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Volume 24, Issue 7



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E&E GENERAL CONTRACTING pg. 5

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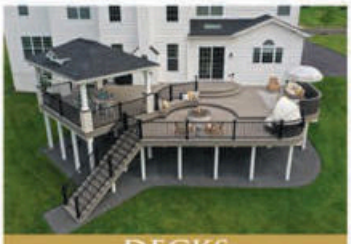
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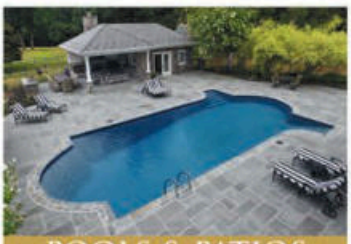
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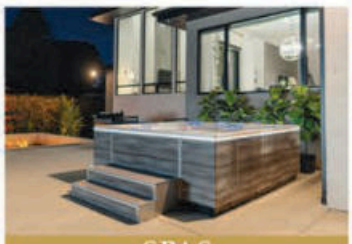
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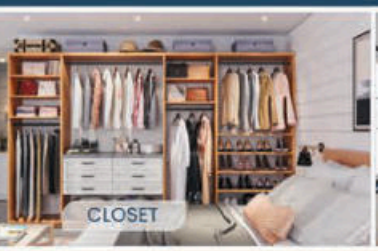
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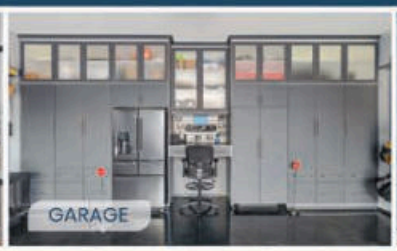
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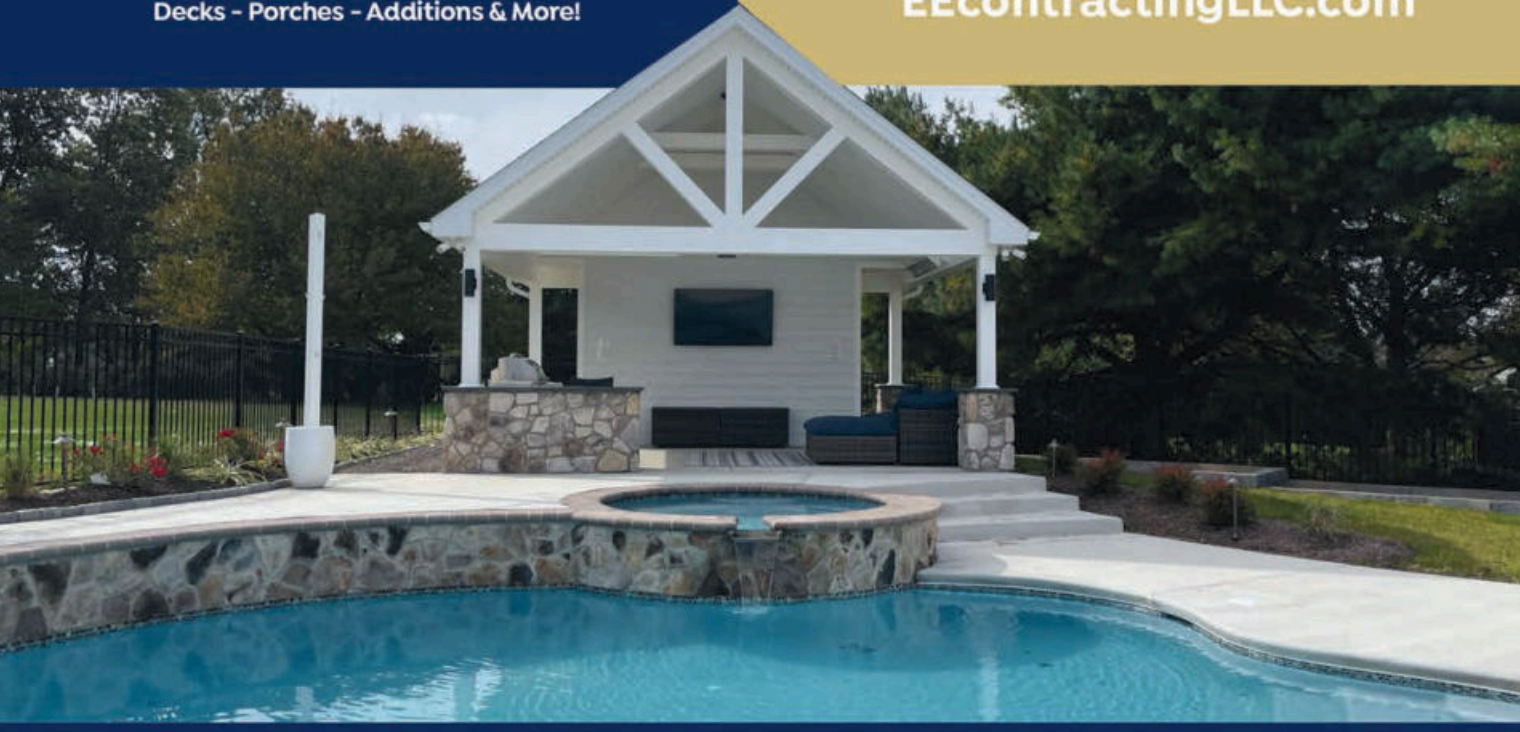
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contents

12 The Right Addition
When it comes to adding extra space to your home, the possibilities are seemingly endless

19 Ask the Expert:
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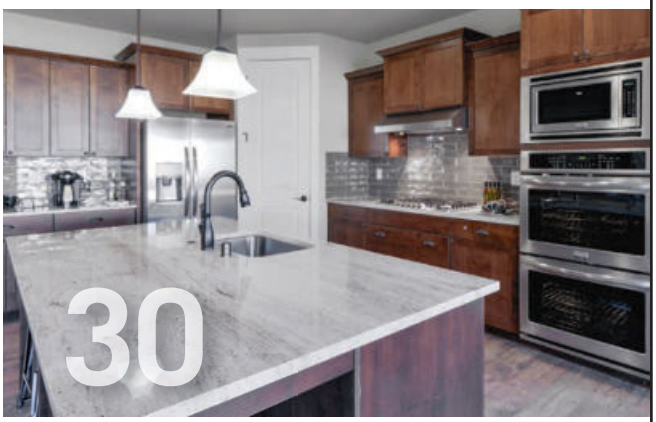
21 Business Milestone Profile: Chapman Windows Doors & Siding

