



Shavings

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Requiem for the American Kitchen

by Craig Lord



A question was asked of me recently I struggled to answer, “What happened to kitchen remodeling?” The question was in the context of resale value of a kitchen project. Kitchen projects used to be the darling of resale value paying 115%

of costs in the resale market. People had no hesitation to do a new kitchen. Now kitchen projects average a resale value of 55% of costs. Does this make people less likely to remodel or is it social change? Does the increase in eating out or ordering in, mean the kitchen is obsolete? Is the dream of a new kitchen dead?

I say no. I think the real reason people are hesitant to improve is fear. People are afraid that a kitchen remodel will cost too much. I would reply by quoting Roosevelt “we have nothing to fear but fear itself”. Here’s why, consumer spending decisions are the main cost determiner in a kitchen remodel. If you can police yourself on your selections you can keep the costs in budget. That is if you choose wisely when selecting your cabinets, appliances, flooring etc. you can affect the cost of the kitchen dramatically. You see, the installation costs in a kitchen don’t vary very much from spending level to spending level. It costs the same to install a \$200 cabinet as it does a \$600 cabinet. It’s all in the selections. Do you need the special glazing on the cabinets? Do you need the six burner range and double oven? [Your Mom didn’t]. The cost of a new kitchen can vary by as much as 30% just on selections alone.

Think of how you buy a car. There are certain features that you must have in a car and other features that would be nice, but may not be totally important. Kitchens are much the same way, with the help of a kitchen professional you can sort your way through what options make the most sense. Unlike a car, the kitchen’s value appreciates over time. Energy efficient appliances and lighting will make your kitchen cost less to operate than your current kitchen.

The kitchen is the most important room in the house. It is not only where food is stored, prepared and consumed; it is also the nerve center of the house. The central location where cell phones are charged, car keys are hung and parent permission slips await signing. A remodeled kitchen is a source of great joy. Maybe your kitchen deserves another look.

RCL University Update—A Message From the Office of the Provost

by Anthony Provost



In this, our third year, R. Craig Lord University continues to expand its educational offerings in the remodeling arts. Hundreds of homeowners have graced the hallowed halls of 1237 N. Church Street to learn about everything from plumbing fixtures to the art of color selection.

The Spring 2012 seminar series kicked off with a charming Valentine’s Day themed cooking exhibition, entitled “Cooking for Lovers”. Chef Dan Mallgrave from Riverton Country Club dazzled and inspired with dishes ranging from crab wellington to macerated berries.

Most recently, we packed the auditorium for “Curb Appeal 101: Resale Fact or Fiction”. Naoji Moriuchi from Edgar Realty joined Professor Lord to offer advice on prepping one’s home for resale in a decidedly “buyer’s” market. The event created quite a buzz, appearing in an article for the Burlington County Times, and later on the CBS 3 evening news! Links to both are available on our facebook page (yes, we’re on facebook, so “like” us if you haven’t already).

Looking ahead, repeat guest lecturer Erik Ravikio from Apple Kitchens will join us April 3rd for “Mastering the Art of Kitchen Design”. This seminar is a prerequisite for anyone considering a kitchen remodel, covering everything from scheduling and budgeting to design trends. To join us for this, or any of our listed events, call the admissions office @ (856) 235-4237. More information online @ http://rcraiglord.com/rcl_university.html.





News in the Neighborhood

A mild Winter has turned into an early Spring. People are outside and looking at ways to improve. Porches are a good example. Mary Lou and John Glassburn are getting new railings on their front porch. We built their house 16 years ago. Thanks for having us back. Kathy and Phil Cooper are replacing the ceiling on their porch. We will be installing a bead board product to spruce things up. Alex and Barbara McGugan will soon have a new kitchen floor. Chris Vavrika has a new window and new exterior trims at his house, while Desmond Gregory is enjoying a new walk-in closet.



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Ask A Carpenter

What can the client do to make a remodeling project successful?

Answers:

Have their selections completed on time to make the job run more smoothly.
- David Wills

Communicate your expectations. Make them clear. We will do our best to meet them. - Mike Payne

Let us know if they don't understand. Many people have trouble with blueprints. We are happy to help them understand. - Alberto Torres

Let us know about important possessions, pet requirements and family schedules, so we can take steps to minimize disruption. - Gary Wuchter

