

## DESIGNfirst Builders ‘cooks up’ added benefits for remodeling clients



One of many added benefits of being a DESIGNfirst Builder client is participating in free cooking classes at the company's 14,000-square-foot showroom.

According to BuildFax, a national research company analyzing real estate construction trends, the rate of remodeling is the highest since 2004. Economic uncertainty, a desire to maintain relationships and stability, being able to tackle projects on an “as we can afford it” basis and looming moving costs all play a part in the decision to stay put.

So, how do you choose the right remodeler for your home?

According to Tara Soderstrom, director of marketing and client relations for DESIGNfirst Builders, a proven track record of customer satisfaction and an all-encompassing design-build approach are imperative.

“When searching for a remodeler first-and-foremost you want a company that handles everything from design, development, project management, construction and customer service,” Soderstrom said. “Then, you need to make sure they are who they say are and put their client’s satisfaction first. Talk to their prior clients. Ask how many clients they’ve had do multiple projects over the years with them. Review their before-and-after gallery and ask to visit a client’s home to see the work firsthand. Remodeling is an investment and you want someone who is there to protect your investment.”

Established in 2006, DESIGNfirst Builders specializes in kitchen, bathroom and basement remodeling, home and room additions and custom home building.

The Itasca-based firm also has a 14,000-square-foot showroom featuring flooring, countertops, cabinetry and lighting and design-inspiring vignettes.

Clients visit the showroom and meet with their personal designer to select the finishes and options for their remodeling project.

“Each client is assigned their own personal designer, architect, project manager and client advocate to work with them every step of the way to ensure the project moves smoothly and that all questions are answered and expectations are met,” Soderstrom said. “We start with a free in-home consultation to learn more about your project needs, budget and time frame.”

DESIGNfirst Builders also provides additional client benefits that set them apart from other area remodelers.

“Our most popular program is our cooking club,” Soderstrom said. “Our clients are enrolled in the cooking club that offers them free monthly cooking classes at our on-site Cooking Skills Academy with private chefs from Iron Chef and others. These classes are a fun night out with friends, as couples or for a family dinner to learn new recipes and techniques.”

The lifetime enrollment includes four seats per month which can be used all four at once broken up 2 and 2 or given to someone else.

Classes are available on weeknights and Saturdays.

The upcoming calendar include themes such as Steaks and Chops, 15 Minute Latin Meals, Succulent Summer Soups, 15 Minute Italian Meals, Tacos and Tequila, Mad Asian Gourmet, Moroccan Delights, Paella Y Mas, Sushi Maki’n 2 and more.

Additional programs include, a referral program where clients receive a \$50 Visa gift card for each referral who schedules an appointment and an additional \$50 Visa card when they choose DESIGNfirst Builders.

Abt, a DESIGNfirst vendor partner, extends a special discount to clients. Various events and promotions are offered to clients throughout the year and financing options are available through preferred lending partners.

“Our team has the expertise and experience on a variety of projects, the majority of which include a design component to redesign and configure the layout of the space,” Soderstrom said. “We understand that your home is likely your largest investment but know it’s more than that -- it’s where life happens and memories are made. It’s essential to work with a professional remodeler who treats your home as if it is their own.”

To learn more about remodeling your home and schedule a free consultation, visit [www.designfirstbuilders.com](http://www.designfirstbuilders.com) or call (630) 250-7777.