23 Business Milestone Profile: Simply Cabinetry

30 Choosing the Right Stone
What you need to know about the latest trends in countertops, backsplashes and flooring

35 Breaking the Mold
Architectural Concrete Design brings unmatched expertise and a designer's eye to your decorative concrete projects

37 Just a Stone's Throw Away
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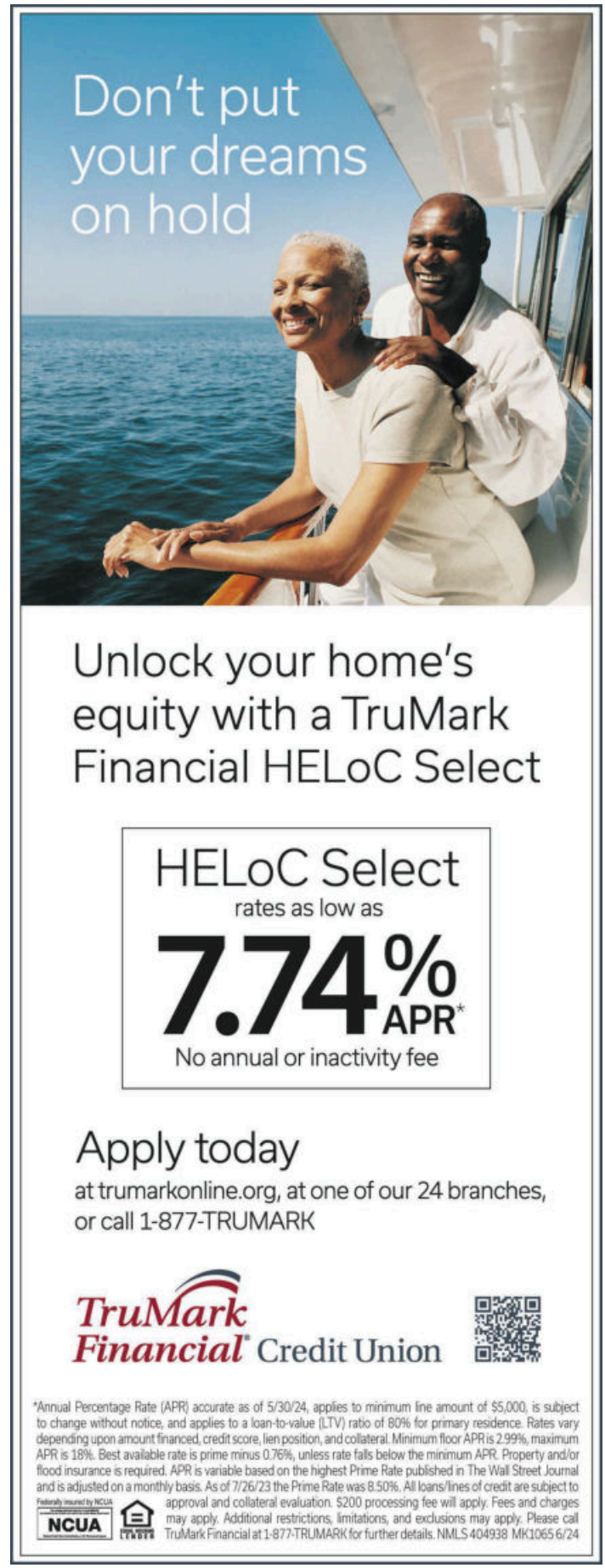
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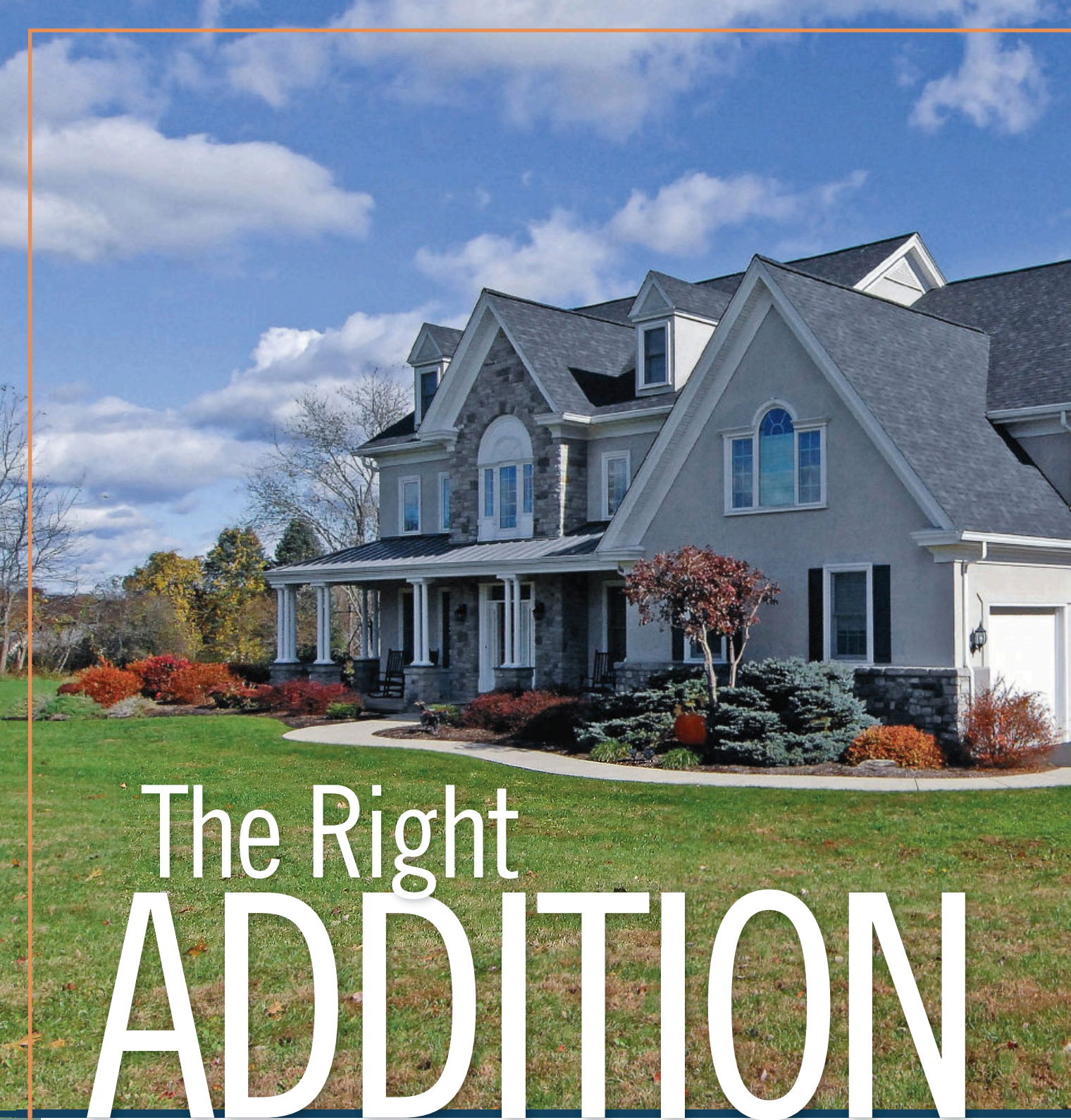






