

2019  
REPORT



# Kitchen Remodeling Trends

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# Key Findings

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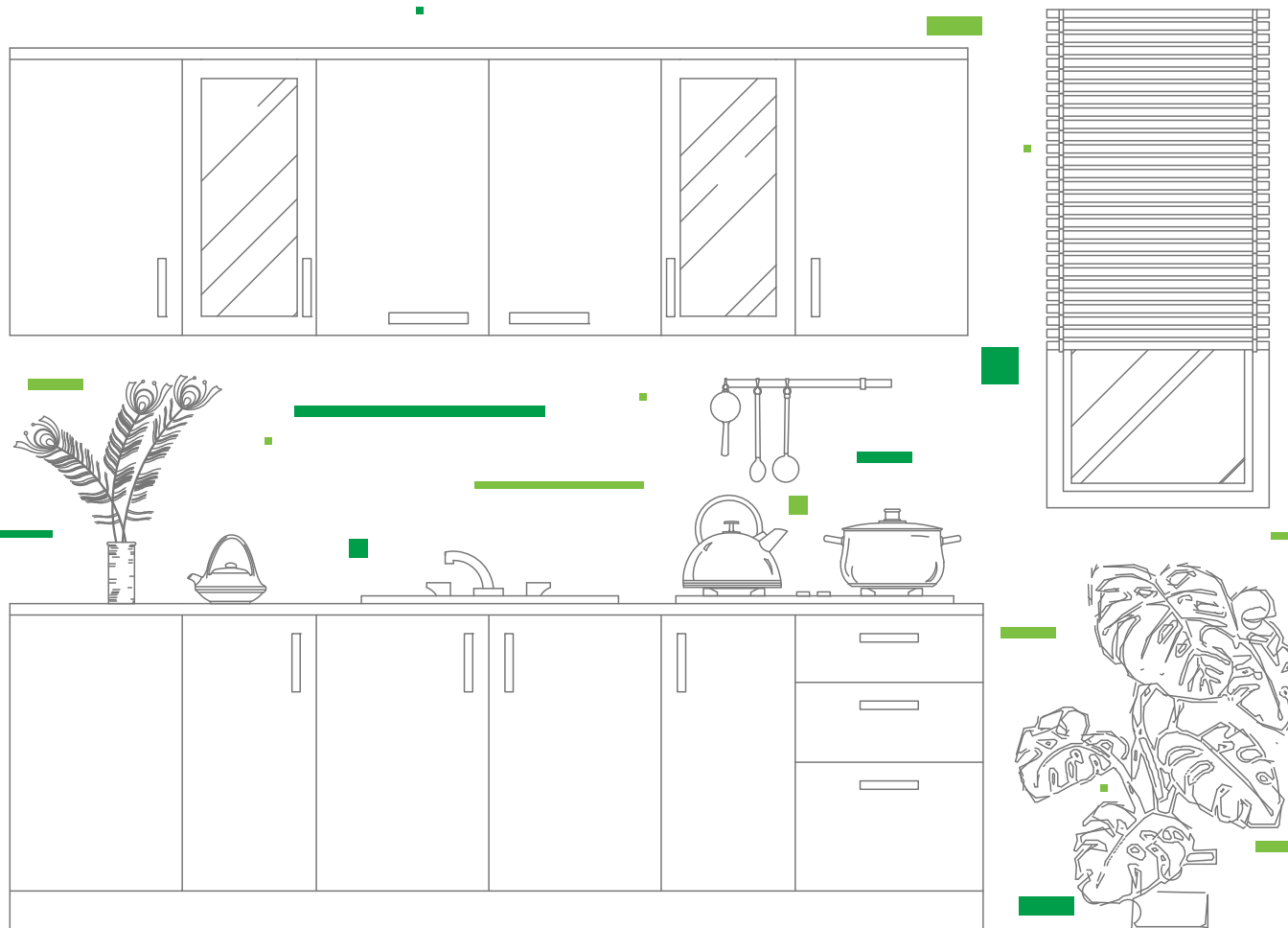
Each year, Fixr brings you the latest survey results on enlightening topics in the home improvement and building fields. We're pleased to share the results of the 2019 Kitchen Remodel Survey, showcasing the latest trends and information on kitchen designs from the industry's top experts. Keeping up with what's going on in a field can help you make better decisions either for your work or for your own home.

Whether you're a kitchen designer or a homeowner looking to remodel your own kitchen soon, understanding the current trends and what the top professionals have to say can give you a better look at what's going on in the kitchen design world.

Some key facts from this year's survey include:

- Currently, remodels are due to outdated and non-functional designs.
- White is the most popular color scheme for kitchens of all sizes.
- Island kitchens are the most popular design.
- Homeowners like durable, slab-style counters the most over any other material or style.
- Functional, well-laid out kitchens matter much more than color or design.
- Smart lighting is most popular among smart devices.

Participants in this survey were asked to contribute based on criteria such as the awards they've won, their status in their chosen field, and their engagement with others on social media. These top professionals and experts in their fields are the ones making the decisions and designs that are changing the face of kitchen remodeling. We asked them to answer these questions to give you a better look at the trends that will be driving kitchen remodels in 2019. With this information, you'll be better poised to capture these trends for yourself.

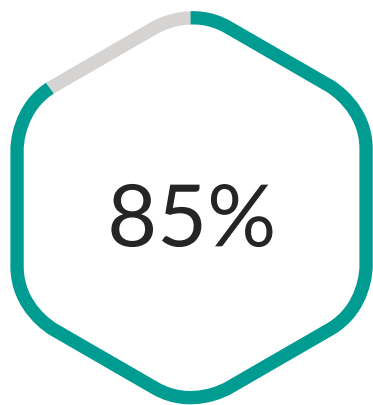


**FIX**

# Homeowners' Motivations & Budgets

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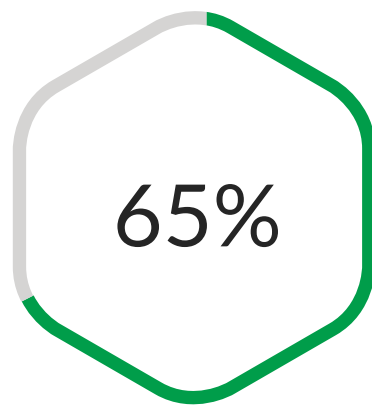
*Which are the two most common reasons why homeowners are likely to remodel a kitchen?*



85%

*say*

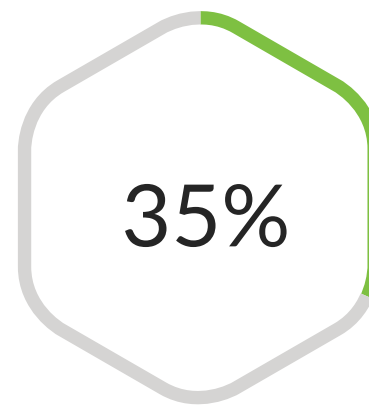
OUTDATED DESIGN



65%

*say*

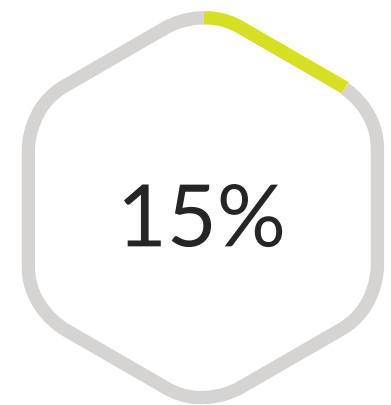
NON FUNCTIONAL  
FOR THEIR NEEDS



35%

*say*

BOOSTING RESALE  
VALUE



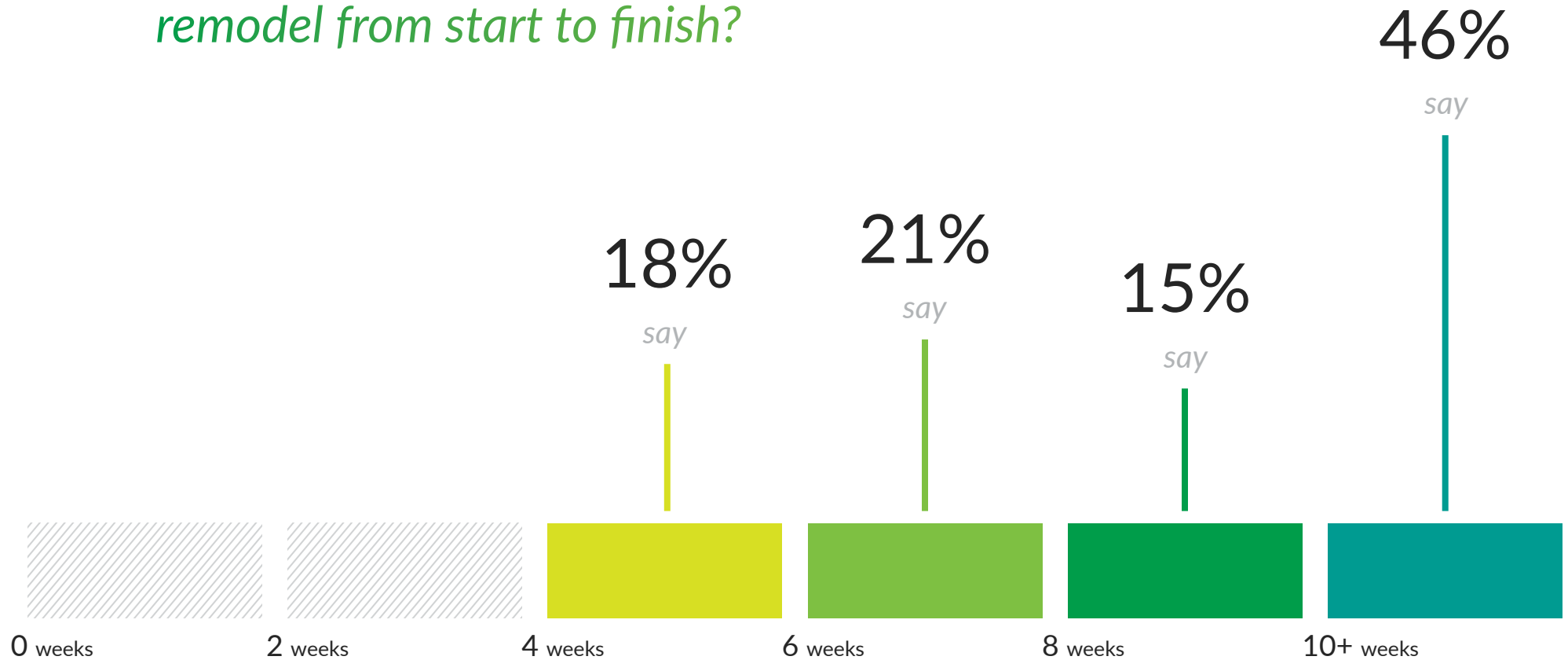
15%

*say*

NOT ENOUGH  
SPACE

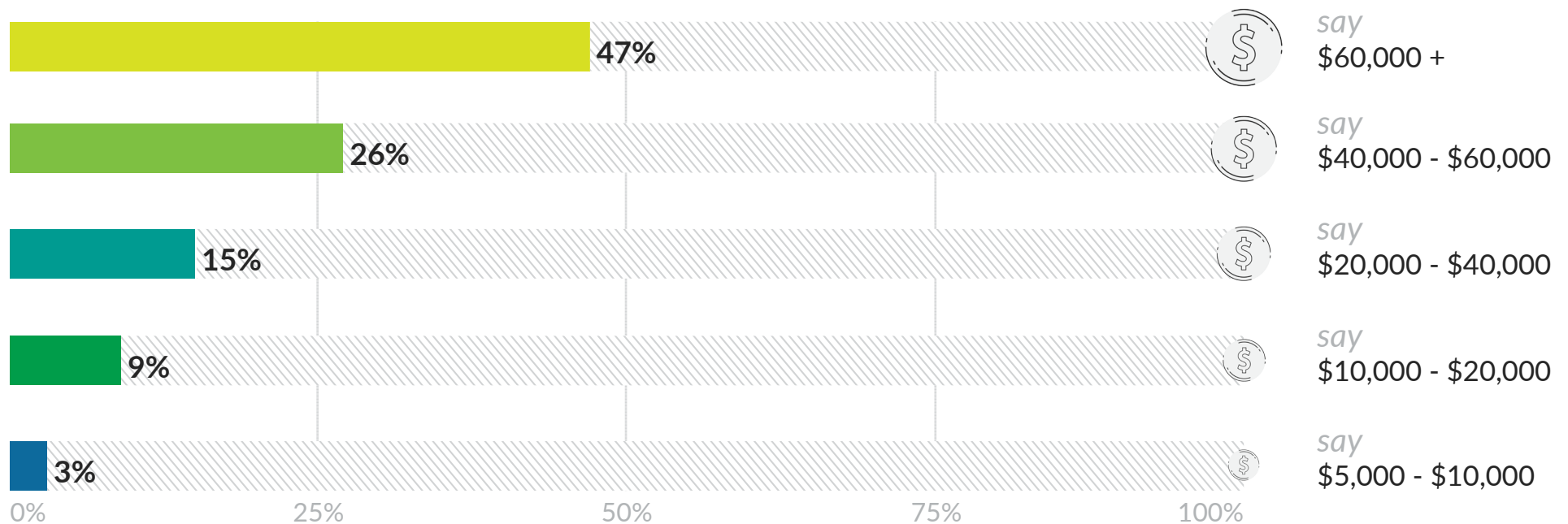
Overwhelmingly, respondents answered that it was outdated designs (85%) and an unfunctional space (65%) driving homeowners to remodel. This makes sense as millennials are [reported](#) to say that an up-to-date kitchen is among the most important things on their home buying list. With the [Harvard Business Review](#) pointing out that more people eat out than cook at home, it could be that an outdated kitchen is more than an eyesore. It's driving people to seek food elsewhere, which is why it tops the list of reasons people may want to remodel.

## How long is the most typical kitchen remodel from start to finish?



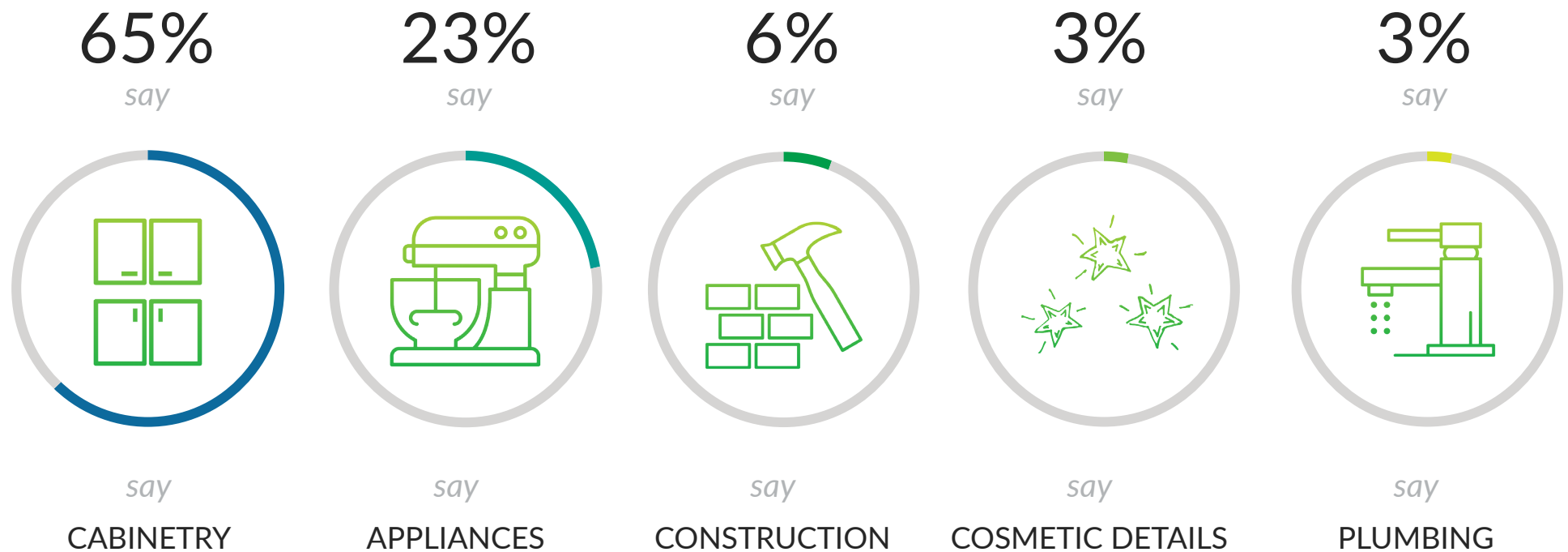
The average kitchen remodel takes a minimum of 10 weeks according to 46% of respondents. A further 21% state that it takes between 6 to 8 weeks. With timelines this long, it's recommended that a temporary kitchen be set up somewhere in the home to prevent you from running through your entire budget on eating out.

