

- ◆ Industry / Economy Update
- ◆ Luxury Vinyl Tile (LVT)
- ◆ Laundry Room Makeover

Your ONE-STOP Solution for Distinctive Home Interiors

State of the Business / Economy

"We'd like to remodel our kitchen and want to have the work started next week".

Those words, or something similar, are what we often see from online leads from people wanting work done. We hate telling them that we, and our contractors, are booked out for months. Anyone that is any good is also booked out for months.

With the economy and stock markets doing so well we see great optimism from our clients and soon-be-clients.

Construction Worker Shortage

There is, however, a huge shortage of construction workers for every trade. All our contractors and sub-contractors are in the same situation. More work than they have workers to complete. This is partly driven by the Texas hurricane last year and California wildfires, drawing workers there.

Other Products Impacted Too

We see the same thing with other products we sell, like upholstery, furniture and window treatments. Lead-times are being extended and prices are going up due to the increased demand.

It is our job to give our clients realistic lead-times, not tell them what they want to hear and then make excuses or blame others later.

Don't get me wrong, I'm not complaining. This is much better to deal with than what we dealt with during the Great Recession.

Holidays Deadline

We've been notified by most of our upholstery and furniture suppliers that Labor Day will be their cut-off for pre-holiday shipments. About a month earlier than normal.

Which means if you were thinking of a new sofa, or dining room set for holiday entertaining, better call for an appointment now to get the process started.

Until Next Month,



Betty Jones



Molli



Maddyn

Molli & Maddyn's Memo

We both LOVE to eat home grown Iowa sweet corn. Mmmmmm!

We know Nana and Papa love it too. We ate it with them when they were here last year.

Nana tells us they can't get sweet corn like we have in Arizona. So we told them why don't you come visit us in the summer and eat sweet corn with us?

Molli & Maddyn
Nana's granddaughters

What Our Clients Are Saying...

We were so glad we found Interior Expressions to help us organize and manage our remodel. They helped us refine our design ideas and make them reality. Their knowledge, access to products and connections to proven contractors were real time savers. We highly recommend their service.

Cheri & Brian, Oro Valley

Referrals are the lifeblood of our business. Remember Our REFER-A-FRIEND REWARDS Program

\$250 Visa Card to You and \$250 Visa Card to Them Ask your designer for details.

Luxury Vinyl Tile (LVT)

Luxury Vinyl Tile (LVT) has taken the flooring industry by storm over the past few years.

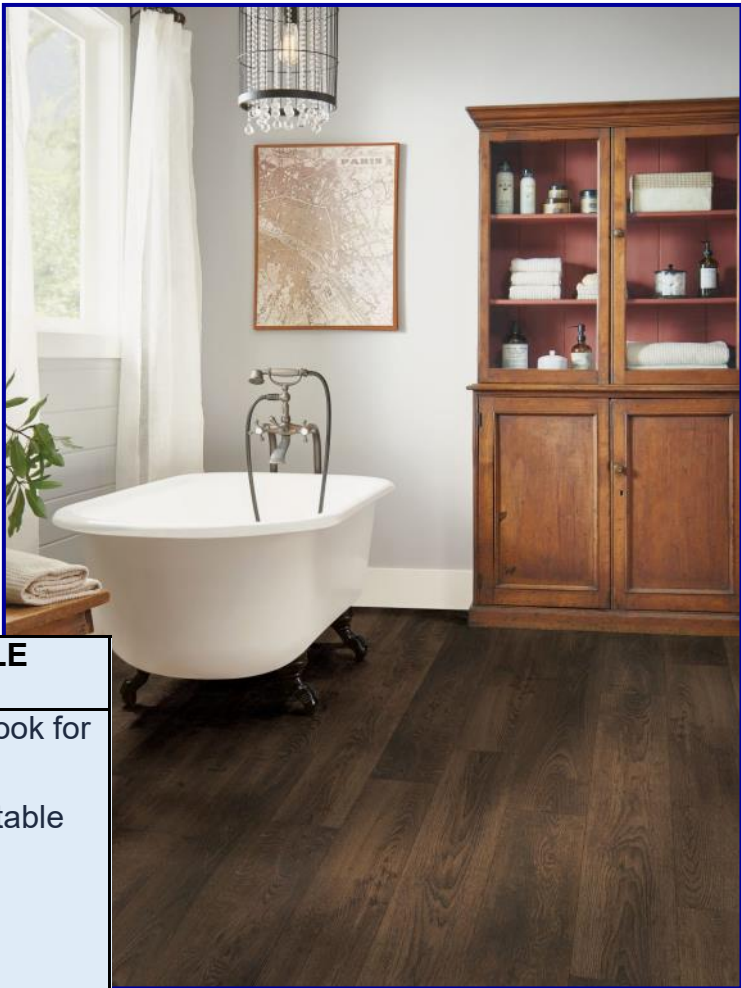
LVT is a man-made flooring that mimics the look and feel of either wood or ceramic/porcelain tile flooring.