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The Right ADDITION

Whether you're adding an extra suite for loved ones, an entertainment room, a second kitchen or something else entirely, **the possibilities for a home addition are endless.** by Carly Murray



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REMODELING A ROOM OR REDESIGNATING ITS GOALS MAY WORK FOR A QUICK FIX, BUT EXPERTS ARE SEEING A RISE IN HOMEOWNERS ADDING SPACE TO THEIR HOMES. This allows for full creativity in idea conceptualization as it's not only starting from scratch, but also designing an area from inception and influencing its structure. If it's realistic, and township-approved, the sky's the limit for inventiveness and artistry, especially with the guidance of a professional.

"It takes a fair amount of time to do the planning … but what can happen is, over time the more you think about it, the project sort of grows in your mind and maybe you want to add things. The better a project is planned up-front, the smoother it goes while it's happening. And for us, 99% of the time, the people are living at home while we're doing the renovations, so it's extremely important that we have things well-planned out," says Dennis Gehman, president of Gehman Design Remodeling.

The time frame for each project is different depending on lifestyle, expectations and various methods of planning. Some might like to take their time and ensure every detail is mapped out before construction begins. Others might like to decide on elements as they go after seeing their ideas come to life. It's important to remember that it is an undertaking that requires several moving pieces.

"You want to at least give yourself a good six months to basically come up with a written scope, decide on a floor plan, have material selections, and then also allow ample time for permitting and lining up your trades for construction because that can take a little time," explains Eileen Lee, operations manager of Total Home Solution.

Homeowners generally know what they want by the time they call a professional, but for those still in the brainstorming phase, there are plenty of sources of inspiration already out there. From home bars, sun rooms, libraries, kids' lounges and music rooms to a room decked out in sports memorabilia perfect for inviting loved ones to watch the game, any passion can become a reality with the help of a professional. With the internet in addition to print publications and television, there's millions of models available to spark your vision.

"Do a little bit of homework and gather some inspiration. Have some ideas and those details that you're really set on having. That way, we can give a more accurate proposal in the beginning. Because with an addition, things can get complicated and things can get missed. So, it's really good to have a little

The Right ADDITION



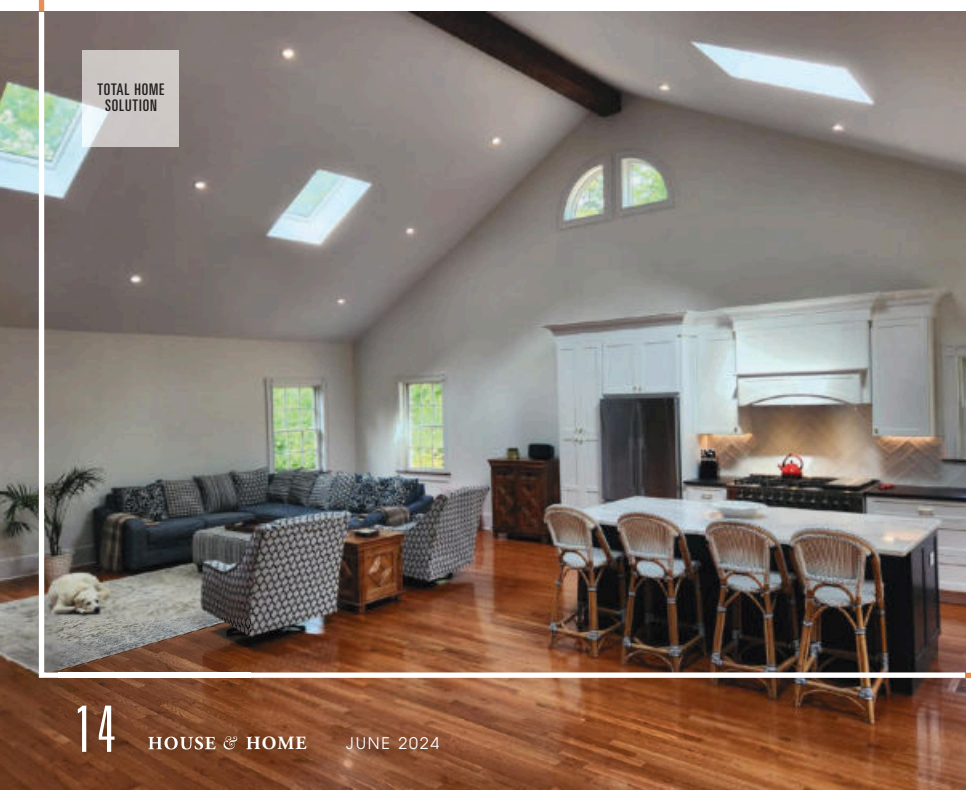
bit of a game plan before even giving us a call. That way, a vision is really understood by our salesmen and project managers," notes Jessica Jurisch, marketing manager at E&E General Contracting LLC.

Jurisch encourages those interested in a home addition to call sooner than later, as the permitting process is different in every area. Sometimes approvals take up to six weeks, and the entire build requires the collaboration of a permitting project manager, an engineer, an architect, the homeowner and the township. There's a lot involved in the process of a home addition, but those who go through it find it worth the time, planning and effort, as additions can suit any range of needs or desires, both practical and recreational.

"A very popular development is multigenerational living, so some type of in-law suite. We've been seeing a rise in that in the past few years or so," says Lee. "We've also seen a lot of conversions or additions based on specialty needs like saunas and gyms or she sheds. We've also seen a lot of spaces for hobbies or crafting, gaming rooms and man caves."

With the housing market especially difficult to afford or to navigate for young adults, that multigenerational living trend has also extended to creating expanded spaces for adult children to live at home and still have their space and privacy. Although additions take work, the result is a place that makes life easier by adding accessibility. Gehman has helped homeowners who want to stay in place as they age, so adding space to the first floor makes doing so safer.