## What is the average homeowner budget for a kitchen remodel?



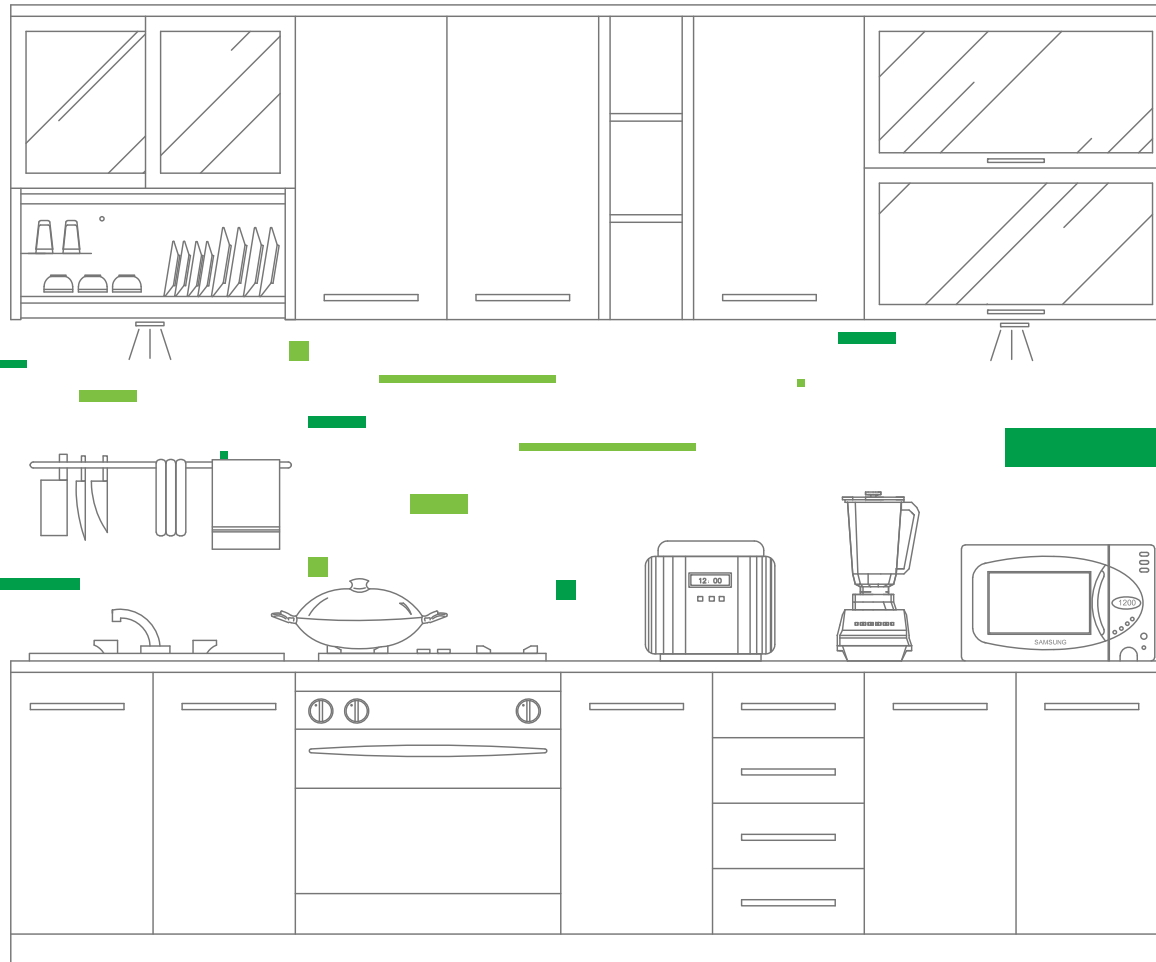
Most homeowners have a budget for their kitchen remodel of \$60,000 or more according to 47% of respondents. This is in line with [Remodeling Magazine's Cost vs Value Report](#), which puts the national average for a mid-range kitchen remodel at just above \$66,000. A minor kitchen remodel, however, comes in at just above \$22,000, so those with smaller budgets may still be able to make changes without breaking the bank.

## What part of the kitchen remodel do homeowners spend the most money on?



The majority of respondents feel that homeowners spend most of their budget on the cabinetry. With a national average of just over **\$18,000** for 30 linear feet of cabinetry, this makes sense. And, considering the number of cabinets that most homeowners end up installing is right around **30 cabinets** per 200 square feet, this further backs the responses. The rest of the kitchen including the flooring, counters, appliances, lights, plumbing, and accents make up the rest of the costs.





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# Smart Kitchen

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*What smart devices or appliances do you think are the most likely for homeowners to use?*

66%  
say



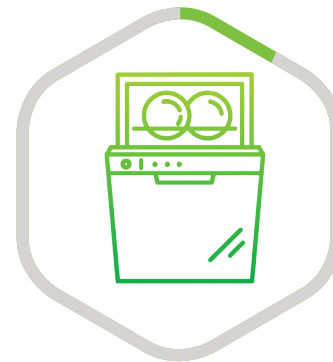
SMART LIGHTING

19%  
say



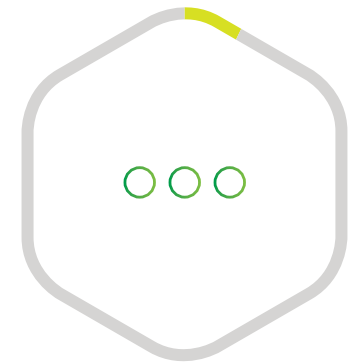
WIFI OR SMART COFFEE MAKERS

9%  
say



SMART DISHWASHERS

6%  
say



OTHER

While smart coffee makers and smart dishwashers are making the list of smart devices people are installing in their kitchens at 19% and 9% respectively, it's smart lighting that received the biggest response at 66%.

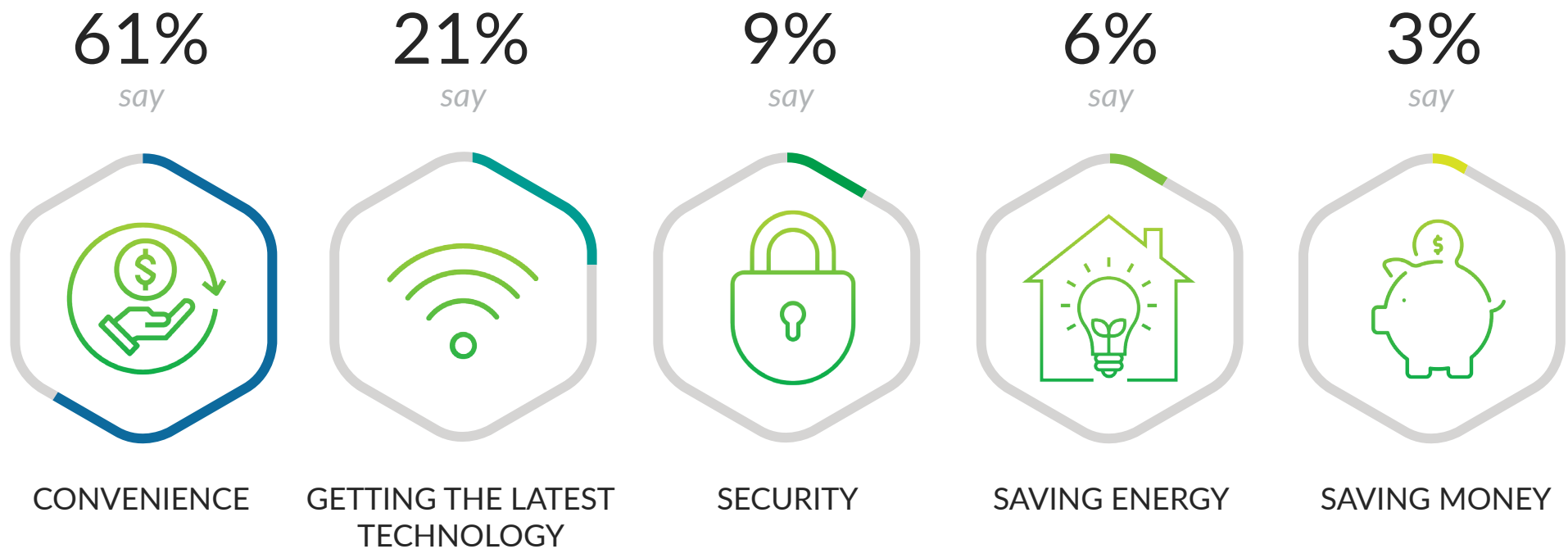
With the benefits of smart lighting including both convenience and energy savings, it makes sense that this would be the smart device most commonly requested in the kitchen.

## What parts of the kitchen do you see smart devices being used?



In contrast to what's being requested, however, most influencers see appliances as the area of the kitchen that will see the most smart device use at 44%. This is followed by home security at 25%, and only then does lighting follow at 22%. This interest in smart devices is growing so quickly that [Energy.gov](https://www.energy.gov) is currently undertaking studies to determine just how beneficial smart appliances are. So, their popularity should only continue to grow.

*What reasons do most homeowners give for desiring a smart kitchen?*



Convenience is the most frequently answered reason for homeowners wanting a smart kitchen, with 61% of respondents answering. It's been shown that most Millennials and members of Gen X are likely to invest in the latest technology. With those two groups making up a larger percentage of the homebuyers market, it makes sense that getting the latest in technology ranks second on this list.

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## Which group of homeowners are most likely to invest in a smart kitchen?

Most respondents agreed that there are many types of homeowners who want to invest in a smart kitchen. Corey, owner of Hey There, Home, replied that the most likely homeowner would have, “A busy family that values having dinner together. The smart appliances allow home cooked meals to be ready when the family is ready to eat and be together after all the activities of the day.” Mitch Newman from Habitar Design felt that, “Our clients who are looking for a smart kitchen are career driven people who maybe have children or a lot going on and time is limited in the kitchen.”

This theme of convenience and time saving continued with respondents also answering that someone investing in this technology is, “One who is tech-savvy. A client that is always on the go and looking for convenience and instant gratification,” replied Dahlia Mahmood from Dahlia Design, LLC.

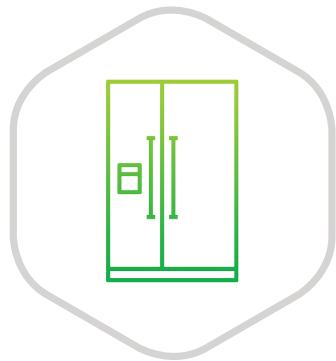
So, while the demographics can certainly change, it's that need for convenience and extra time that seems to drive people to invest in smart technology today.

*“A busy family that values having dinner together. The smart appliances allow home cooked meals to be ready when the family is ready to eat and be together after all the activities of the day.”*

COREY,  
Hey There, Home

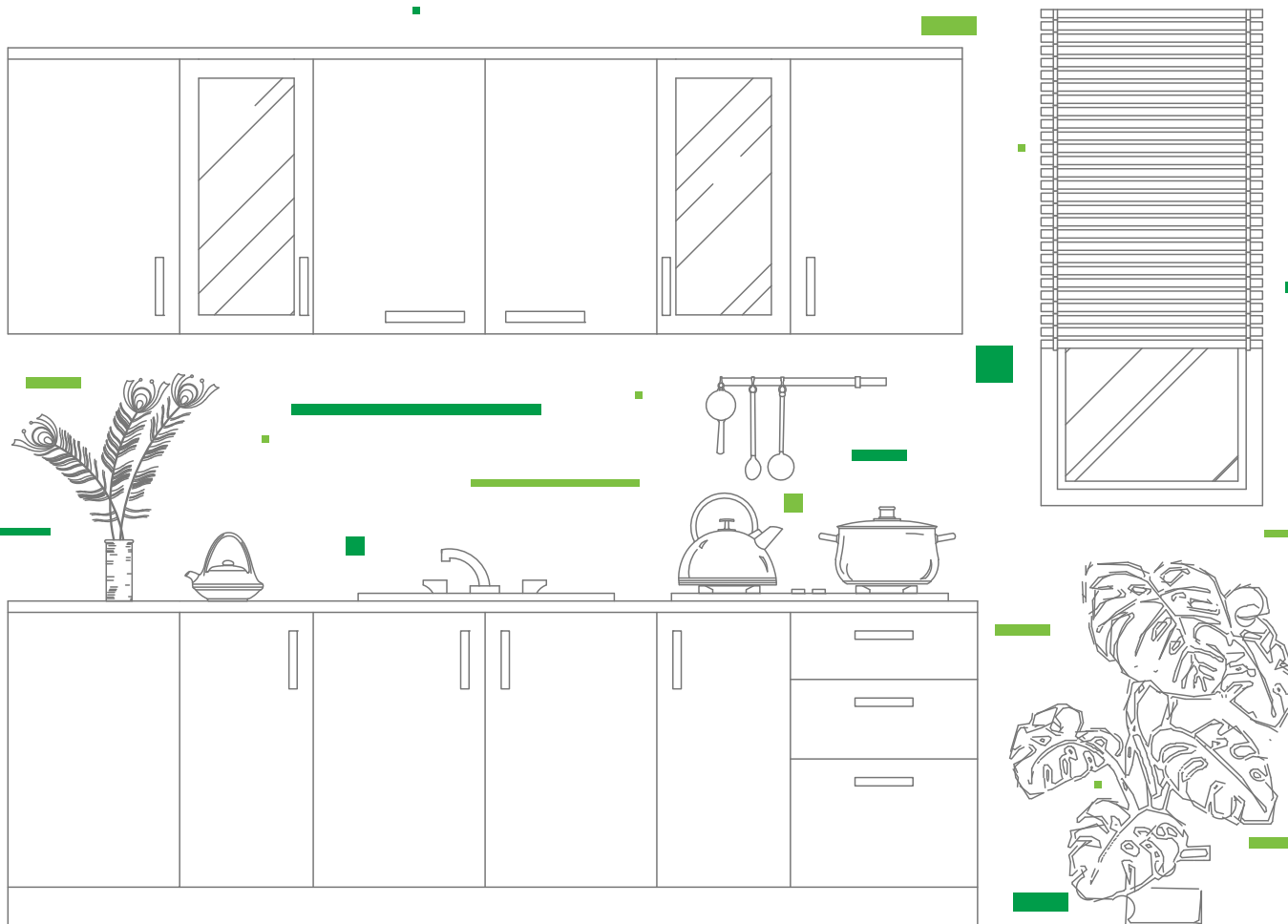
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*What are your favorite smart or high-tech kitchen gadgets you'd love to see in an ideal kitchen?*



Answers ranged here more on personal preferences for what responders wanted to see in an ideal kitchen. Many felt that, high-tech refrigerators, microwaves, ovens, and lighting were the way to go. Others were a lot more specific, with Dahlia Mahmood including, “The innovative wi-fi family hub smart refrigerators with large touchscreen for family organization and entertainment.”

With the wide range of smart appliances available today, it's no wonder that answers were so varied and specific across respondents. In many cases, it seems to come down to what the responder felt personally comfortable with in their own home.