In the past, the faults of vinyl flooring were limited and boring color options and only a smooth finish available.

With advances in manufacturing, LVT now offers a huge array of colors and patterns PLUS surface texture that make it hard to tell LVT from wood or traditional tile.

Cost Advantage

LVT has a huge cost advantage vs. hardwood and a significant cost advantage vs. engineered hardwood flooring and ceramic/porcelain tile. The cost advantages are not only with the material cost, but also lower installation costs.



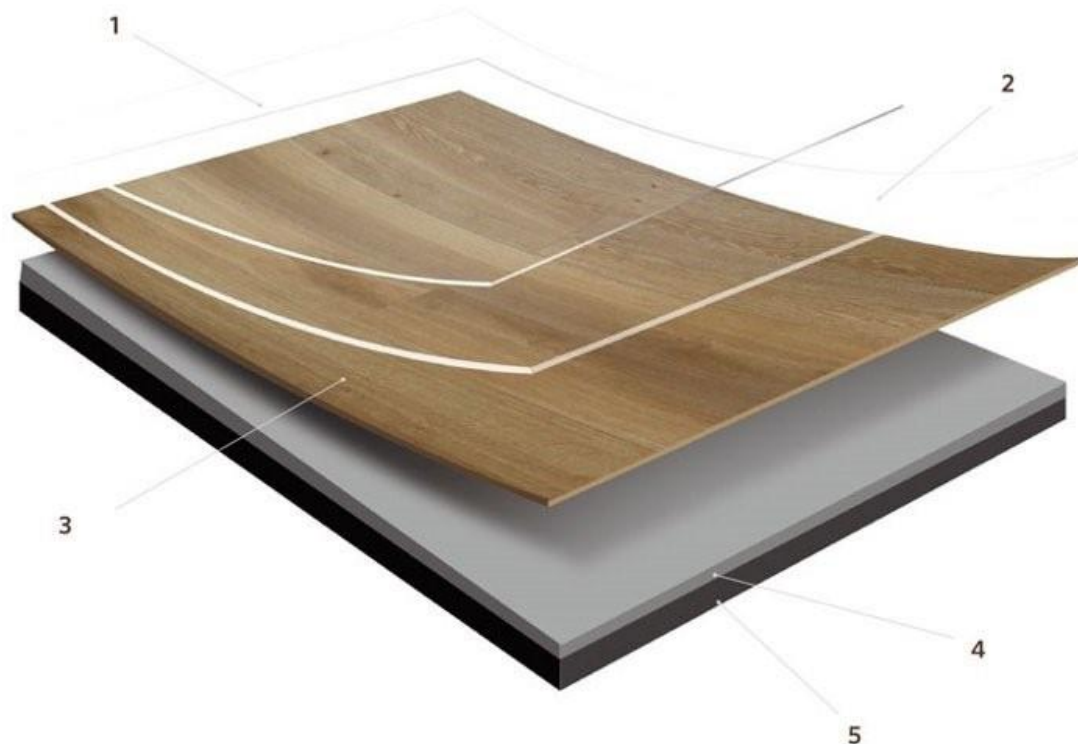
ENGINEERED HARDWOOD FLOORING	LUXURY VINYL TILE FLOORING
Hardwood flooring is timelessly beautiful.	Near-perfect hardwood look for a fraction of the cost.
Comes in many colors, qualities and styles.	Extremely durable and stable
Can expand and contract with climate/temp changes	Little to no upkeep
Will wear over time; usually can be refinished at least once	Often made of recycled material
	More scratch resistant
	Waterproof
\$10-\$25 per sq. ft. installed	\$6-\$10 per sq. ft. installed