"A first-floor bedroom, like a master suite, is almost more of an aging-in-place kind of thing. People who are getting older realize they like their house and neighborhood; they want to stay there, but getting on the stairs to the second-floor bedrooms is becoming more difficult. So, we've done a number of bedrooms and bathroom additions," he says.



Other pragmatic uses for an addition include a place for pets, an extra kitchen or a home office. It really depends on the unique personality of each household. The more personalized a project is, the more special it will become. That is just one of several benefits to adding space instead of moving to a larger home. Another is the cost comparison: Although construction for an addition is an investment, many feel that the aforementioned modern housing market is not worth the hassle of a transition.

"The benefits of adding space as opposed to moving are pretty obvious. First off, moving stinks. It's a lot of work. Leaving the home, neighborhood, and potentially schools that your family knows could be challenging and emotional. You know what you have with your home and you've put in a lot to get it to where it is today," affirms Brian Iwano, owner of Blue Tree Builders.

And if you decide to move in the future, additions benefit both property value and curb appeal. After all of the planning, permitting, construction and decorating, an addition will be advantageous due to its fulfillment of relaxation, convenience or entertainment; but it can also be profitable one day. Especially if equipped with the utilities or organizational structure for a walk-in closet or another bathroom, for example, the expansion will be

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a selling point when placed on the market.

"Depending on the type of addition that it is, you can generally see between like 50% and 80% return on investment. That's just in the current market, so who knows what that would be in a few years. Square footage is always a good choice when looking to add property value [especially] depending on what type of addition you're wanting to do. So, the most return on investment you're going to get is with a kitchen space," Jurisch explains.

If practicality isn't the ideal vision, a homeowner can still get a return on investment. The interior may be out-of-the-box customization to the extreme, but design-build companies are skilled at making the exterior match the original structure while making the entire house look better than before. Jurisch compares addition construction to a "mini house build," and recommends that homeowners treat it as such.

"Additions can increase curb appeal as these projects typically [require] significant exterior remodeling as well. During this process, it's the opportune time to make updates to siding, roofing, landscaping and other finishes that definitely help curb appeal," adds Iwano.

It is never too early to get started and to let ideas flow, no matter how inventive. There are so many renovation solutions to transform a space, but building from the ground up guarantees that every detail will fit household preferences. The finished product will be an evolution in enjoying everyday life, right at home. H&H

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ask the expert by Liz Hunter

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Choosing the perfect stone takes careful consideration, and the guidance of someone who knows the product. At AAA Hellenic, customers can turn to professionals who have decades of experience designing and installing stone in kitchens, bathrooms, foyers, fireplaces and even in outdoor living spaces. Mike Werner, sales manager, is one such expert who has been with the family-focused company for more than 10 years.

House & Home spoke with Werner about how new products from Silestone and Dekton are giving people the high-end looks they've wanted at a more reasonable price.


Mike Werner, sales manager

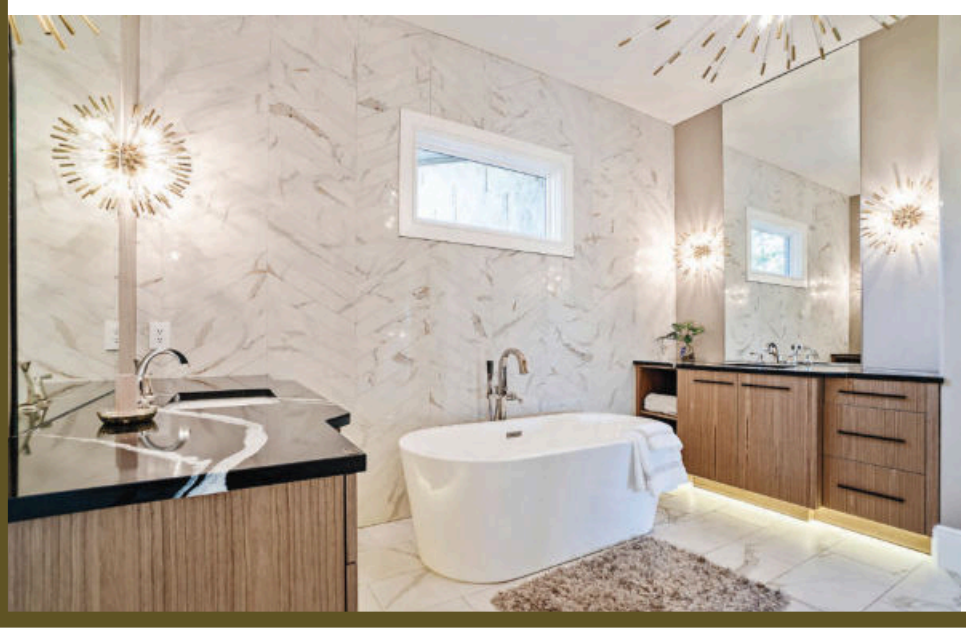
WHEN YOU MEET WITH CLIENTS, WHAT ARE SOME THINGS YOU NEED TO KNOW ABOUT THEIR LIFESTYLE TO GUIDE THEIR SELECTION?

Most individuals typically have saved pictures they found online or in magazines to establish an idea of their design preferences. We also want to know about what's going on in the space where the stone will be used. Every household is different. Materials they might like or find attractive might not be the best choice for their home. Granite is very dense and durable. It is heat resistant and scratch resistant, with minimal maintenance. Marble is a classic choice with unrivaled beauty and gives you a timeless look. It may be a little softer than granite, but will still give you a very durable surface.

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Our inventory of marble, granite, soapstone and quartzite is very strong right now, we've added a lot of new products for people. We have about 200 different colors on display, and our stones are directly imported from places like Italy, Brazil and Africa. It's always beneficial to walk through and see the stone in different lighting, and more often than not, people find something they never expected. H&H

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***House & Home* spoke to Mike Chapman, President of Chapman Windows Doors & Siding about the company's 30th Anniversary.**

This year you celebrate your 30th Anniversary. What thoughts and emotions come to mind when you think about that?
We are so grateful to have reached 30 years in business. The support from customers and the local community is humbling. We are thankful every day for our amazing team.

What made you start Chapman Windows Doors & Siding?
Mark and I grew up in rural Ohio, and we come from a long line of family builders. We were helping on building projects from a young age, and I knew that being in the home building industry would be my path.

We moved to Chester County in the 1980s. I remained in the construction world while Mark went off on his own path. In 1994, I teamed up with my father-in-law, Jim Reddecliff, on our first project, and Chapman Windows Doors & Siding was born. Mark joined in 1997, and Jim has since retired.