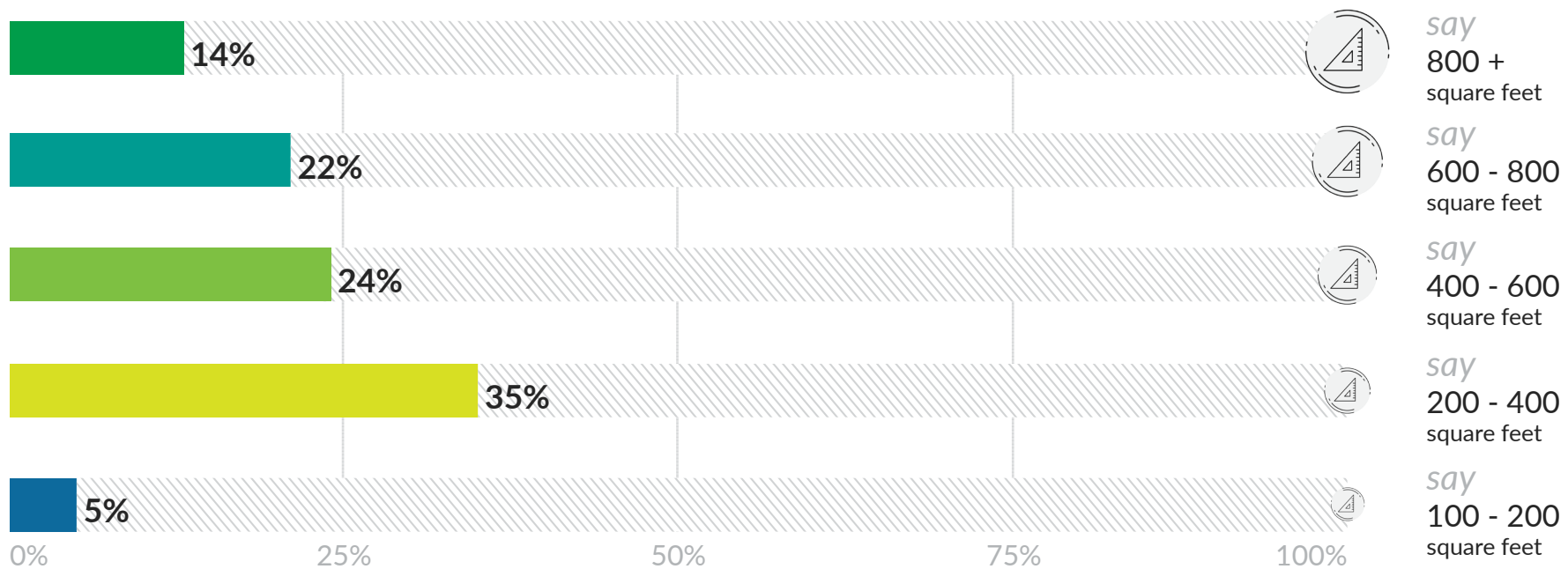


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# Small Kitchen Remodel

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## What is the average size of the kitchens most homeowners want installed?

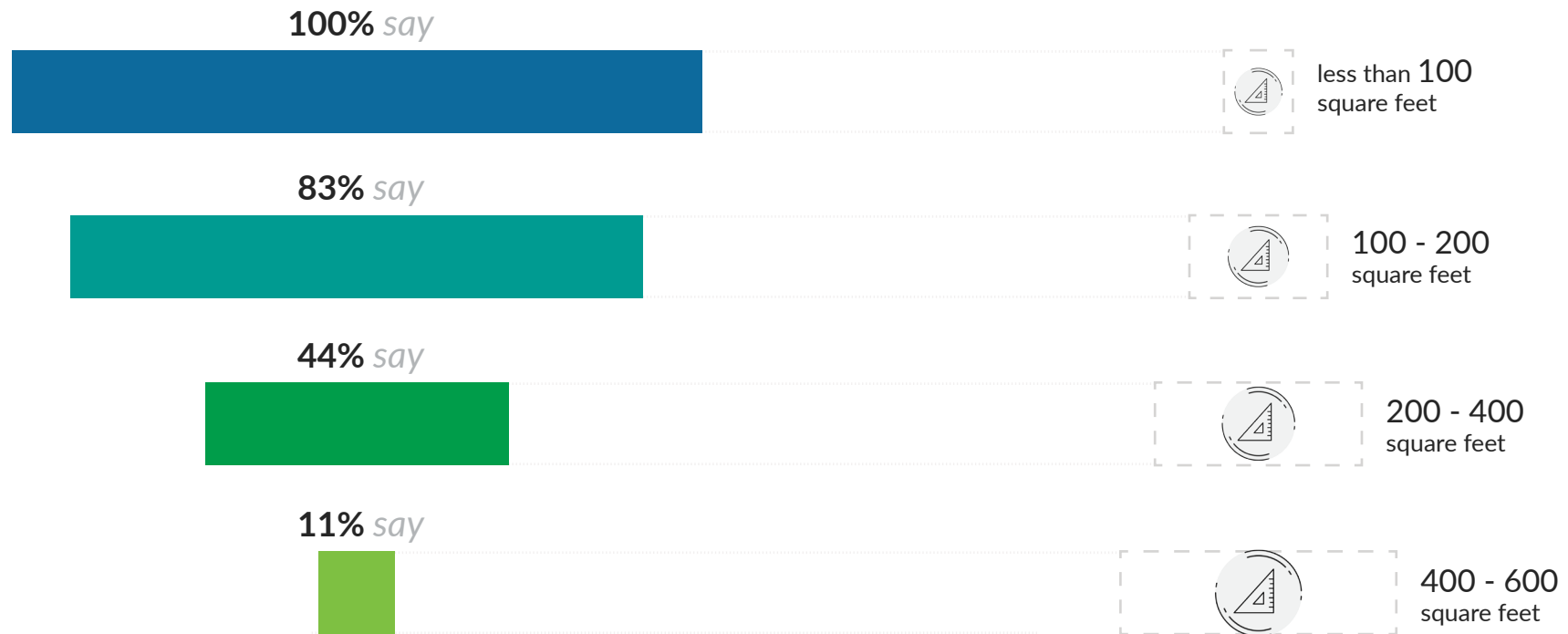


Answers were a little more spread out when it comes to what homeowners consider to be an average-sized kitchen. 35% of respondents felt that the answer lay between 200 and 400 square feet, while 24% believed that it was larger at 400 to 600 square feet. Another 22% answered that the size fell between 600 and 800 square feet. According to the National Kitchen and Bath Association [NKBA](#), however, the most common kitchen size in larger homes is just over 200 square feet, while in smaller homes it's closer to 150.



## What is the average size of what homeowners consider a small kitchen?

Choose every option you think is "a small kitchen."



Small kitchens seem to be defined at less than 100 square feet ranging up to 200 square feet according to 41% and 47% of responders respectively. Given that a small kitchen is usually considered around 70 square feet according to the National Kitchen and Bathroom Association and an average kitchen around 150 to 160, it may be that many homeowners simply aren't aware of how much space a 10 x 10-foot kitchen takes up.

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## *What type of lighting do you recommend using in a small kitchen?*

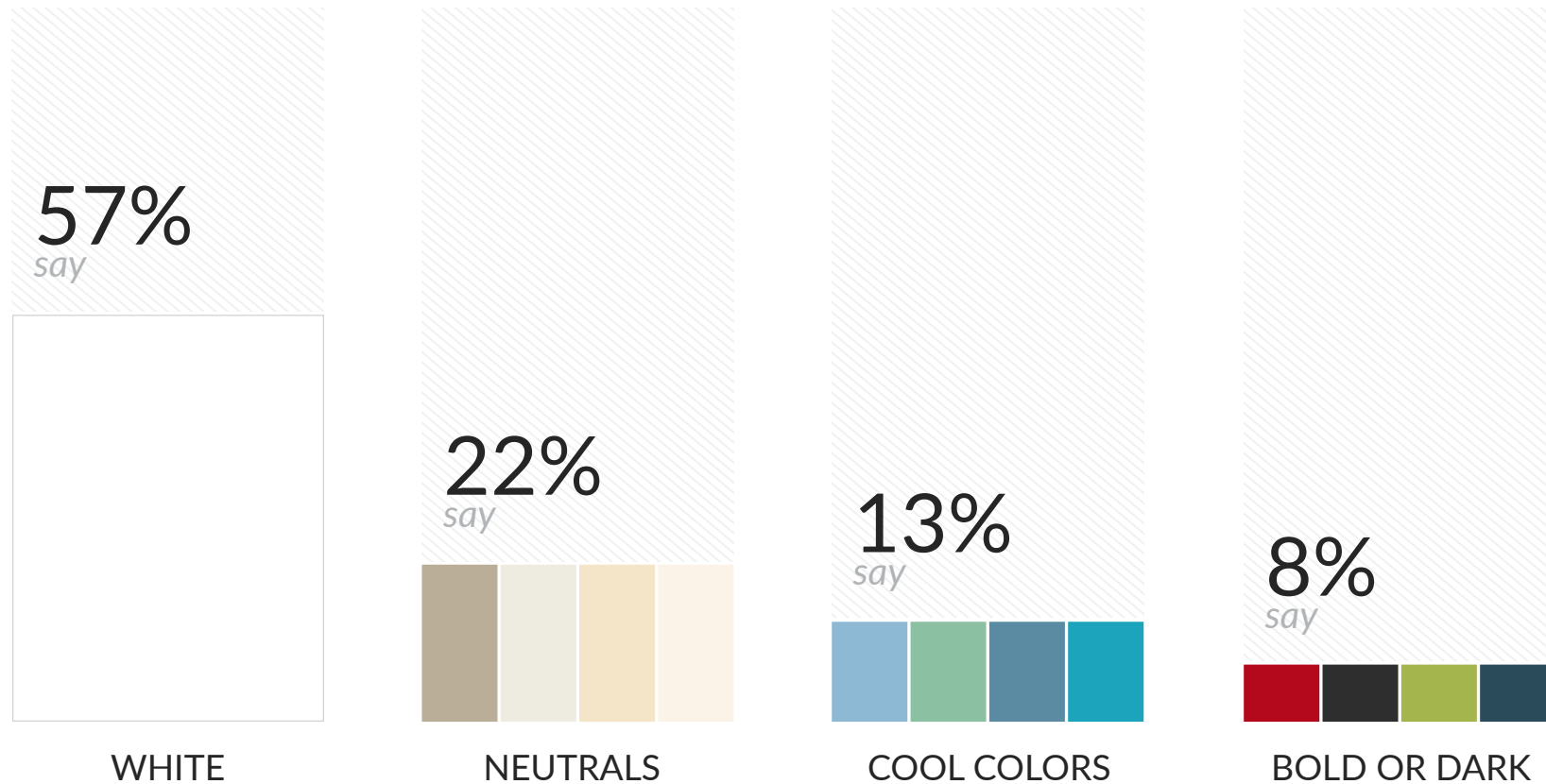
It seems that many experts are in agreement that layered lighting is the way to go in a small kitchen, with Leslie Carothers, owner of Savour Partnership responding, “Task lighting, undercabinet lighting and overhead lighting. Layered lighting in a kitchen is extremely important.” Patricia Davis Brown from Patricia Davis Brown Designs, LLC agrees, adding, “Layered lighting is a must in any size kitchen. A combination of general, task, and ambient.”

Since lighting is so important to the function of a space, it makes sense that including multiple sources ranks so high on most experts’ lists.

*“Layered lighting is a must in any size kitchen. A combination of general, task, and ambient.”*

PATRICIA DAVIS BROWN,  
*Patricia Davis Brown Designs LLC*

## What are the most popular colors to use in a small kitchen?



The majority of respondents feel that white is the most popular choice in a small kitchen, with 57% answering. While the all-white kitchen is considered on its way out by [Realtors](#), the idea of a white kitchen still remains popular with most people. The idea seems to be including at least some color along with the white, which may be why neutrals and cool tones come in second and third place respectively.

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*What are the most popular methods of organizing a small kitchen?*



87%

say

CONCEALED CABINET  
ORGANIZING SYSTEMS



13%

say

SHELVES

Respondents overwhelmingly feel that concealed cabinet organizing systems work best in small kitchens. When you consider that decluttering is one of the recommended methods of making a small space look larger, it makes sense that concealing the organization system, and therefore most of your clutter, is the preferred way to go.

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## *What layouts do you recommend for homeowners with small kitchens to make the most of their space?*

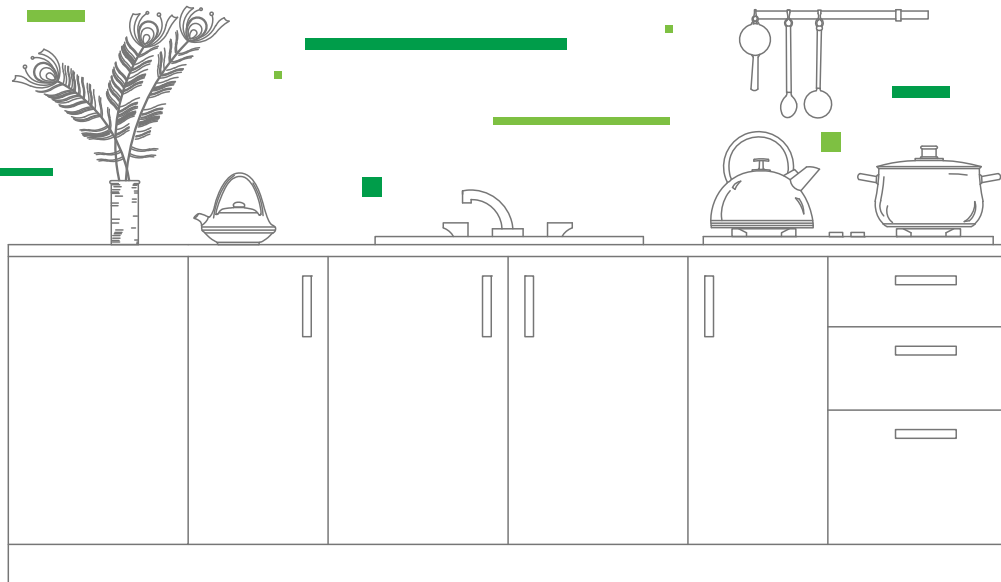
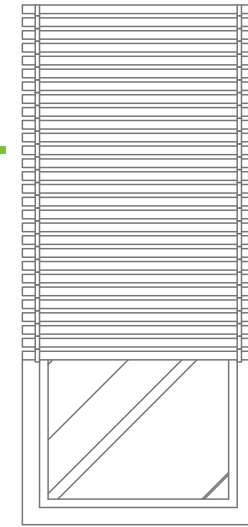
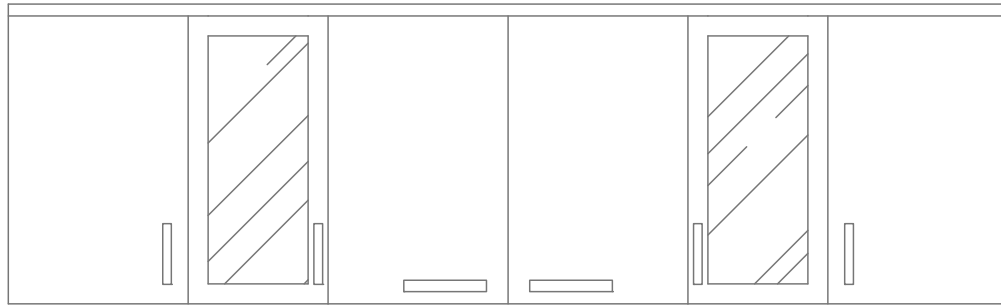
It seems as though every respondent has their own preferred layouts for small spaces. Some prefer open layouts, while others think that galleys work best. A few others expanded on their ideas, with Barbara Segal from Noir Blanc Interiors explaining, “Less can mean more as the slightest upgrades can add more space for prep time and storage solutions. Stick with the concept of Hygge (cosiness and comfortable) and surfaces that are clutter-free, and think about alternatives for your upper cabinets

from shelves to art.” Toni Sabatino, founder of Toni Sabatino Style agreed, stating that, “It depends on the space, where doors and windows may be, but overall a straight line like a “galley” with a slim island or shallow storage against one wall is a favorite idea.”

