those who learned that dealing with a professional was worth the investment would seek me out.

What can you do? What do you know? Can it be packaged as information and used as a tool to assist in your Customer Service or Marketing efforts?

Copyright 1995-2022 Bob 'Idea Man' Hooey, CKD All Rights Reserved. Bob was for many years an award-winning kitchen designer and one of only 15 designers in BC to earn Certification from the National Kitchen and Bath Association. His training courses in Design led him down the path he now enjoys as a Business Enhancement Success Thinker and Trainer. He remains a Speaking Professional with the NKBA Speakers Bureau. He is the Author of "How to Remodel Your Kitchen & Stay Married

Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include 'Legacy of Leadership, Strive for significance – lead on purpose!', 'Speaking for Success' and 'The Courage to Lead!' His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work! have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.**