What were your visions in 1994 and how have you met them or even surpassed those visions?
Our vision has kept us growing and striving over the last 30 years. Our vision is to be the most customer-centric exterior remodeling company in the area, offering the most extensive range of products in one place so that customers can make their dream exterior a reality. To couple this with the highest level of industry knowledge, exceptional workmanship and unbeatable service.

Our mission remains the same: to educate, inspire, empower, and collaborate with customers on remodeling their home exterior while providing quality workmanship, products and services. From our vision and mission comes a set of core values called "The Chapman Difference." Each day, we work hard to live up to those values. Our name is on our business. Mark and I live in the local community and our business is a representation of us, and who we are.

In what different ways have you grown Chapman Windows Doors & Siding over the past 30 years?
We have grown from a team of two to almost 50 people. Having been around for three decades, we offer products that customers won't find elsewhere in the local area. We are the only suppliers of Loewen and Nanawall in the region. Our 30-year relationship with ProVia—they were our first manufacturer—enables us to offer our customers extra product styles and colors from them.

What do you see as the biggest accomplishment since you started in 1994?
Sixty percent of our business comes from repeat customers and customer referrals. This tells us we are living up to the "The Chapman Difference." That is a huge accomplishment.

What products/services do you currently offer that you think a homeowner values the most?
We have a 4,000-square-foot showroom in West Chester where customers can see and touch the products. Our product range is extensive and, as I mentioned before, we offer products that customers won't find elsewhere locally. Homeowners value the choice and being able to see the product up close.

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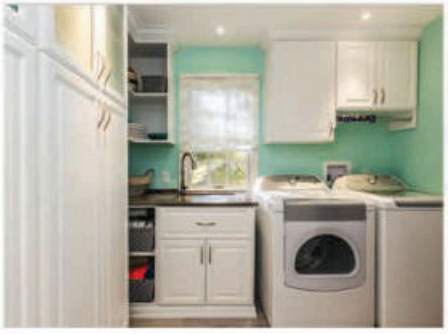


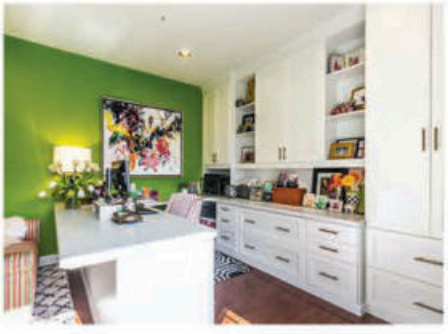
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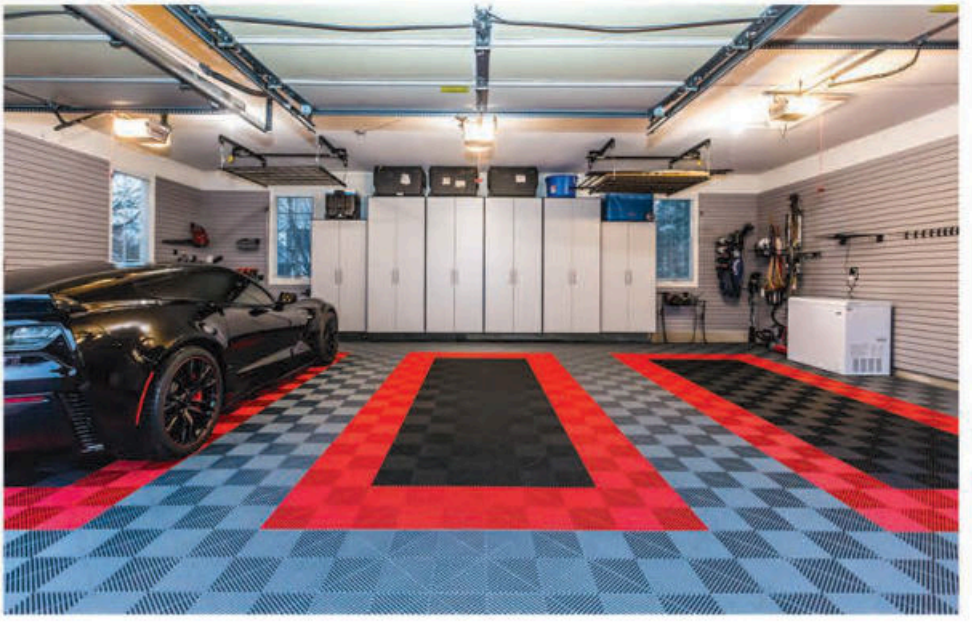
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This year you celebrate your 15th anniversary. What thoughts and emotions come to mind when you think about that?
We are excited that we will celebrate our 15th anniversary servicing the local community! Now rebranded as Simply Cabinetry, we are buzzing with excitement. Reflecting on our journey from humble beginnings to now gearing up for franchising in every major suburb across the country. It's been an absolute blast, and we're just getting started!

What made you start the company?
We founded Simply Cabinetry because we saw an opportunity to make the cabinet buying experience simpler and more transparent for everyone. With a background in real estate and a clear vision, we wanted to create spaces that were not just functional but also brought joy to every homeowner.

In what different ways have you grown over the years?
Over the past 15 years, we have grown from just the two of us to an entire team sharing our same passion all while fostering long lasting relationships in the cabinetry design market. We've broadened our horizons with three chic showrooms, embraced a dynamic rebranding and we're now on a thrilling path towards national franchising. Every step has been about enhancing our selection, service and simplifying the entire experience.

What products/services do you currently offer that you think a homeowner values the most?
Homeowners really value our tiered product offerings—simple, premium and luxury options that cater to every budget and style, ensuring there's something for everyone. Our sales approach focuses on educating each client and simplifying their experience from planning-to-purchase. We also are a partner with the installation professional throughout the project. We continue to foster important relationships with builders, contractors, developers, interior designers and other industry professionals that also use our services.

What is your favorite part of the job and what excites you the most?
It's definitely the creative process of designing and the joy of revealing the final product to our clients. There's nothing quite like the excitement in their eyes when they see their vision realized. Every day is different when it comes to spaces and clients, they are all unique and present new exciting challenges. Plus, we truly love fostering a vibrant, passionate team that's as excited about cabinetry as we are.

In what ways do you expect to continue to grow?
Looking ahead, the next 15 years at Simply Cabinetry are set to be spectacular. We aim to light up every major suburb with our showrooms through franchising, bringing our blend of top-notch service, extensive selection and seamless purchasing experiences nationwide. We're not just growing in size—we're growing in passion, expertise and community impact. Get ready for more fun, more flair and more fabulous cabinetry, all made simple!