Customizing the kitchen layout to the existing space seems to be the way to go in most people’s minds.

*“It depends (...), but overall a straight line like a “galley” with a slim island or shallow storage against one wall is a favorite idea.”*

TONI SABATINO,  
*Toni Sabatino Style*

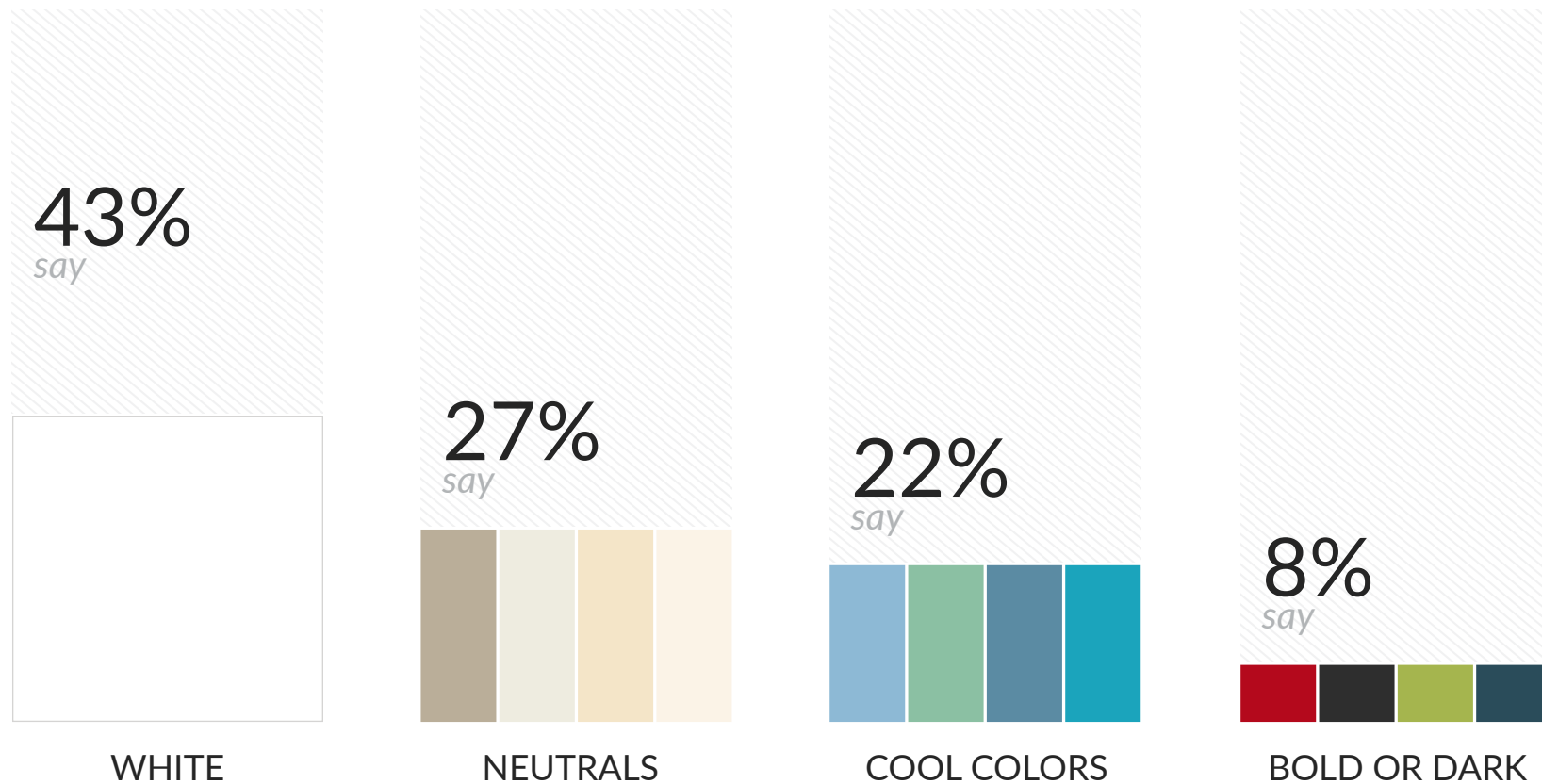


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# Design Trends

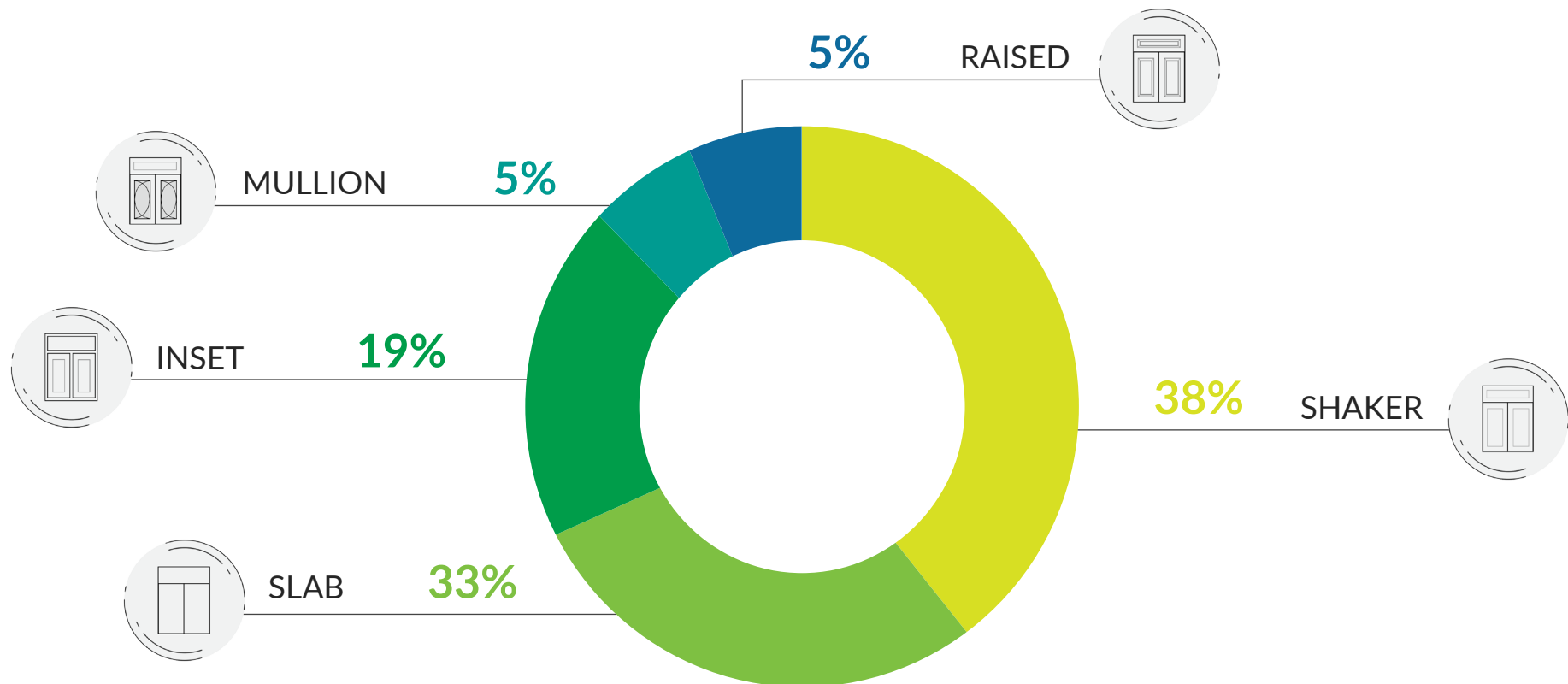
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## What are the most popular colors for kitchens of all sizes?



White continues to be popular for all kitchen sizes, not just small spaces. 43% of respondents feel that white is the most popular color for kitchens, with 27% feeling that neutral shades are also a popular option. This is well in line with the popularity of using white in smaller kitchens as well.

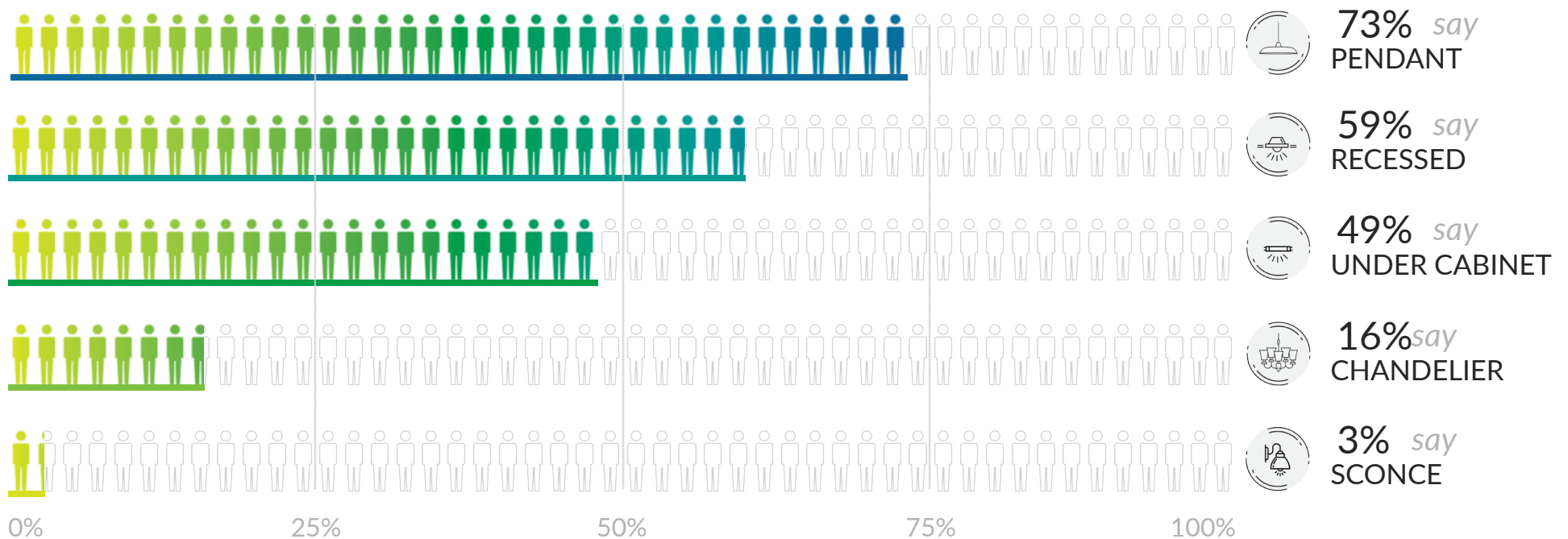
## What are the most popular cabinet styles you see in kitchens today?



It seems that modern, contemporary, and transitional themes are at play when it comes to choosing the cabinetry. 38% of respondents feel that the Shaker cabinet is the most popular, while 32% believe that it's the slab style. These two styles are commonly associated with modern kitchen design and take on the many different colors and veneers that are popular right now, accounting for some of their popularity.



## What are the most popular styles of lighting in the kitchen?



When it comes to lighting, pendants are the overwhelming choice in the kitchen with 73% of the vote. In second place is recessed lighting at nearly 60%, followed by under-cabinet lighting at 49%.

Since good lighting is so **important** to the kitchen design, it makes sense that three different lighting styles get high ranks. As the experts mentioned above, it's layered lighting that does the best job in this space.

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## *Are there any specific themes homeowners want incorporated into their kitchen design (Tuscan, farmhouse, etc.)?*

Answers here varied slightly depending on location. Farmhouse styles were popular in many areas, with experts answering from the suburbs as well as specific locations. However, it was the open and contemporary look that seems to come out on top, with Patti Johnson from Patti Johnson Interiors answering, “Clients in the Midwest are moving slightly towards the Farmhouse look and appeal, however in the majority of remodels, clients still request traditional or modern but all prefer an Open concept.”

Open spaces and clean designs still dominate as well, regardless of the area. Sandra Powell explains, “One of the strongest Kitchen

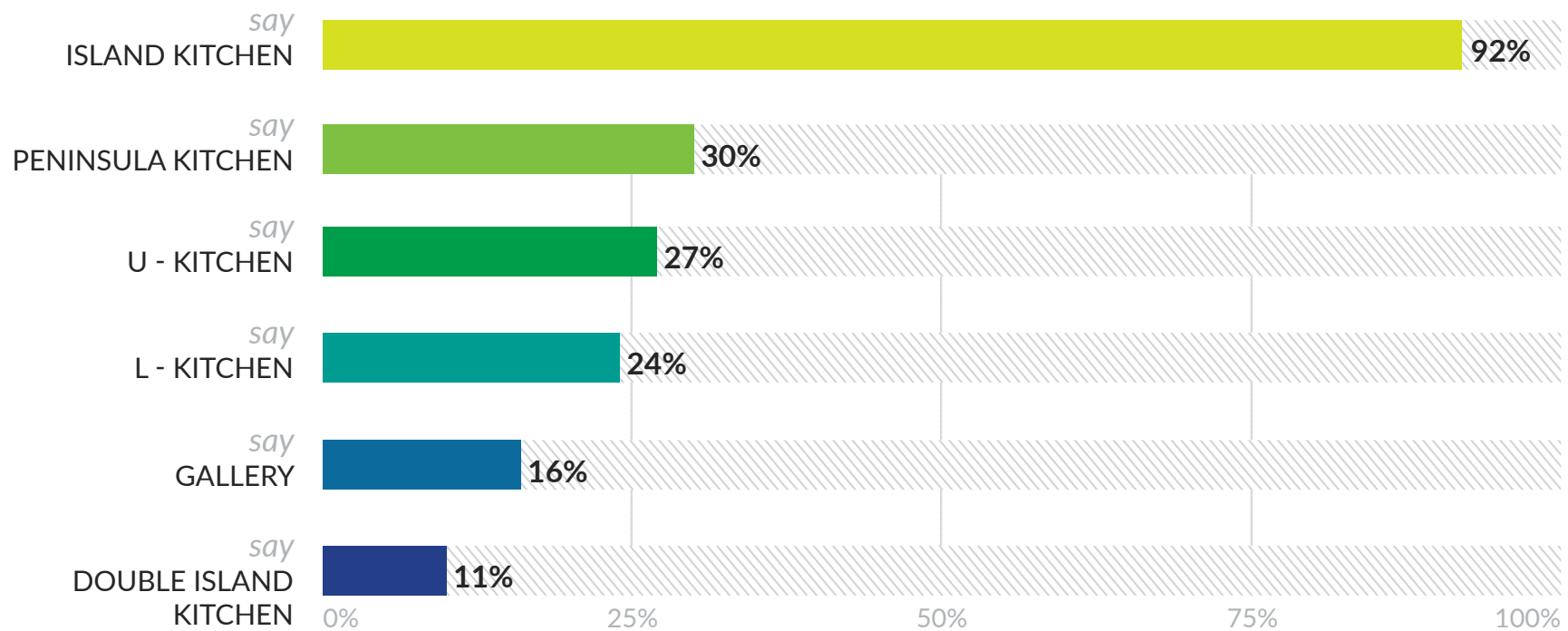
design trends that is emerging is the complete disappearance of upper cabinets. Open shelving, storage walls, and splash backs with a narrow ledge or shelf are both functional and aesthetically pleasing.” And in many cases, experts also felt as Leslie Carothers, Owner of Savour Partnership, that, “Many homeowners aren’t as concerned about a style, as they are about flexibility and function.”

If you aren’t planning on selling soon, however, Sandra Powell also has this to add, “My one and only true design rule is to create a space that makes your heart sing, trends and rules be damned!”