Because of LVT’s waterproof feature, it can be used anywhere in the house.



LVT we put on a client’s powder room wall





LVT Construction (typical)

LVT is made up of several layers:

1. UV protective coating layer to reduce fading from sunlight
2. Wear layer that defends the Print layer from day-to-day traffic
3. Print layer which has the color, pattern and texture
4. Vinyl core layer which provides the structure, strength and rigidity
5. Backing layer to provide a bit of cushion and allow for installation on slightly uneven surfaces

Slight variations in construction method and materials exist between brands. These variations usually impact color/pattern options and price.

LVT flooring in a recent client's kitchen remodel



Designer Tips

#1

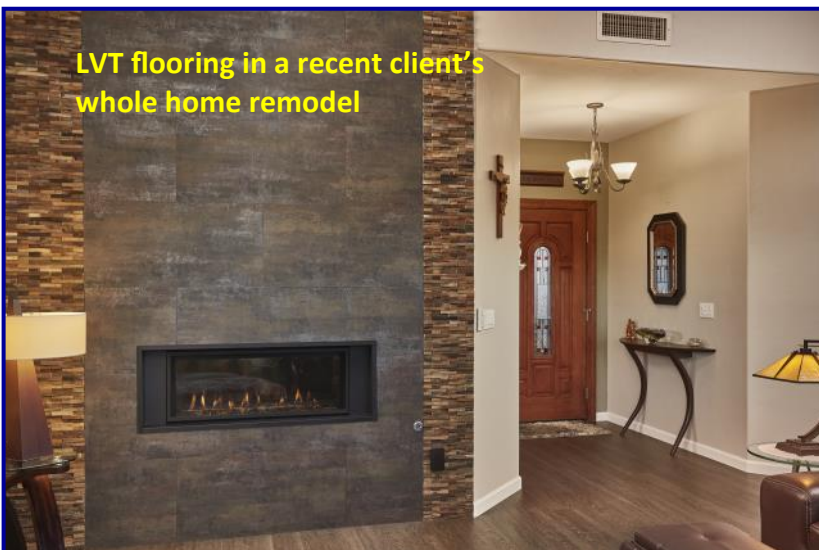
The advances in LVT regarding texture is really what makes the difference between LVT now vs. just a few years ago.

So, be sure to select an LVT brand or style that provides a realistic texture.

#2

Select an LVT brand or style that has an "underlayment" layer as part of the construction. This will save on install time and cost.

LVT flooring in a recent client's whole home remodel



CALL US TODAY
to
EXPLORE
LVT OPTIONS
FOR YOUR HOME

NO COST - NO OBLIGATION DISCUSSION



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AS FEATURED IN ...



Arizona Daily Star

THE WALL STREET JOURNAL



Laundry Room Makeover

We turned our SaddleBrooke client's Galleria model laundry room from ho-hum and dysfunctional to modern and efficient.

- ◆ Took out the unneeded glass block window
- ◆ Replaced the cabinets/counter with stylish cherry cabinets and a granite counter which compliment the rest of the home
- ◆ Added a corner cabinet for storage of mops, vacuum and other taller items, freeing up space elsewhere in the home
- ◆ Designed around the new washer/dryer set