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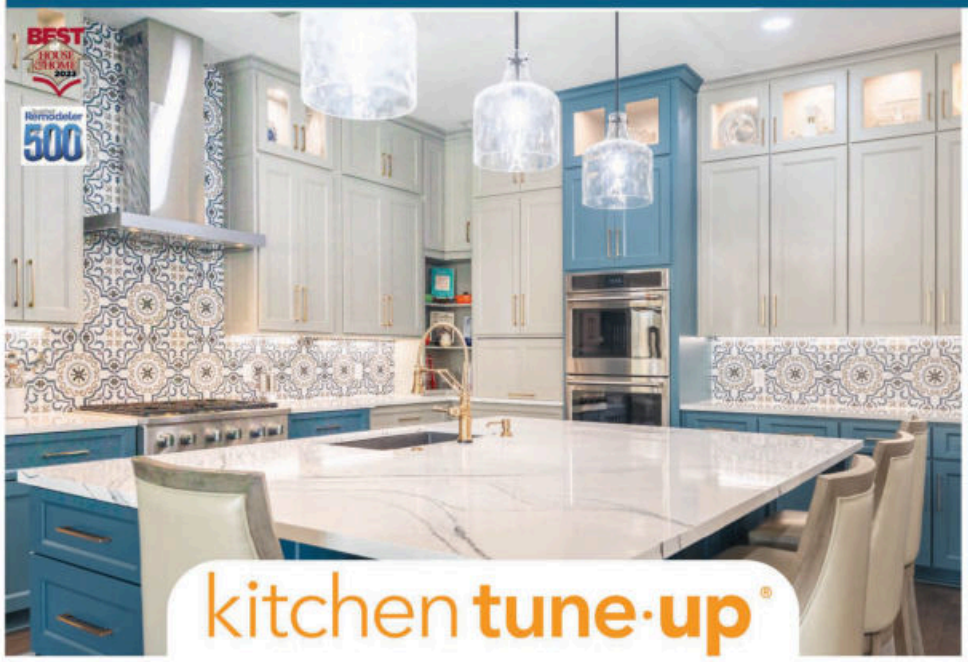
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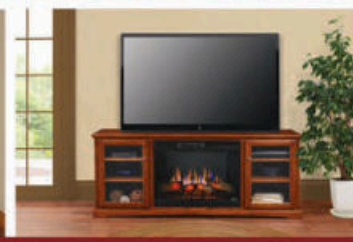
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H&H STONE

Choosing the Right Stone

Trends in kitchen countertops, backsplashes and flooring.

by **Kristen Jorgensen**

THE KITCHEN IS OFTEN CONSIDERED THE HEART OF THE HOME, and choosing the right materials for countertops, backsplashes and flooring can significantly impact its aesthetic appeal and functionality. In recent years, there have been exciting trends and developments in these areas, driven by advancements in material technology, evolving design preferences and a growing emphasis on sustainability. In this article, we dive into the latest trends with insight from local experts in our area and examine whether granite still reigns supreme, what's popular in colors and patterns, the evolution of backsplash choices and the latest options in kitchen flooring.

Countertops: Is Granite Still King?

For years, granite has been the go-to material for kitchen countertops, valued for its durability, heat resistance and natural beauty. However, recent trends suggest a shift in preferences. While granite remains a popular choice, it is no longer the undisputed king. That crown now goes to quartz, and our local experts agree with the masses.

"Quartz countertops have gained significant traction, offering a non-porous, low-maintenance alternative to natural stone. Unlike granite, which requires periodic sealing, quartz surfaces are highly resistant to stains, scratches and bacteria," shares David Cerami, president of Home-Tech Renovations. "It also offers a uniform appearance, which appeals to those homeowners who might be looking for a sleek, modern look."

Another industry expert, Vic Fiore from Magnolia Home Remodeling Group, weighs in on the desirability of quartz. "Quartz's ability to mimic the appearance

of natural stone, combined with its practical benefits, has made it a favorite among homeowners for many different kitchen designs and styles."

Backsplashes: Elevating Kitchen Design

Backsplashes have evolved from purely functional elements to key design features in the modern kitchen. They protect walls from spills and splashes, but they also offer a canvas for creativity, allowing homeowners to express their style. With a plethora of materials, colors and patterns available, backsplashes can transform the aesthetic of a kitchen.

Subway tiles have long been a staple in kitchen design, known for their simplicity and versatility. While the classic white subway tile remains popular, new variations are emerging that breathe fresh life into this timeless choice.

"We're still seeing the use of subway tiles, but with more personality in the design," offers Cerami. "Homeowners are selecting colored grouts or opting for more adventurous patterns of installation like herringbone or a staggered design."

Another option to jazz up a standard subway tile is selecting one with a textured surface or embossed patterns, offering a modern take on this classic look. Cerami elaborates: "Think tiles with a beveled edge, a wavy texture or a patterned surface. These tiles add dimension and visual interest to the backsplash without straying too far from tradition."

Another popular choice for a backsplash is large format tiles and slabs offering homeowners a seamless and sophisticated option. These options provide a sleek, continuous look that enhances the overall aesthetic of the kitchen.

"The larger slabs are particularly appealing in minimalist and modern kitchen designs. Their clean lines and expansive surfaces contribute to a streamlined, uncluttered appearance that emphasizes simplicity and elegance," says Fiore. "And it's also great for those who want easy kitchen cleanup."

Kitchen Flooring: Trends and Considerations

When it comes to kitchen design, flooring plays a crucial role in setting the tone of the space. It's a high-traffic area that demands durability, ease of maintenance and, of course, aesthetic appeal. With myriad flooring options available, each with its own set of benefits and styles, selecting the right one for your kitchen can be both exciting and overwhelming.