*“In the majority of remodels, clients still request traditional or modern but all prefer an Open concept.”*

PATTI JOHNSON,  
*Patti Johnson Interiors*

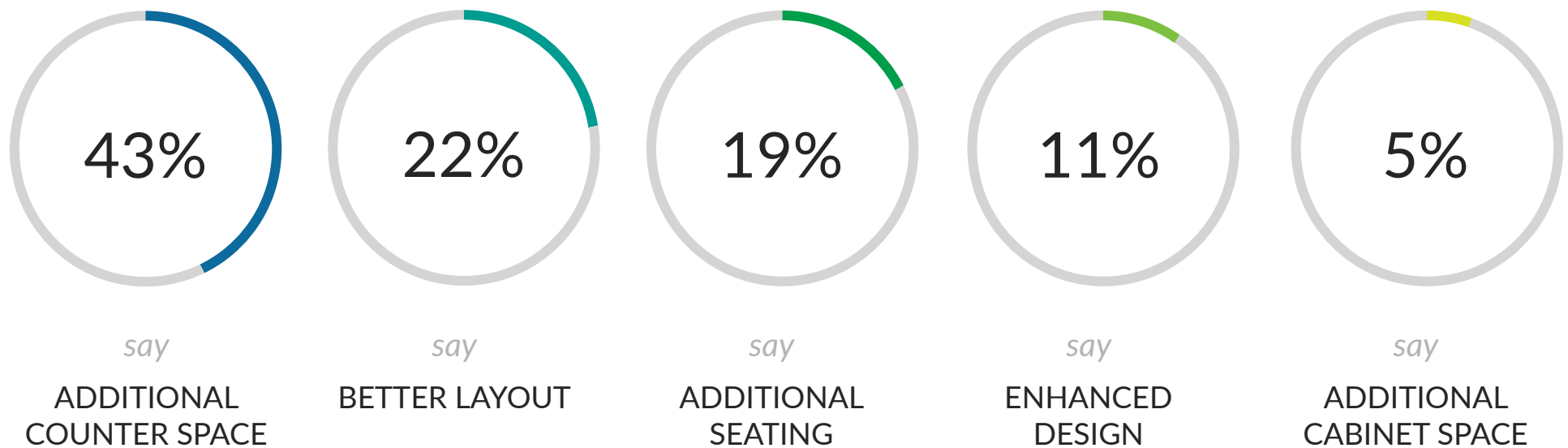
## What is the most popular type of kitchen layout?



Homeowners overwhelmingly are selecting the island kitchen as the most popular type of kitchen layout. 92% of respondents say that the island kitchen style is the layout that's requested the most. Because the island helps make the **working triangle** a little more flexible in large kitchens, it makes sense that this is one addition that everyone can agree on regardless of space.

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*What purpose do most homeowners install a kitchen island for?*

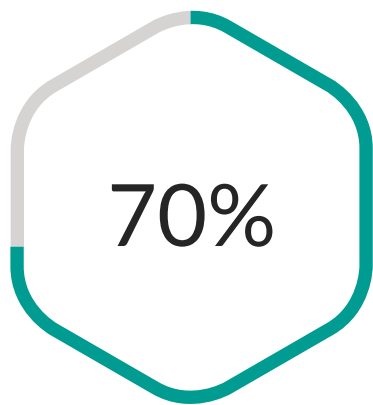


It's additional counter space that most homeowners want when they choose to install an island in the kitchen, with 43% of respondents answering. Coming in second place is a better layout for the kitchen, with 22% of the vote.

However, there is also the **opposing view** that the kitchen island has overstayed its welcome, and that many people are merely opting for it because they think they need it, rather than actually requiring that extra space. This explains in part why the answers were so widespread, despite the overwhelming popularity for installing an island to begin with.

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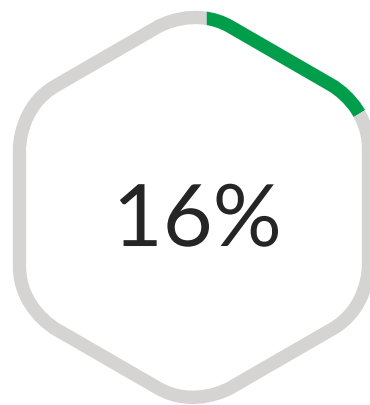
*What are the most commonly used and requested materials for cabinets and islands?*



70%

say

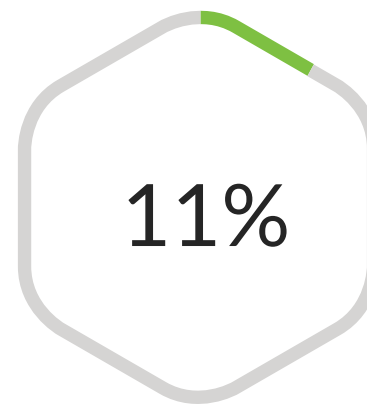
SOLID WOOD



16%

say

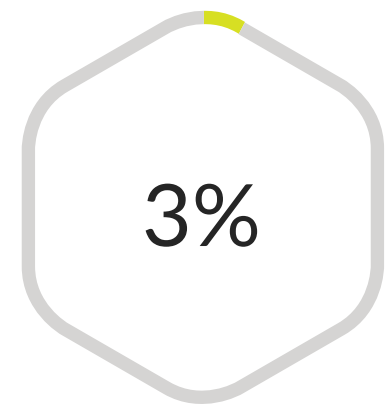
WOOD VENEERS



11%

say

MDF

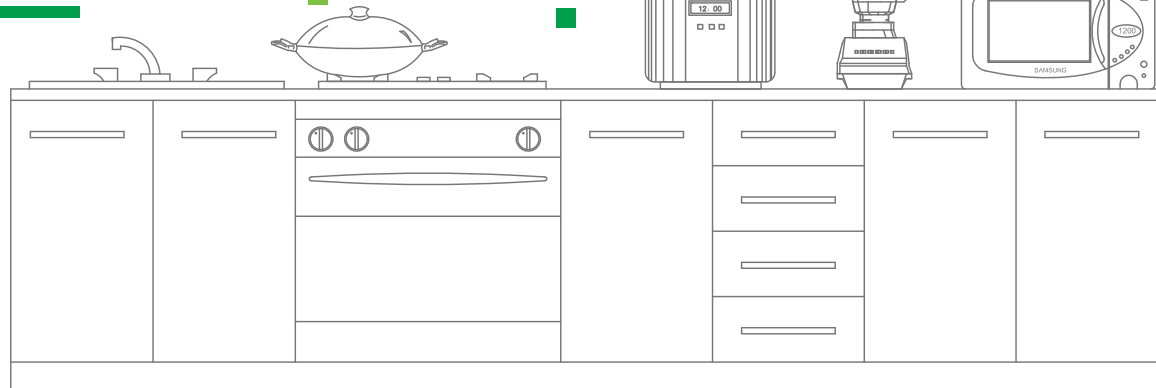
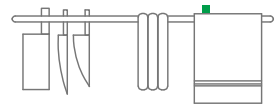
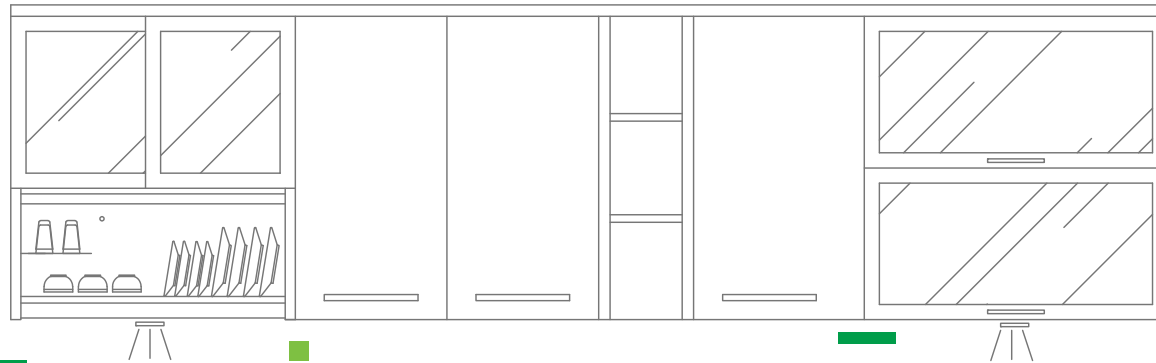


3%

say

THERMOFOIL

Solid wood is far and away the most frequently requested material for cabinets and islands, ranking at 70% of the vote. The [anatomy of a cabinet](#), however, involves materials that are not always solid wood, such as plywood, meaning that a wood veneer is often used, even though it comes in at only 16% of the vote.

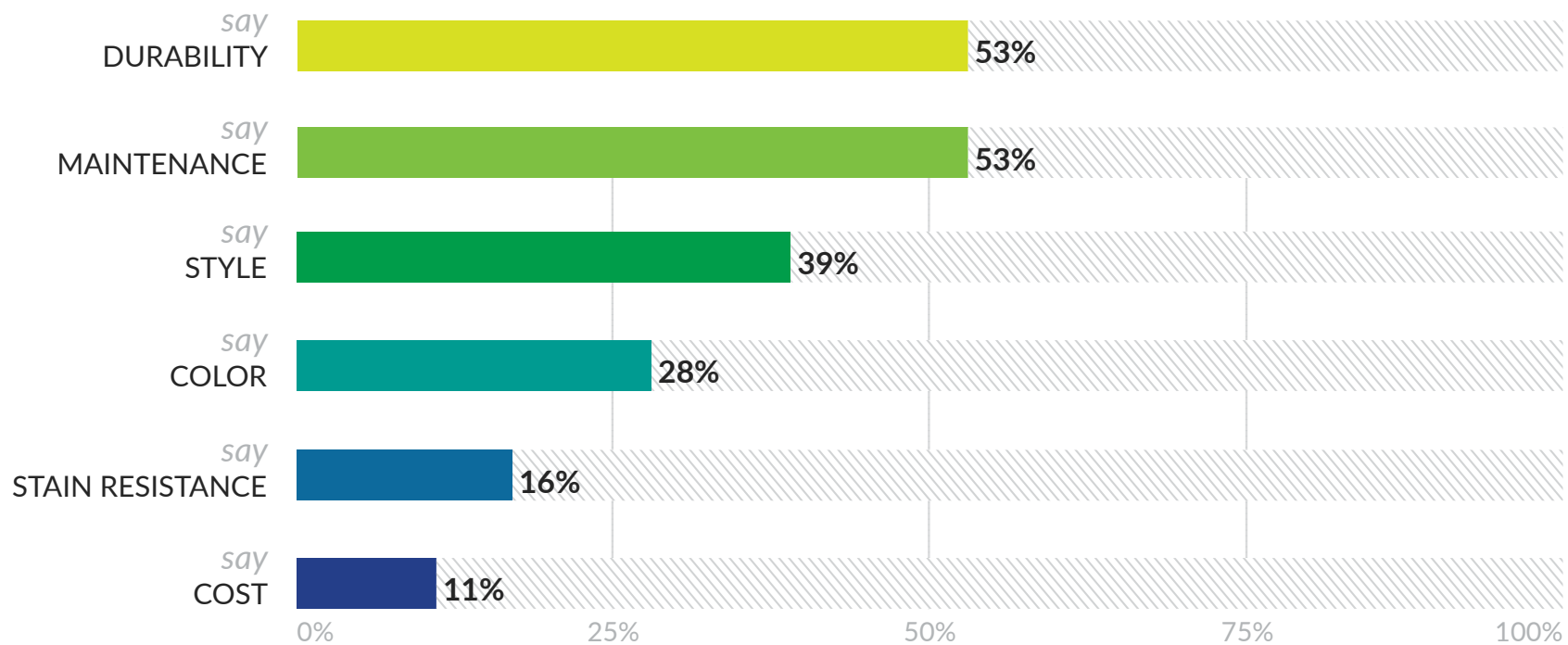


**FIX**

# Countertops

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*What are the two most important factors to consider when selecting a countertop?*



Durability and maintenance tie at 53% in this multiple choice question on what's most important in selecting a countertop. Interestingly, cost ranks at the bottom, with only 11% of the vote. Given the expense of a kitchen countertop, it's telling that most people are thinking of this as an investment and want something that will hold up well through years of use.

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*Which are the most popular type of countertops?*



**70%**  
*say*  
SLAB

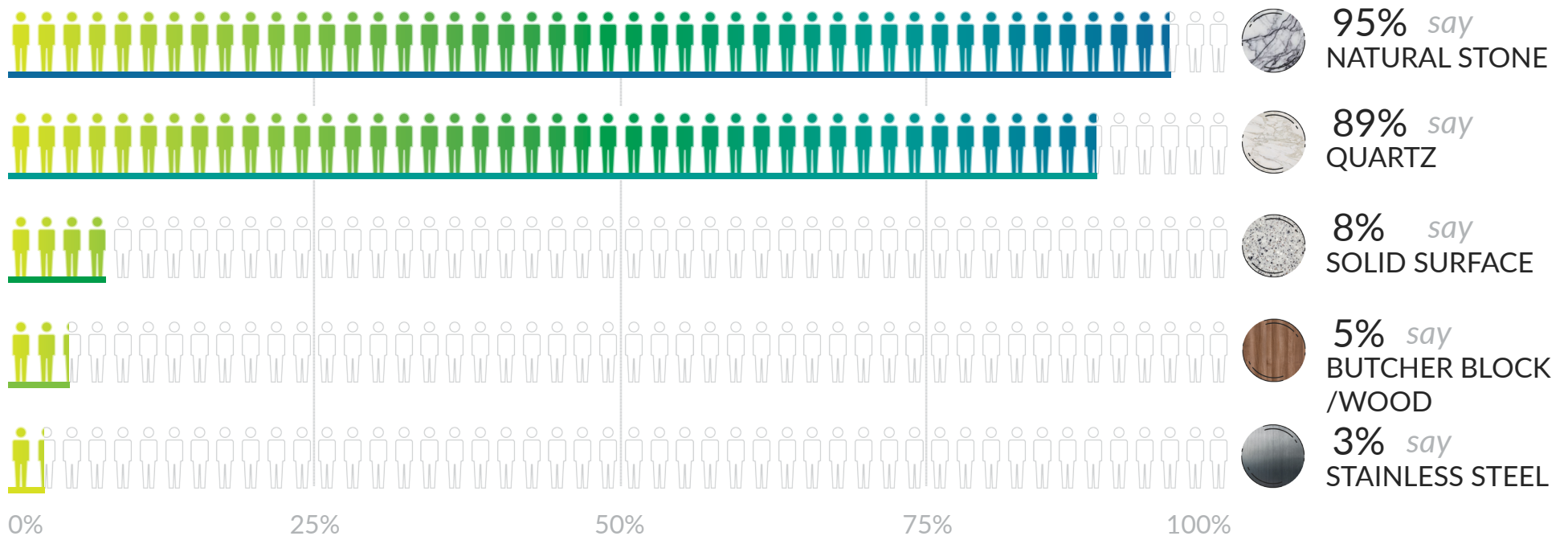


**30%**  
*say*  
SOLID SURFACING

Slab-style countertops are the most popular ranking at 70% of the total vote. Slabs include materials such as granite and quartz - two of the most popular materials for counters, according to other [recent reports](#). Solid surfacing, which is better known as Corian, ranks a distant second place, which also correlates with wider trends.



## What are the two most popular materials of countertop?



Natural stone and quartz both rank at the top of the list for most popular countertop material. This matched the reports given over the last several years by the [NKBA](#) as well. Both materials are durable, long-lasting, and come in a variety of colors and styles, making this an easy choice for most homeowners.

