

- ◆ How to Handle 2+X Growth?
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## *Your ONE-STOP Solution for Distinctive Home Interiors*



### **Molli & Maddyn's Memo**

Above is our reaction when we heard Nana was going to visit us over Memorial Day weekend. We LOVE when Nana and/or Papa visit.

**Molli & Maddyn**  
**Nana's granddaughters**

## **How Can We Handle 2+X Growth?**

We are experiencing something this year we have never experienced in our 17+ years in business.

The jobs we have delivered so far this year, PLUS what we currently know will materialize in the coming few months equals **2.3 Times MORE** than we delivered in the entire twelve months of 2016.

2017 could be an all-time record year for Interior Expression. Yeah!

In the past, we have experienced growth of 25% or more in a year, but never 2+X prior year growth.

While growth is what any business would want, such rapid growth—in such a short period of time is challenging, to say the least.

### **GOOD PROBLEM TO HAVE?**

Such growth is a good problem to have, right? We hear anecdotally from all our building industry partners, locally and around the country, that they are experiencing similar challenges in dealing with such rapid growth.

### **PRIMARY CONCERNS**

I have two primary concerns about this rapid and unanticipated growth.

1. How do we continue to provide the superior customer service, which has been one of the foundational concepts of our business, and still handle this explosive growth
2. Can we hire and train additional staff fast enough to handle the growth.

We have recently hired an Administrative Assistant to help with 'back room' duties.

We will also soon be adding a Kitchen & Bath designer to help with that aspect of our business.

So, I beg your patience as we deal with this explosive growth. Please don't hesitate to call on us for help or to refer us. We will figure out how to help you or your referral.



**Until Next Month,**

*Betty Jones*

### *Thank You for Your Referrals*

**Ermina Tomrell referred Phyllis Henderson**

**Lloyd Golder referred Steven Cupo**

**Lloyd Golder referred Kathy Swendsen & Steve Nazian**

*Referrals are the lifeblood of our business. Thank you for these and all your referrals*

# Fix Our House or We're Moving

Kathy and Steve wanted their “house” to feel like their “home”, but it didn’t. There was just *something* about the layout and style that didn’t feel right. They were to the point of...***If we can’t fix this house, then we’ll sell it and move someplace that works better for us.***

They found a contractor they were comfortable with, Lloyd Golder (happens to be one of our preferred contractors).

Lloyd recommended our designers, Janice Williams and Sara Benjamin, to help Kathy and Steve with the overall look and feel, kitchen redesign, and finish selections for a complete and cohesive design.

The fact the house was practically “across the street” from our showroom made it sweet for everyone.

## Create a More Open Look & Feel

The biggest change needed was to take out the wall between the kitchen and great room area. This would allow for the more open look and feel Kathy and Steve wanted.

This required a bit of engineering work and a large glue-lam beam to take the weight of this load-bearing wall we were to eliminate.



This is the wall which was eliminated between the kitchen and family room

The family room was ‘recessed’ about 3” (see yellow boxed area above), which was really a trip hazard. So the contractor filled it in with concrete to make this area the same level as the rest of the house.



The dashed line on the picture to the left represents the wall which was removed to open up the kitchen to the family room.

You can see the upper window, which was not moved, on both photos.

## New Kitchen

Kathy & Steve’s new kitchen features Canyon Creek cherry cabinets and lots of storage.

Note the increasingly popular drawer microwave in the island.

We helped Kathy & Steve turn their kitchen from *dated* to *dynamic*

## Replaced Flooring

We also replace most of the flooring their home to provide a more updated look and feel..





## Total Kitchen Makeover

Besides taking out a load bearing wall, the kitchen was the major focus.

Sara and Janice worked extensively to come up with a totally new kitchen layout which worked for their lifestyle.

Note the angled peninsula was eliminated and replaced with a very large center island. All the appliance locations were rearranged in the new layout.

A great deal of effort and design went into getting the large island size and location *just right*.

Kathy really wanted Cambria quartz counters, but the island design would require a seam, which really turned her off.

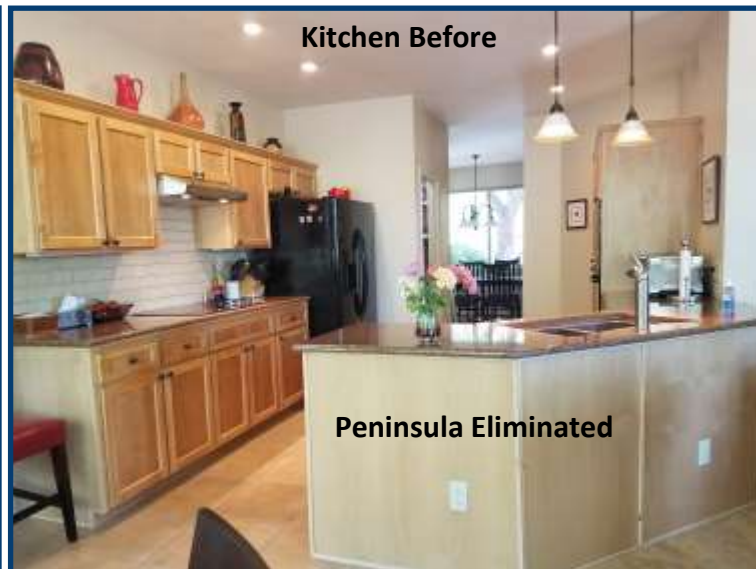
On an excursion to one of our counter fabricators, Kathy found a granite slab she fell in love with, and it was large enough to accommodate the large island, without a seam.

*We knew we needed professional help to remodel our house, and our contractor recommended Interior Expressions. The experience working with IE was a good one.*

*They quickly grasped what we wanted and how to work with us. They provided the right number of options, incorporated our ideas, and masterfully guided us through the process.*

*We absolutely love the result! The design fits our lifestyle, and our house is now our home!*

**Kathy & Steve, Oro Valley**





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AS FEATURED IN ...



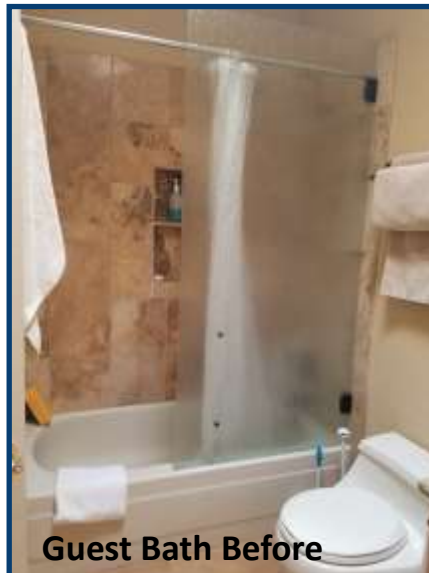
Arizona Daily Star

THE WALL STREET JOURNAL



### Wet Bar

In a nook off the dining room we installed a wet bar and storage to enhance their entertainment options.



### Guest Bath Makeover

Sara and Janice also helped Kathy and Steve makeover and update their guest bath.

We gutted the entire bath and replace the tub/shower with a walk-in shower.

All new

- ♦ Flooring
- ♦ Vanity
- ♦ Plumbing Fixtures & Sink
- ♦ Shower Glass
- ♦ Tile & Counter
- ♦ Lighting

We think the end results are outstanding. What do you think?