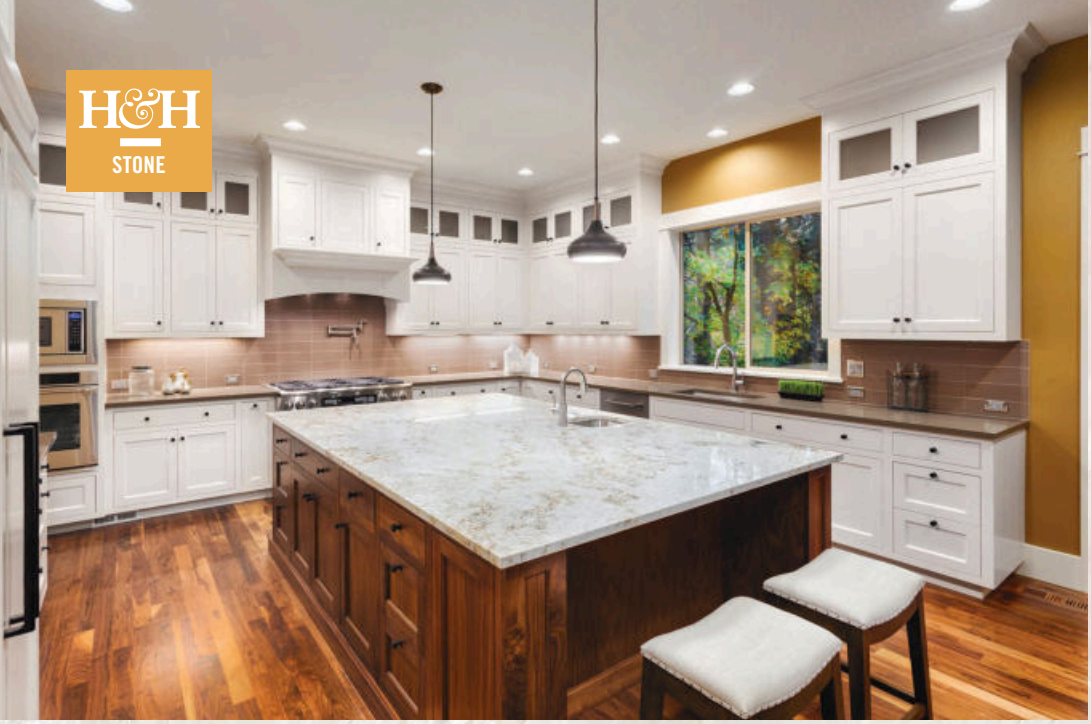
Sophia Amiano, designer with Amiano & Son Design-Build, eagerly shares her insight on the latest trends within the industry.

"As a home remodeling designer, I'm thrilled to share the latest trends shaping our spaces. The design world today is all









about embracing organic materials, raw textures and calming palettes," she says. "In kitchens and bathrooms, we're seeing a surge in linen-inspired tiles, basketweave mosaics, and classic black-and-white patterns. The modern farmhouse look has made way for tailored traditional designs with a rustic twist. Think rich wood tones, moody office spaces and playful laundry rooms."

Terrazzo and concrete floors are making a comeback, particularly in modern and industrial-style kitchens. Terrazzo, with its speckled appearance and diverse color options, adds a spirited yet sophisticated touch. Concrete floors, on the other hand, provide a sleek, minimalist look that complements contemporary designs. Both materials are highly durable and can be customized with different finishes and treatments.

Engineered wood flooring is also still popular, combining the beauty of hardwood with improved durability. It consists of a top layer of real wood veneer over a plywood or high-density fiberboard (HDF) core, which makes it more stable and less prone to warping than solid wood.

"For kitchen flooring, many homeowners are choosing warm wood to extend the cozy feel throughout their most-used spaces," says Amiano. "Additionally, concrete-inspired, sleek patterned tiles are becoming a highly sought-after look in contemporary kitchens. To add a personal touch or a dash of whimsy, incorporating fun, bold colors in select areas can bring a delightful pop and invigorate the overall design, making each space uniquely yours."



In conclusion, it's safe to say that the world of kitchen design is ever-evolving, with new materials, colors and patterns continually emerging. Quartz is growing in popularity for countertops, offering unique benefits and a universally pleasing aesthetic appeal. In the realm of backsplashes, homeowners are embracing more intricate patterns, unconventional shapes and elevating the classic subway tile. For kitchen flooring, durable and stylish options like terrazzo and concrete are leading the way, with a growing emphasis on larger formats and unique patterns. Some homeowners, however, take a warmer, more traditional approach by opting for natural and engineered hardwoods.

Ultimately, choosing the right stone and flooring for your kitchen depends on your personal style, practical needs and the overall design vision for your space. By staying informed about the latest trends and innovations, you can create a kitchen that is not only functional but also a beautiful reflection of your taste and personality. **H&H**



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"Our foundation was built on the principle of blending aesthetics with functionality in concrete designs," ACD's Managing Partner Steve Abel says. "This innovation rapidly positioned ACD as the leading decorative concrete installer on the East Coast. Our journey of innovation continued as we developed custom stamping tools, contributed to industry-standard application techniques, and consistently delivered unparalleled installation quality."

He continues, "What truly sets ACD apart is our unwavering commitment to decorative concrete. Unlike many in the field who might dabble in various construction areas, we focus solely on this specialty. Our team, led by foremen with over 25 years of experience, understands the art and science of decorative concrete."

From its location on New Falls Road, ACD specializes in a variety of decorative concrete solutions: stamped concrete, which can replicate stones, tiles or bricks; exposed aggregate, which creates a textured surface by exposing rocks, pebbles, sand or other material mixed in with the concrete; and colored concrete, which comes in a wide selection of shades. The company also offers comprehensive maintenance services for clients' existing concrete structures.

Decorative concrete is a longer-lasting, easier-to-maintain product that is also more cost-effective than traditional materials. The design options are seemingly endless, too, with sophisticated styles and trendy finishes—or even the chance to create something completely outside the box.

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"Our approach is meticulous, ensuring the use of superior materials, adherence to optimal curing times and deployment of skilled crews," Abel says. "This dedication to quality, coupled with our 30-year legacy as both a residential and commercial contractor, has cemented our reputation among the region's top builders."

Abel says ACD's philosophy is encapsulated in its motto: "We only have one chance to be perfect, do it right, do it now, whatever it takes." This sentiment is a reflection of the company's commitment to excellence, which it achieves by ensuring top-tier talent, the finest materials and best-practice installation methods.

"Our customer-first mentality is at the heart of our operations. We understand the challenges of transforming raw materials into artistic products under time constraints, and we thrive in this demanding yet rewarding environment," Abel says.

ACD is ready to meet the needs of every client, whether it's a seasoned professional with precise requirements for the project they're envisioning or a brand-new customer who wants to find out how stamped concrete can transform their home.

"We tailor our approach to each client's needs," Abel says. "Our design team plays a pivotal role in this process, helping clients understand the product, market trends, and how these align with their personal preferences and functional needs."