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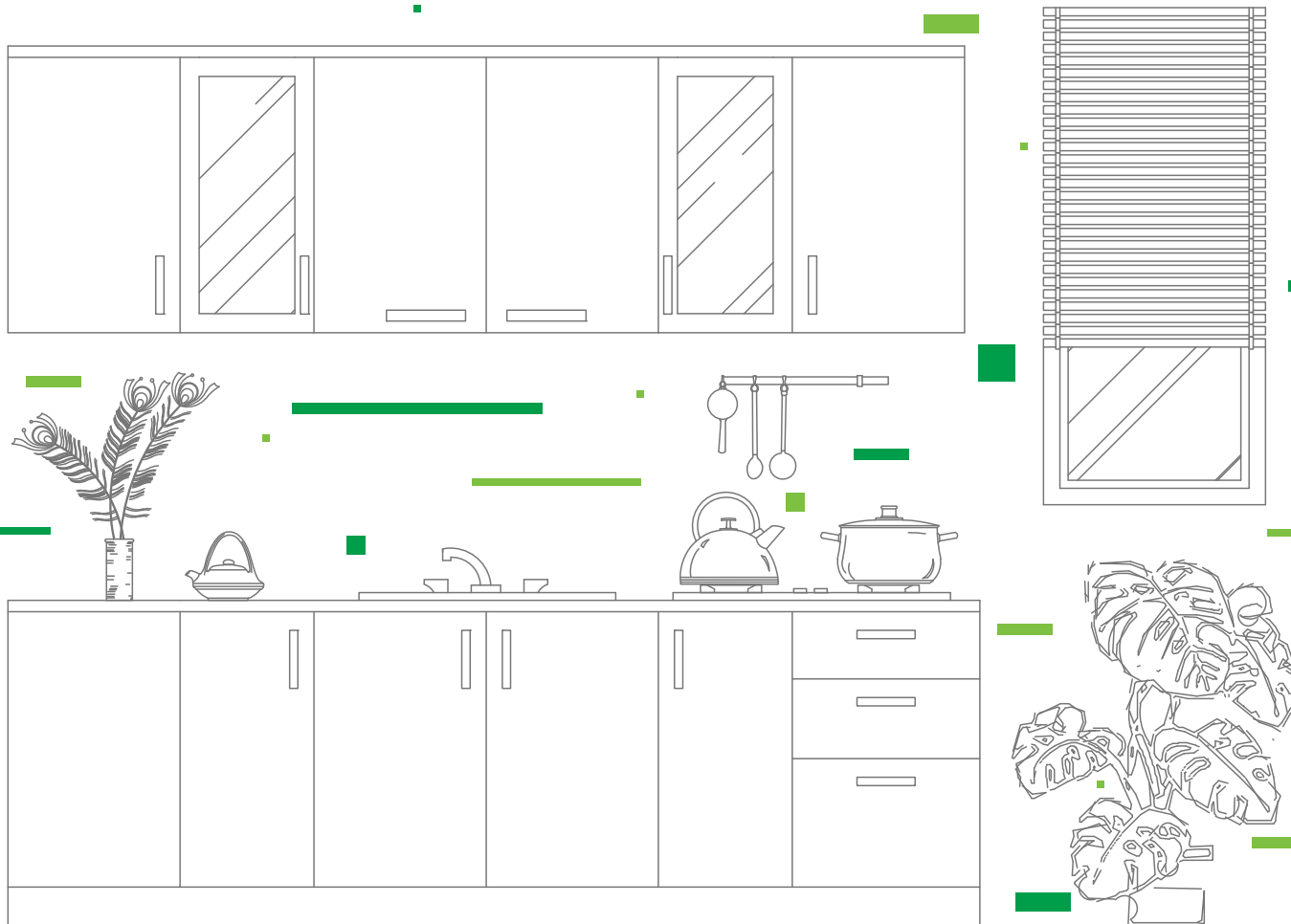
## *What is your ideal countertop to work with and why?*

While many experts love the look of real stone, overwhelmingly they all prefer quartz as the ideal countertop material. Wanda Suitt-Horton of Wanda S. Horton Interior Design LLC answered, “Though I still love natural stone, when the color and pattern works well in a space, I’ve found we’ve veered more towards quartz for the consistency of color, the better options of pattern being offered, and the maintenance.”

Alene Workman of Alene Workman Interior Design adds that it also comes down to maintenance, “We like to recommend Quartz or Quartzite since both are good materials. A client needs to be aware of maintenance requirements on both materials. That will often determine their choice finally.”

*“Though I still love natural stone, when the color and pattern works well in a space, I’ve found we’ve veered more towards quartz for the consistency of color, the better options of pattern being offered, and the maintenance.”*

WANDA SUITT- HORTON,  
*Wanda S. Horton Interior Design LLC*

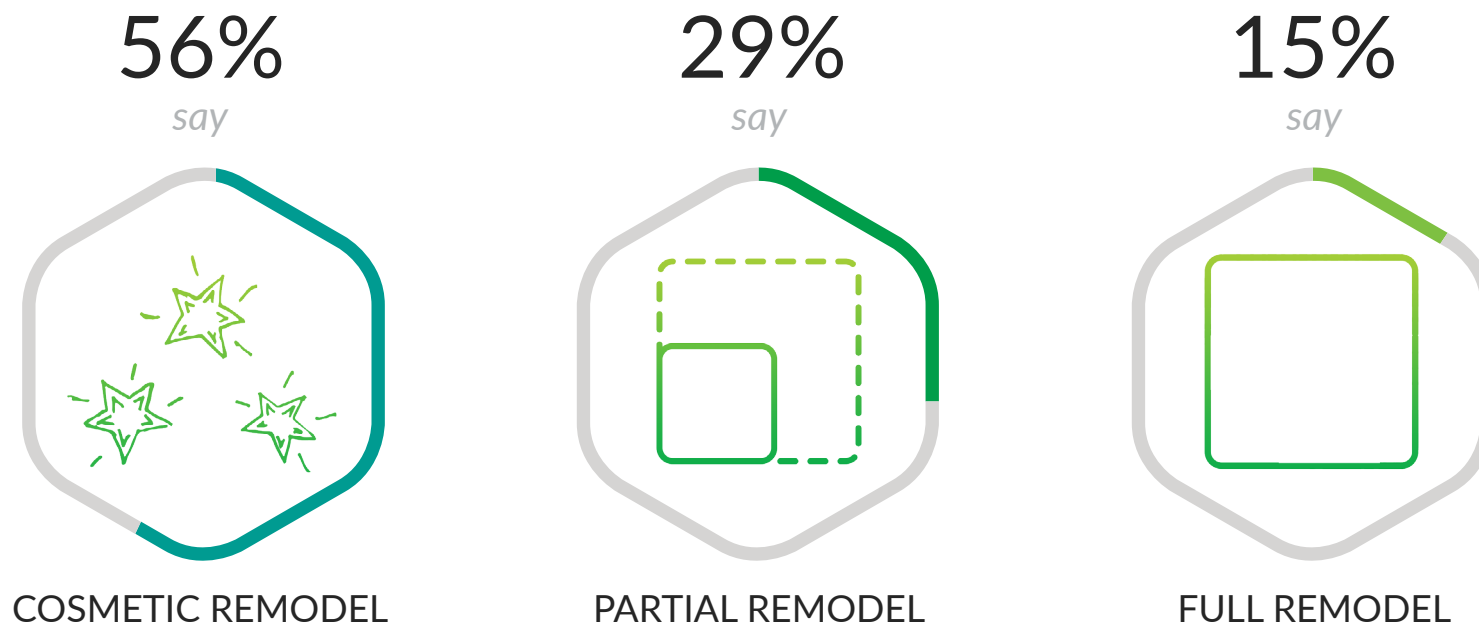


**FIX**

# Resale Value

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*For homeowners on a budget, which type of remodel will get them the biggest ROI?*

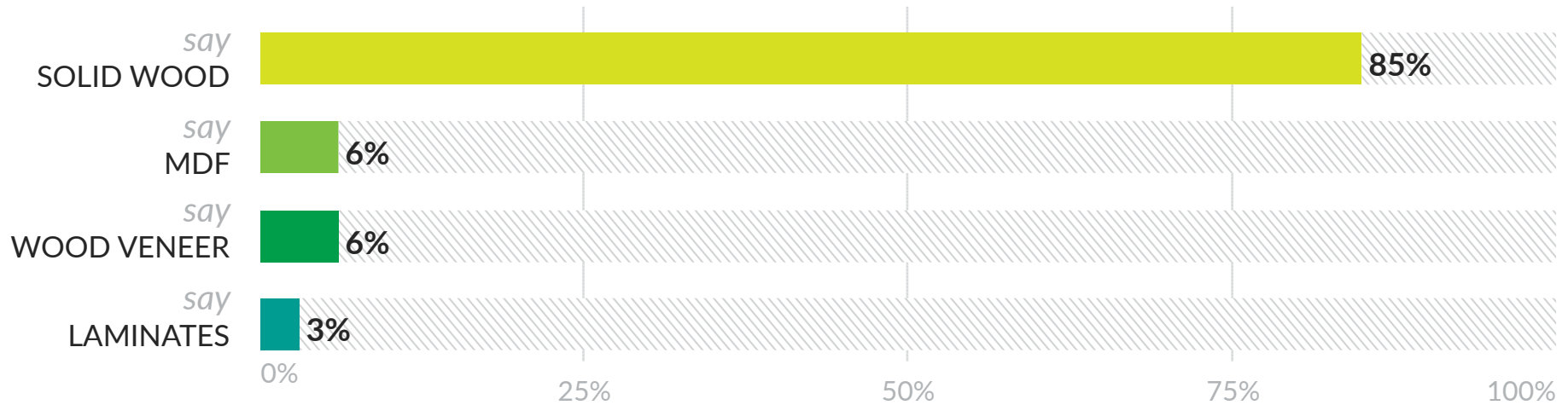


Most experts agree that a cosmetic remodel is going to get you the biggest bang for your buck, with 56% responding. Next in line at 29% is the partial remodel, while full remodels recoup the least.

This is directly inline with what's reported by [Remodeling Magazine](#), which says that minor remodels recoup the most at 80% while other remodels only recoup between 59% and 62%.

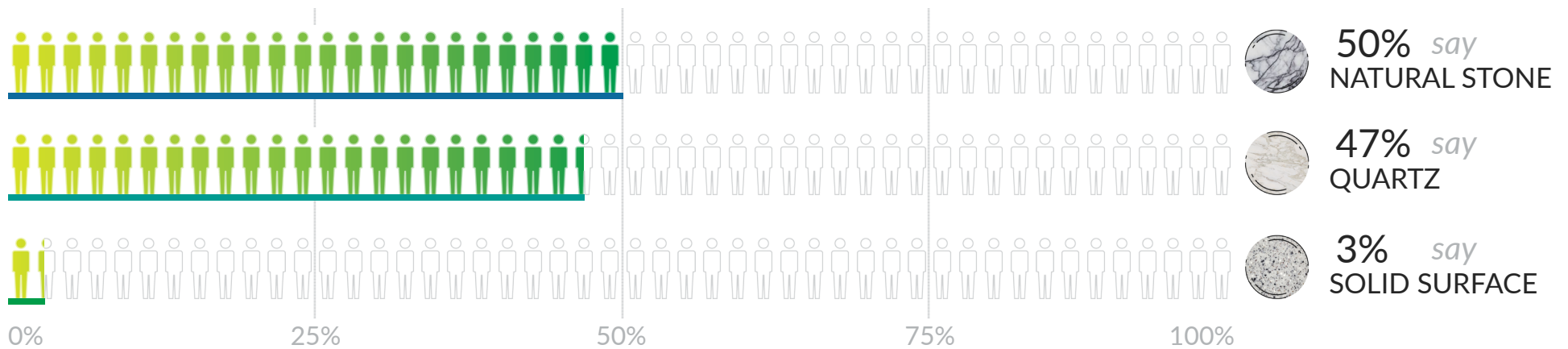
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## What cabinet materials add the most value to a home?



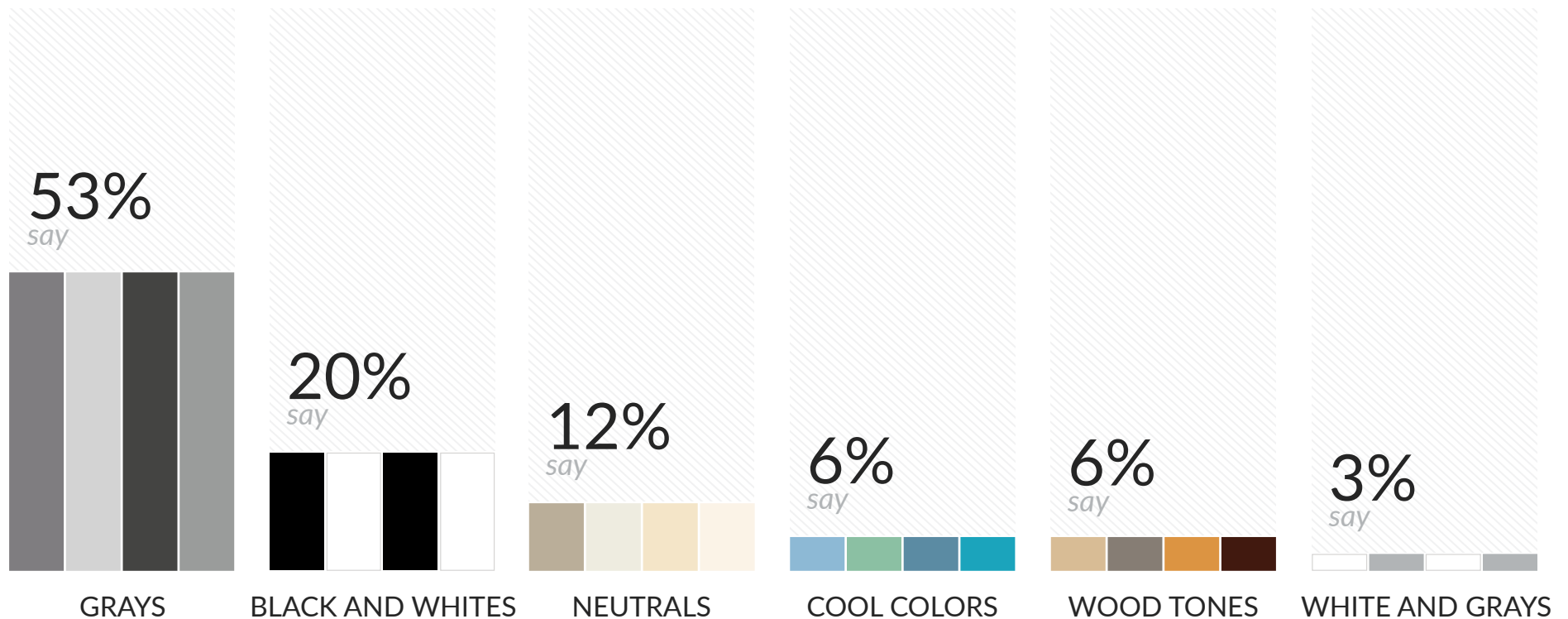
85% of respondents feel that solid wood is the material for a cabinet that boosts the value of a home the most. However, while a kitchen remodel is a big boost to the value of a house, the cabinet material isn't one of the **determining factors**. Instead, it's color and style, with **white painted cabinets** coming in first place.

## What counter material adds the most value to a home?



For countertops, 50% of respondents answered that natural stone - granite, marble, soapstone, etc. - is the material that adds the most value. According to other [reports](#), people will pay about 18% more on average for a home with stone counters, which lines up with these numbers.

## What colors are the most popular amongst homebuyers looking at a new kitchen this year?



It's shades of gray that most respondents feel will be the most popular color palette for homebuyers this year, coming in at nearly 53%.

Gray has become one of the **hottest colors** in interior design, and it shows no signs of slowing down, either. This explains why so many experts feel it will continue to be a requested palette going forward.

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## *What features would you recommend to a homeowner who wants to boost the resale value of their home through a kitchen remodel?*

Answers were varied on what experts feel will help boost the resale of a home, but many stress that classic looks and neutral colors will help. Patti Johnson explains, “To boost the resale of a home, an island, new appliances, full overlay cabinet doors and a natural stone or quartz countertop. Keeping it neutral and not overly trendy helps appeal to the masses as we have long been aware of.”

