Remodeling Selection Journey

A Guided Process • Better Decisions • A Home That's Distinctly Yours



A remodeling project should be an adventure – not an ordeal

From cabinetry and countertops to tile, lighting, fixtures and finishes, a renovation involves a multitude of individual decisions. The right guidance brings clarity to those selections; helping you discover what you truly love, make confident decisions, and keep the project moving toward a home that feels unmistakably yours.

CPH's guided process can transform what might otherwise feel like an overwhelming series of choices into a thoughtful journey toward a home that is genuinely personal.

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Remodeling Selection Journey

At the beginning of a remodeling project, making selections can be fun. Beautiful kitchens to look at, wonderful plumbing fixtures, lighting, appliances, countertops, flooring and cabinetry. It can feel a little like Dorothy and her friends setting off down the Yellow Brick Road - excited about where they're going and happily skipping along.

Suddenly hundreds of choices are in front of you. One decision affects another – two steps forward, one step back. Before long, you're in the dark forest - and the flying monkeys are coming at you. without a plan and someone to guide the process, that road can quickly lead into a very different place.

It doesn't have to be that way.

The following provides you insights to the decision process that awaits you.

A conversation with Chris Ely
owner Completely Personal Homes



CPH Guided Selection Process

The purpose of our guided selection process isn't to make decisions for you.

It's to help you make the right decisions in the right order, understand how they affect one another, and keep the experience enjoyable.

"With his help, product selection was even easier than I dared hope."
- Kim Norwood, Client

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I'm Not Trying to Discover Your "Style"

One of the most important things I do at the beginning of a project is listen. Clients often give me little "tells." They'll show me something and say: "I LOVE this, but..."

I'm usually much more interested in what came before the "but" than what came after it.

People don't always have the vocabulary to describe what makes them respond emotionally to a room, a photograph, a material or even a piece of art. They shouldn't need to. Part of my job is discovering what they're responding to.

That's very different from asking someone to choose between labels such as traditional, transitional, contemporary or modern farmhouse.

I'm trying to understand you.

> "Chris was able to intuit my style preferences in just a couple of short meetings."
>
> - Kim Norwood, Client

For Example . . .

One of my favorite examples involved clients whose previous home had a decidedly Southwestern character.

At one point, while they were temporarily living in a townhome after selling their existing home, I noticed a serigraph - a limited-edition fine-art print on their wall. Something about it didn't seem to fit the Southwestern direction I associated with them. It became a clue.



The Southwestern home



The contemporary home I designed and built for them





As we talked, I began to understand that what attracted them wasn't necessarily a particular design style. There was another aesthetic underneath it that they hadn't really articulated.

That discovery eventually led us somewhere very different.
I designed and built their new contemporary home, with an entirely different architectural and interior character - much closer to the relaxed sophistication we might associate with Malibu than Santa Fe. Yet it still felt completely like them.

Good design shouldn't make your home look like your designer.
It should reveal something about you that perhaps you couldn't quite put into words yourself.

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Knowing When to Spend – and When Not To

I tell every client the same thing:

> I don't want you to spend more than you need to. But I will always tell you when I think you should consider spending more.
>
> You can get hurt on either side.
>
> Spend unnecessarily and you've wasted money without meaningfully improving your home.
>
> Spend too little in the wrong place and you may live with a compromise, replace something prematurely, or miss an opportunity that could have made a meaningful difference in your everyday life.
>
> My job isn't to encourage you to spend more - or less.

My job is to help you understand where the money matters and where it doesn't.

The Right Choice Isn't Always About the Product

A client's kitchen provides a wonderful example.

> Kim spent a great deal of time at her kitchen sink. I felt that particular workspace should be special, so I encouraged her to consider spending more on a beautiful Rohl/Shaw fireclay apron sink.
>
> > But the sink itself wasn't really the objective.
>
> I also recommended a beautiful casement window overlooking a fly-through bird feeder outside.
>
> We weren't simply choosing a better sink and a different window. We were thinking about what Kim would experience while standing there every day.

"This workspace has provided such satisfaction: it is hard to describe."

- Kim Norwood, Client

That's what a good selection process should accomplish.

We're not simply selecting sinks, windows, tile, countertops and light fixtures. We're deciding where something can make a meaningful difference in the way you experience your home.

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The Finished Product

Years ago, I designed an amazing kitchen that incorporated some things that were genuinely new and unusual. After it was completed, the wife arranged three different occasions to show her new kitchen to friends. I made sure I was there each time because I wanted to watch their reactions.

None of them seemed to notice the kitchen.

Eventually I realized what they were noticing. They were noticing her. The joy was literally pouring out of my client as she showed them her new kitchen.

Several in the “tour groups” commented: “I would give anything if I could feel about my kitchen the way she feels about hers!”

That experience changed the way I think about what I do. The room isn't really the finished product. My client is the finished product.

"Chris loves creating beautiful spaces that are reflective of the people living there."

"Our new kitchen and den genuinely do this, and have brought us more joy than we ever could have imagined."

- Kim Norwood, Client

There’s *No Place Like Home*

Beautiful cabinetry matters. Good lighting matters. The right flooring, appliances, fixtures and finishes matter.

But ultimately, they're ingredients.

What matters most is what happens when you walk into the finished space and realize:

This is us.

This is our home.

A thoughtful selection process isn't about accumulating beautiful things. It's about discovering which choices will make your home function better, feel more personal and bring you satisfaction long after construction is complete.

And perhaps Dorothy had the best closing line of all:

"There's no place like home."

Christopher Ely
OWNER
COMPLETELY PERSONAL HOMES

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