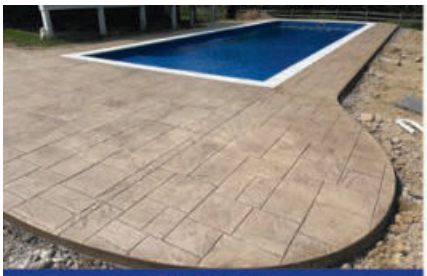
Collaborating in this way ensures a customized project that is going to please the client, according to Abel.

And becoming an ACD client is as easy as giving the office a call or submitting an inquiry through the company website.

"We welcome everyone, from homeowners exploring decorative concrete options to ready-to-proceed customers," Abel says. "Our team is passionate about what we do and eager to assist clients in making informed decisions." **H&H**



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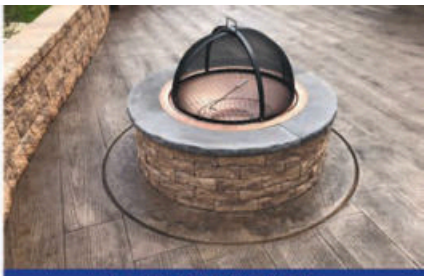
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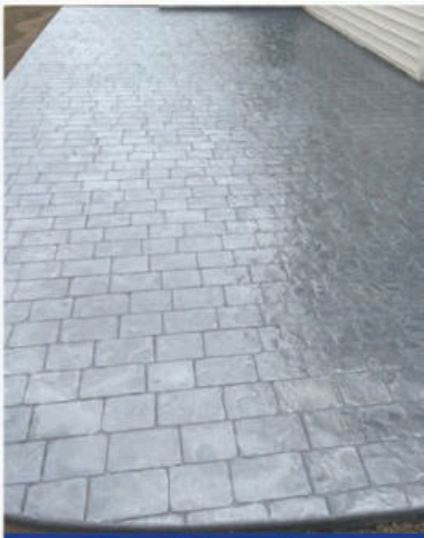
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Just a Stone's Throw Away

Debuting a West Chester showroom earlier this year has helped **Imperial Marble & Granite** bring its dedicated customer service and exclusive products to even more Pennsylvania homeowners. *by* **Madeleine Maccar**

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Since 2004, Imperial Marble & Granite has been working with clients from all over eastern Pennsylvania to design, fabricate and install uniquely stunning natural stone and quartz furnishings, from residential kitchens and bathrooms to retail establishments' reception spaces and dining areas.

But owner Albert Kzelian noticed a worrisome decline in clients from Exton, Malvern, King of Prussia, West Chester and other areas for whom Imperial's Essington location was just a little too far away.

So, just like with every job Imperial puts its name on, Kzelian came up with a solution that prioritizes his customers' needs: establishing a showroom closer to them.

"I said, 'OK, if you guys don't want to come to us, we'll come to you,'" he begins. "An opportunity came up at this location in West Chester and I could not resist. We built a 4,000-square-foot, beautiful showroom, and it's right on West Chester Pike."

The result was a wide-open, thoughtfully designed space. Open since April, that West Chester showroom is already a resoundingly well-received success.

One of the most striking features of the Imperial showroom is that there are no tiny samples trying to approximate the full extent of all the colors and natural beauty that exist in one piece of marble or granite: The entire slab is available for client scrutiny, which Kzelian says is crucial in helping them fully assess a stone they're considering for their home.

"The sample certainly doesn't justify what the slab looks like," he explains. "The slabs have so many variations that a sample that's just six or 12 inches isn't going to tell you about the entire piece because that piece has gold, gray, white, beige, all these different colors that a sample can't show you. So when the customer sees the whole entire piece, they're like, 'Oh my God, this is beautiful!' or 'Wow, this is not what I was expecting, it's too busy.'"

But the showroom, Kzelian points out, "is not just for countertops." It's also where you can find an array of ceramic and marble tile, vanities, faucets and sinks, knobs, kitchen cabinetry, lighting and even sound systems. Imperial also outsources appliances so "we can give everything to the customer looking for a complete kitchen."

"We have a variety of different things," Kzelian says. "A homeowner could come in and purchase pretty much everything for every room all at once."

The Imperial team stays on top of current trends and client-demographic preferences—Kzelian notes that customers under 40 tend to gravitate to the manmade quartz but those 40 and older still prefer more natural stone like granite and marble, while neutral colors are staging a comeback in demand across the board—that guide their offerings.

And for much of those in-stock options, Kzelian adds that Imperial is the only place in the state where they can be purchased. "There are specific products or colors that we're the exclusive dealers of in Pennsylvania. Nobody else carries them or has them."

While the West Chester showroom gives clients a chance to get an up-close, hands-on look at all the pieces Imperial has in stock, one of the biggest advantages to them is the cost savings that comes with making a purchase directly with Imperial.

But what really differentiates Imperial from the rest is the kind of dedicated, attentive client support that drove Kzelian to open up a showroom to better assist his customers in the first place.

"Customer service is No. 1, No. 2 is craftsmanship and No.3—which is the most important thing—is turnaround," he says. "From template to install, it's a 10-day turnaround.We have the technology and machinery to back us up. Everything is done by digital measurements and laser measurements, so that helps us make things more precise and accurate."



It is that determination to deliver high-quality, skilled and minimally intrusive work to clients that Kzelian believes will ensure that Imperial keeps growing so it can keep finding new ways to ensure all their clients' needs are met.

"We started out in 2004 with six employees and now have 43," says Kzelian. "Our second location is helping us to continue helping clients with a warehouse experience that has all the beautiful lights and design of a showroom." H&H

Nina Lea Photography



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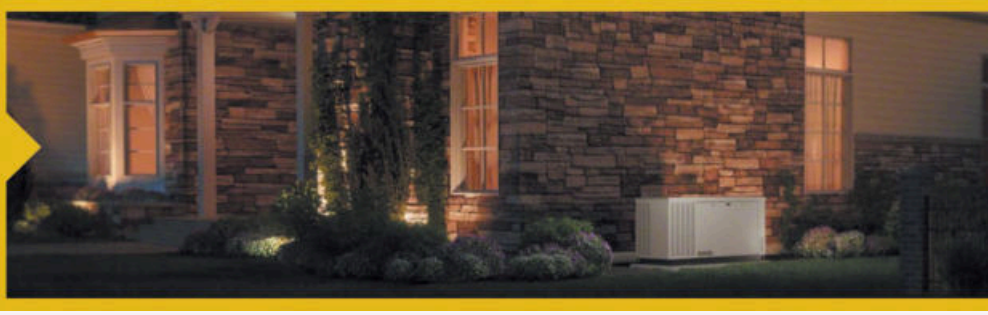
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