This extends to not only the cosmetic areas, but the entire space as well, Mitch Newman adds, “Layout and make sure everything is cohesive and neutral. There’s a chance someone might

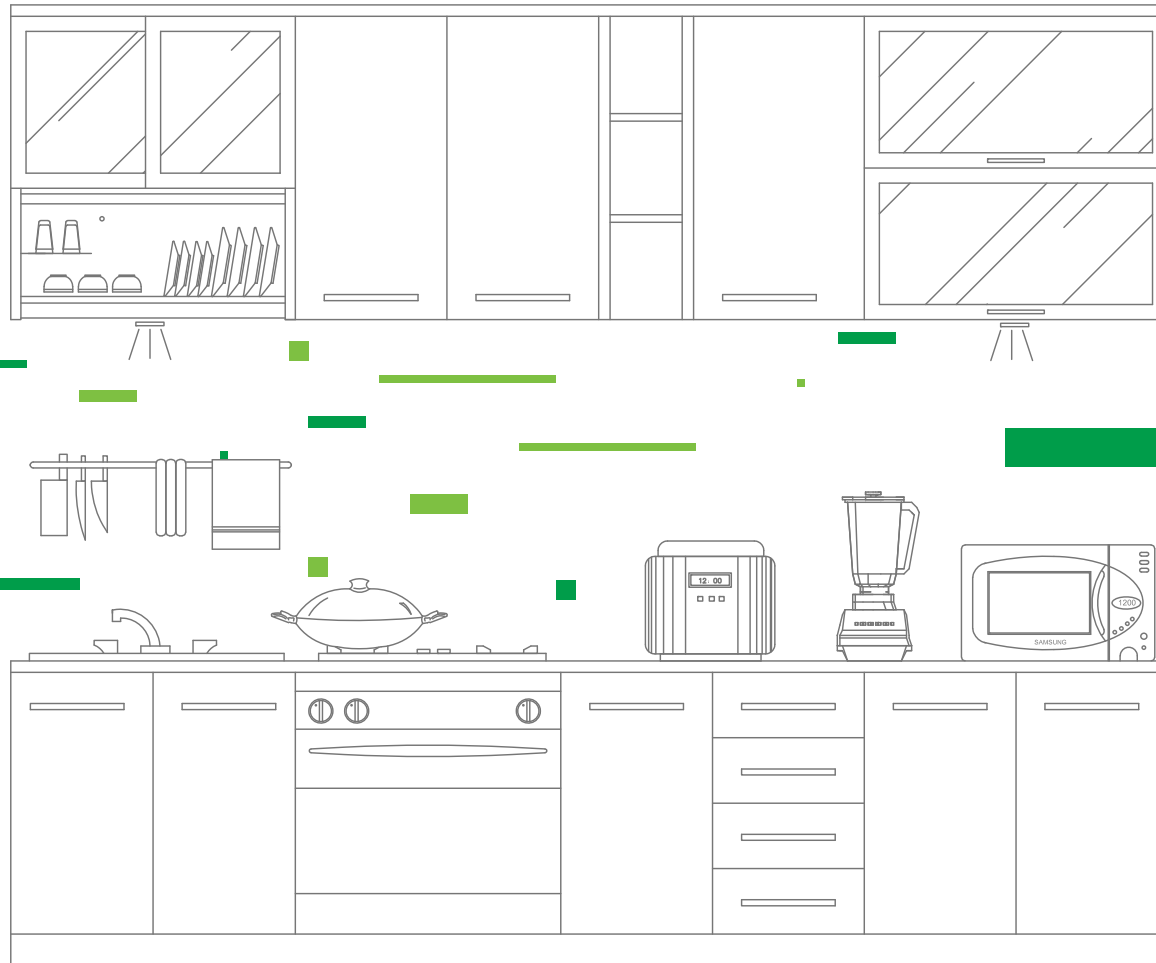
walk in and not like the materials selected but if the layout is practical, they can typically see past the personal selection of color.”

Finally, it seems that not all remodels need to be invasive to be of value. Michelle Minch explains, “If the cabinets are in good condition, but have a dated finish, we typically recommend painting the cabinets, adding either quartz or granite counters, adding new hardware and appliances.”

*“To boost the resale of a home, an island, new appliances, full overlay cabinet doors and a natural stone or quartz countertop.”*

PATTI JOHNSON,  
*Patti Johnson Interiors*





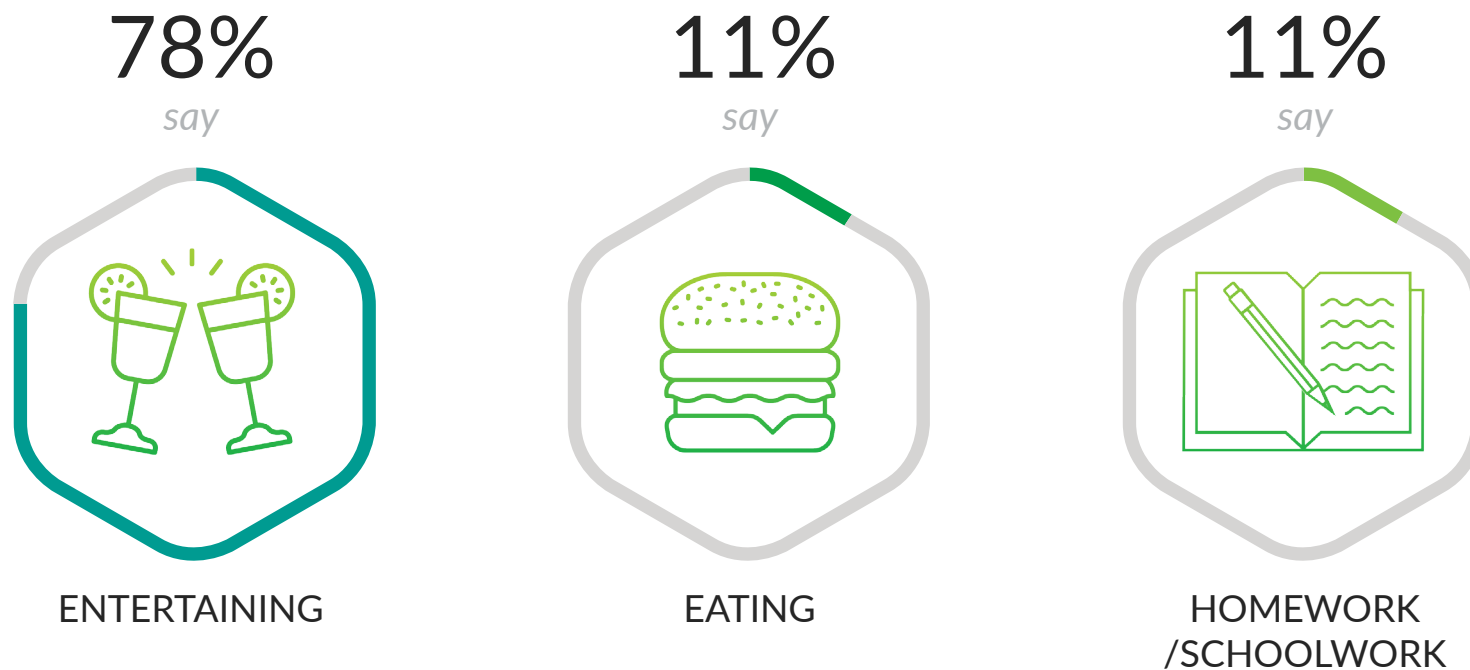
**FIX**

Beyond “the Place to Cook”

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## What other activities do homeowners typically list as taking place in the kitchen?

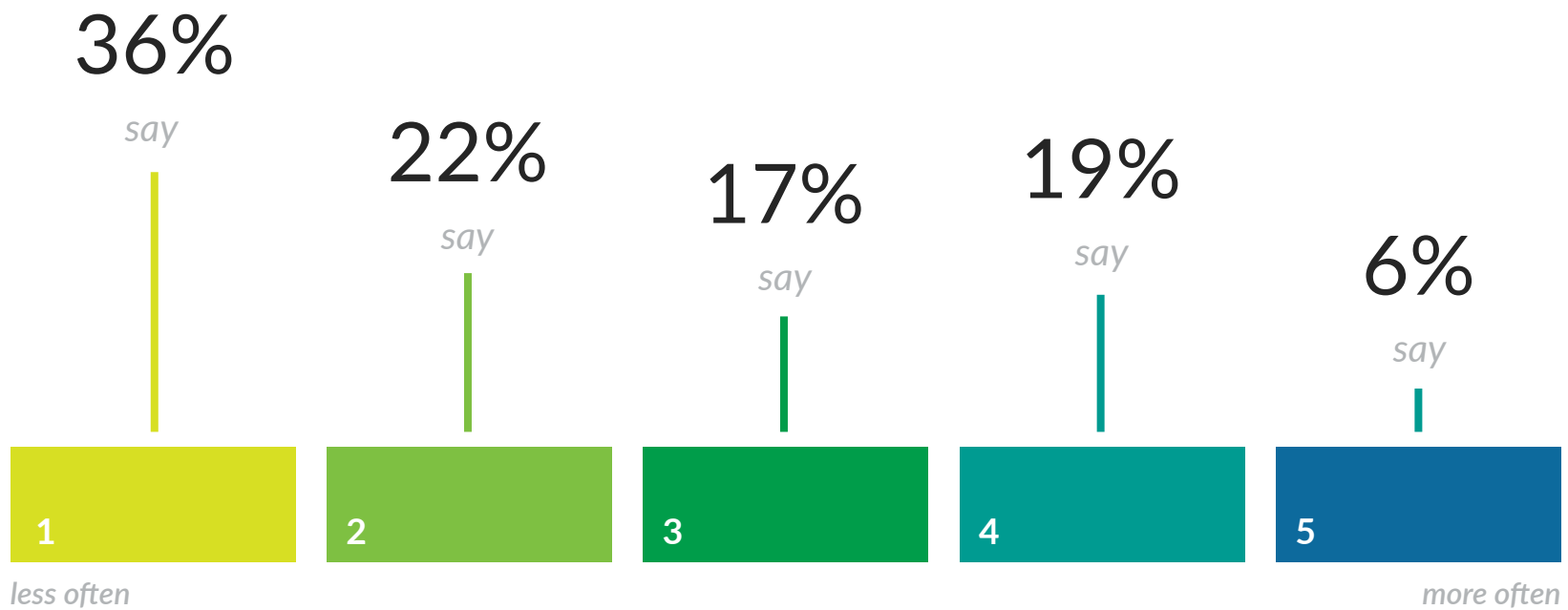


Given how frequently people seem to eat out these days, it comes as no surprise that the overwhelming answer for what people do in the kitchen beyond cooking is entertaining at 78%. Both eating and homework/schoolwork come in at just under 11% each, while no other use ranks at all.

This lines up with a **trend** of remodeling with entertaining in mind - a big switch from years ago when the primary purpose was cooking.

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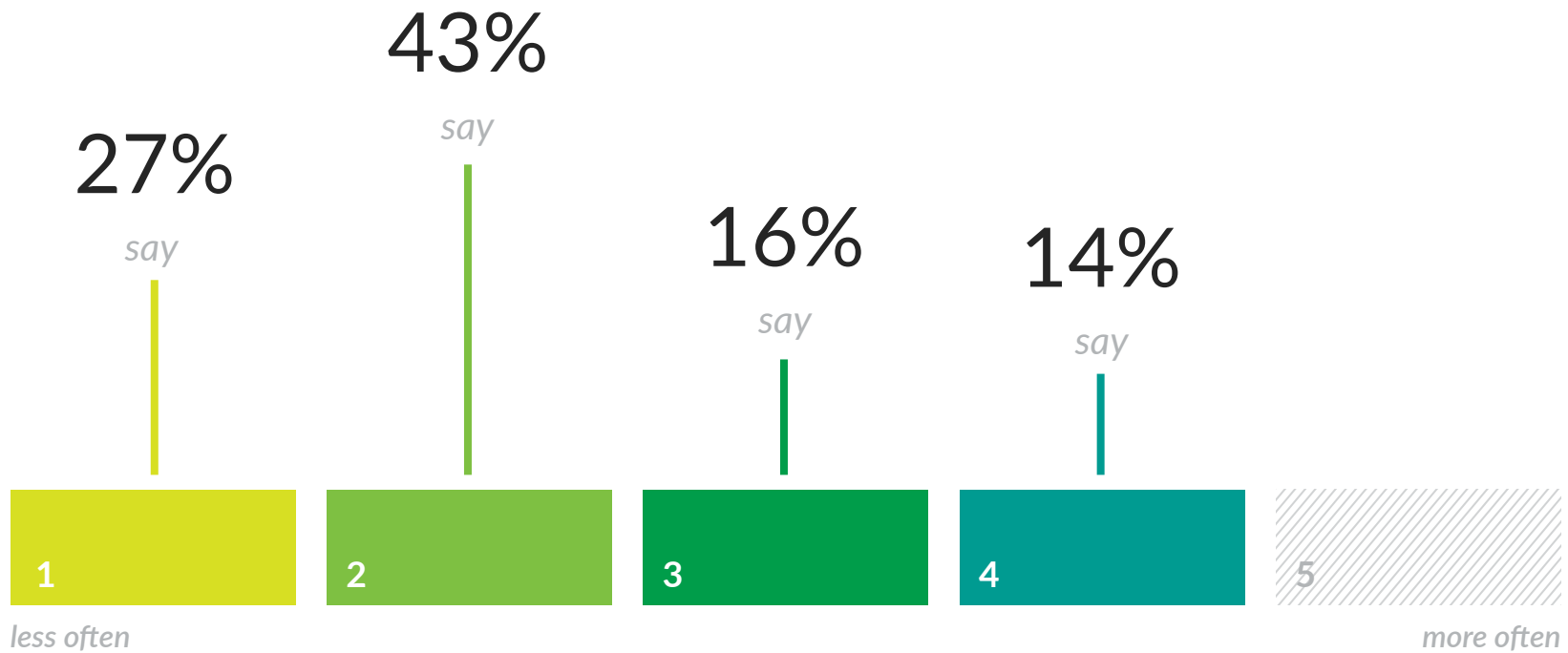
*How often would you say that you design a kitchen to be pet friendly?*



Most influencers feel that designing a kitchen to be pet friendly is less of a concern. Only 6% say that they regularly design kitchens to accommodate the family pet. More than half say homeowners will be less likely to invest money in pet-friendly features.

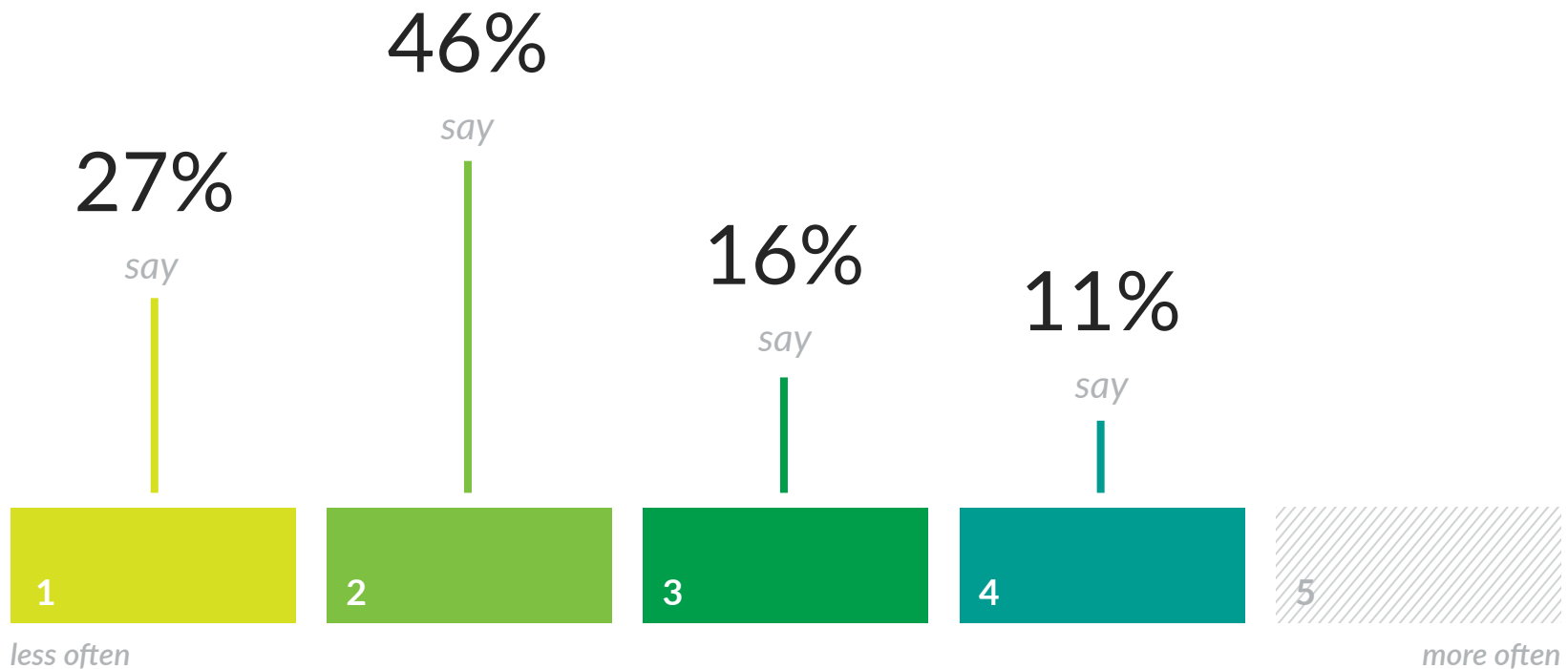
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*How often do you design baby proofing features into a kitchen?*



Fewer respondents feel that baby proofing features should be included in the design. Most feel that it's on the rarer end that these features need to be included in the basic design.

## How often do homeowners ask about universal design or accessibility in their kitchens?



Similarly, respondents report that they are unlikely to be asked about incorporating universal design into the kitchens they build. This is surprising, given the growing popularity of universal design. As the baby boomer population ages, more people are putting an emphasis on accessibility, causing it to rank more highly on many people’s lists.

# Make Use of These Trends



Knowing what homeowners are most concerned with when it comes to their kitchens, and what experts recommend, can be invaluable to anyone in the field. Whether you're a kitchen designer, builder, homeowner, or prospective homeowner, learning about what to expect in 2019 can help you make better decisions for yourself.

Fixr would like to thank those experts who took the time to take this survey, and who lent their expertise and knowledge within the field so that others can gain insights into this crucial space. Make 2019 the year you improve your kitchen designs, and let these experts show you the way.

# Methodology

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To find the best experts to assist in this survey, we reached out to 39 industry professionals from Fixr's 2019 Design Influencers' List to ask them to select one answer to each question that they felt best captured industry trends in each category. They were also asked to answer open-ended questions on each topic to provide a clearer picture.

Fixr selects experts within the U.S. interior design industry who are building, designing, manufacturing, and publishing content relevant to the field.

We selected the experts for this list based on criteria such as:

- Their experience in the industry
- Any awards won
- Their online presence, including web traffic or social channels, and how often their name or business appears online
- Their contributions to other publications or external organizations

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## Survey Contributors

**ALENE WORKMAN**

*Alene Workman Interior Design*  
<https://awidesign.com/>

Alene is the president and founder of Alene Workman Interior Design. With more than 25 years of experience, Alene leads a multi-award winning firm. She specializes in full service interior design for both new builds and remodels.

**ANTHEA CLICK**

*FP Staging and Design*  
<https://www.fpstaging.com>

Anthea is the president and co-founder of FP Staging and Design. A former Realtor, she lends a unique perspective to the home's she stages, helping people find buyers for luxury homes.

**BARBARA SEGAL**

*Noir Blanc Interiors*  
<https://www.noirblancinteriors.com/>

Barbara is the president and senior designer at Noir Blanc Interiors, a Chicago-based design firm. Established in 2001, the firm is well-known for their work in high end residential and commercial design.

**BIRGIT ANICH**

*BA Staging and Interiors*  
<https://bastaginginteriors.com/>

Birgit is the founder and principal designer at BA Staging and Interiors. Birgit leads a premier styling company, whose focus is on providing a modern lifestyle appearance to homes to help them sell faster and for more money.

**BRUCE BIERMAN**

*Bruce Bierman Design*  
<https://www.biermandesign.com/>

Bruce is the owner of Bruce Bierman Design. The New York-based company specializes in residential and commercial design. Bruce and his firm work to combine their extensive knowledge with a unique, refined aesthetic.

**BRYAN SEBRING**

*Sebring Design Build*  
<https://sebringdesignbuild.com/>

Bryan is the president of Sebring Design Build, a full-service design-build firm located in the Chicago suburbs. Bryan takes a customer-focused approach to his projects, infusing them with personal values, as well as great style.

**CHERYL KEES CLENDENON**

*In Detail Interiors*  
<https://indetailinteriors.com/>

Cheryl is the owner and lead designer at In Detail Interiors, a nationally recognized, award-winning interior design firm. Cheryl specializes in new construction, renovations, and remodels, and assists with space planning and kitchen and bath remodels as well.

**COREY WILLIS**

*Hey There, Home*  
<https://www.heytherehome.com/>

Corey is the owner of the website, Hey There, Home, which teaches others how to design their space. She specializes in helping others create a home that is both beautiful to look at and one that can be lived in and used as well.

**DAHLIA MAHMOOD**

*Dahlia Design, LLC*  
<http://dahliadesign.net/wp/wp4/>

Dahlia is the president and founder of Dahlia Design, a DC-based firm. Dahlia is an award-winning designer who works on an international level. Her designs blend elegance with simplicity for timeless style.

**GARRISON HULLINGER**

*Garrison Hullinger Interior Design, Inc.*  
<https://garrisonhullinger.com/>

Garrison is the principal at Garrison Hullinger Interior Design. This Portland-based firm specializes in luxury remodels and additions, with an extreme attention to detail.

**HEATHER THIBEDEAU**

*The Heathered Nest*  
<https://heatherednest.com>

Heather is the designer and blogger at The Heathered Nest, a home decor website. She offers home, lifestyle, and inspirational posts aimed at helping people make the most of their homes.



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## Survey Contributors

### HELEN BARTLETT

*Refined Interior Staging Solutions*  
<http://kansascityhomestagers.com/>

Helen is a home stager and stylist with Refined Interior Staging Solutions. She offers expert insights into luxury home design and focuses on the architecture of the home when styling to get the most impact from her results.

### JENNIFER MEHDITASH

*Mehditash Design*  
<https://www.mehditashdesign.com/>

Jennifer is the owner and principal of Mehditash Design, an interior design firm with a focus on creating custom homes. Jennifer has worked in both New York and California, which gives her work certain insights that draw from both coasts.

### JILL SEIDNER

*Jill Seidner Interior Design*  
[www.jillseidnerinteriordesign.com](http://www.jillseidnerinteriordesign.com)

Jill is the owner and designer at Jill Seidner Interior design, located in Los Angeles, California. Jill specializes in commercial and residential interior design and has worked on many high-profile projects in the Orange County area.

### JOE NAHEM

*Fox-Nahem Associates*  
<http://www.foxnahem.com/>

Joe is the founder and CEO of Fox-Nahem Associates. This award-winning firm takes a client-led approach with a hands-on technique that has many clients returning for repeat projects.

### JULIA BUCKINGHAM

*Buckingham Interiors + Design*  
<https://www.buckinghamid.com/>

Julia is the founder and principal designer at Buckingham Interiors + Design. Located in Chicago, the firm's philosophy blends antiques with a modern style to become a better fit to today's lifestyles.

### KAREN OTTO

*Home Star Staging*  
<https://www.homestarestaging.com/>

Karen is the owner and president of Home Star Staging, a Texas-based home staging firm. Karen's love for home styling began as a child. Today, she shares her knowledge not only with her clients but also through teaching others how best to style a property.

### LESLIE CAROTHERS

*Savour Partnership*  
<https://www.savourpartnership.com>

Leslie is the owner of Savour Partnership. Leslie helps interior designers with marketing, niche development, and planning, helping them become better influencers in their realm.

### LISA CIOFANI BASHAM

*Staged to SELL Homes & Remodeling, LLC*  
<https://www.helpfulhomestaging.com/>

Lisa is the founder of Staged to SELL Homes & Remodeling, a staging company in the Cleveland area. Lisa has a unique insight into what home buyers are looking for, as well as how to help home sellers achieve their goals.

### LISA SMITH

*Interior Design Factory, Ltd.*  
<https://www.decorgirl.net/>

Lisa is the owner and designer at Interior Design Factory, as well as the blogger at Decor Girl. She works as both an interior designer and as a blogger who features architecture, interior design, and her passion for cars.

### LISA WOLFE

*Lisa Wolfe Design, Ltd.*  
<http://www.lisawolfedesign.com>

Lisa is the principal at Lisa Wolfe Design. She works to create designs that are unique and personalized to her clients' needs. Her designs can be found around the country in every architectural style.

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## Survey Contributors

### **LORY BERNSTEIN**

*DesignThusiasm*  
<https://designthusiasm.com/>

Lory is the owner and writer at DesignThusiasm, a blog designed to showcase and celebrate beautiful designs. Lory describes her style as modern French Country, and her blog features many helpful hints and photos to help others achieve their style goals.

### **LYNDA QUINTERO-DAVIDS**

*Focal Point Styling*  
<http://nyclq-focalpoint.blogspot.com/>

Lynda is the designer, stylist, and blogger at Focal Point Styling, a blog focused on finding simple solutions to most interior design challenges. Lynda offers advice on shopping, decorating, and styling for unique home solutions.

### **M. GRACE SIELAFF**

*M. Grace Designs*  
<https://mgracedesigns.com/>

M. Grace is the principal designer for M. Grace Designs, an award-winning firm that takes on a broad range of projects and designs. They specialize in both residential and commercial interiors and work to include sustainability in their designs.

### **MARSHALL ERB**

*Marshall Erb Design*  
<https://www.marshallerb.com/>

Marshall is the principal designer at Marshall Erb Design, an award-winning, Chicago-based design firm. Marshall specializes in creating unique interiors that match his clients' personalities and ways of living.

### **MARY MCDONALD**

*Mary McDonald, Inc.*  
<http://marymcdonald.com/>

Mary is the owner of Mary McDonald, Inc., an award-winning Los Angeles-based design firm. They have their own line of licensed interior products, as well as an impressive portfolio of residential and commercial design. Mary is frequently ranked as one of House Beautiful's top 100 designers.

### **MITCH NEWMAN**

*Habitar Design*  
<https://www.habitar-design.com/>

Mitch is a principal of Habitar Design in Chicago. This small firm is dedicated to their clients' satisfaction, specializing in interior designs that achieve project excellence.

### **MICHELLE MINCH**

*Moving Mountains Design*  
<https://www.movingmountainsdesign.com/>

Michelle is the CEO of Moving Mountains Design, a home staging and interior design company located in California. Her years of experience in merchandising help her create one-of-a-kind designs that facilitate fast home sales.

### **NORA SCHNEIDER**

*Nora Schneider Interior Design*  
<http://www.noraschneider.com/>

Nora is the principal and designer at Nora Schneider Interior Design. This Chicago-based residential design firm works to create unique interiors with each client's personal style.

### **PATRICIA DAVIS BROWN**

*Patricia Davis Brown Designs, LLC*  
<http://patriciadavisbrown-designs.com/>

Patricia is the owner of Patricia Davis Brown Designs, LLC, an interior design company located in Vero Beach, Florida. Patricia is an award-winning designer who has a passion for design, loves to cater to her clients unique visions, and often takes the chance to "color outside the lines" in her projects.

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## Survey Contributors

### **PATTI JOHNSON**

*Patti Johnson Interiors*

<https://pattijohnsoninteriors.com/>

Patti Johnson is the owner of Patti Johnson Interiors, a Cincinnati-based design firm. The firm has been in operation for more than 20 years, winning multiple awards. She works with custom builders and homeowners to find the perfect solution to every interior.

### **SANDRA POWELL**

*Sawdust Girl*

<http://sawdustgirl.com/>

Sandra is the designer and builder behind Sawdust Girl. She's been designing and building homes for more than 15 years and is currently on her fifth personal remodel as well as working on a flip house.

### **STEPHANIE WOHLNER**

*Stephanie Wohlner Design*

<http://www.swohlnerdesign.com/>

Stephanie is the president of Stephanie Wohlner Design, an award-winning interior design firm located in Chicago. Stephanie brings more than 25 years of experience to her designs, utilizing high-quality materials combined with timeless styles.

### **SUSAN SERRA, CKD**

*Susan Serra Associates, Inc.*

<https://www.susanserraassociates.com/>

Susan is a Certified Kitchen Designer and the face behind Susan Serra Associates, Inc., a kitchen and bath design firm. Susan is an award-winning designer and also the founder of Scandinavian Made.

### **TONI SABATINO**

*Toni Sabatino Style*

<http://www.tonisabatinostyle.com/>

Toni is the owner and principal designer at Toni Sabatino Style, a New York-based design firm. Toni is an award-winning kitchen designer and former president of the NKBA's Manhattan chapter.

### **TRIP HAENISCH**

*Trip Haenisch & Associates*

<http://www.triphaenisch.com/>

Trip is the owner of Trip Haenisch & Associates, listed as one of the top 25 Los Angeles-based interior designers. Trip's specialty is creating sophisticated yet laid back interiors that cater to his Californian-based clients' needs.

### **URSULA ROSIEN**

*Kraft & Mint*

<https://kraftmint.com/>

Ursula is the blogger at Kraft & Mint, a blog designed to help those in DIY who are not necessarily crafty. She features a wide range of styles and designs on her site to help inspire others to create.

### **VICENTE WOLF**

*Vicente Wolf Associates*

<https://vicentewolf.com/>

Vicente is the owner of NYC-based Vicente Wolf Associates. He has a passion for design and tries to stay at the forefront of the design world, inspiring others with his work.

### **WANDA SUITT-HORTON**

*Wanda S. Horton Interior Design*

<https://www.wandashorton.com/>

Wanda is the founder and principal designer at Wanda S. Horton Interior Design. She believes that excellent design comes from a balance between beauty and order. Her designs bring a more up-to-date style to traditional looks.

# Helpful Resources

## Homeowners' Motivations & Budgets

- <https://www.fixr.com/costs/kitchen-remodeling>

## Smart Kitchen

- <https://www.fixr.com/costs/home-automation>
- <https://www.fixr.com/costs/dishwasher-installation>
- <https://www.fixr.com/costs/dryer-installation>
- <https://www.fixr.com/costs/oven-installation>

## Small Kitchen Remodel

- <https://www.fixr.com/costs/cabinets-installation>
- <https://www.fixr.com/costs/custom-cabinets-installation>
- <https://www.fixr.com/costs/paint-kitchen>

## Design Trends

- <https://www.fixr.com/costs/design-new-kitchen>
- <https://www.fixr.com/costs/backsplash-installation>
- <https://www.fixr.com/costs/recessed-lighting-installation>
- <https://www.fixr.com/comparisons/pendant-vs-chandelier>
- <https://www.fixr.com/comparisons/kitchen-island-vs-peninsula>
- <https://www.fixr.com/costs/kitchen-island-installation>

## Countertops

- Visual Comparison of the Most Popular Choices in Countertop Materials and Types
- <https://www.fixr.com/costs/install-kitchen-countertop>
- <https://www.fixr.com/costs/install-ceramic-tile-countertop>
- <https://www.fixr.com/costs/install-concrete-countertop>
- <https://www.fixr.com/costs/install-granite-countertop>
- <https://www.fixr.com/costs/install-laminate-countertop>
- <https://www.fixr.com/costs/install-porcelain-tile-countertop>
- <https://www.fixr.com/costs/install-stone-slab-countertops>
- <https://www.fixr.com/costs/refinish-countertop>
- <https://www.fixr.com/comparisons/butcher-block-vs-granite-countertops>
- <https://www.fixr.com/comparisons/granite-vs-concrete-countertops>
- <https://www.fixr.com/comparisons/granite-vs-marble-countertops>
- <https://www.fixr.com/comparisons/laminate-vs-granite-countertops>
- <https://www.fixr.com/comparisons/marble-vs-quartz-countertops>
- <https://www.fixr.com/comparisons/quartz-vs-granite-countertops>

## Resale Value

- 2019 Home Remodeling Projects with the Highest ROI in One Graphic

## Beyond "the Place to Cook"

- <https://www.fixr.com/costs/disability-remodeling>