

INSIDER: ADVICE FROM THE PROS / *ALL THE DETAILS:* GORGEOUS "GET THE LOOKS" / *BOLD IDEAS:* HIGH IMPACT UPDATES

KITCHEN & BATH DESIGN INSPIRATION GUIDE



*EXPERT TIPS FROM
AN AWARD-WINNING
LUXURY BUILDER*

WELCOME!

There are few spaces in a home where we spend more time than our kitchen and bathrooms. How those areas work for us has a direct correlation to how happy we are with our home. As you embark on your custom build or home renovation journey, keep this planner handy for strategic tips, expert advice and an abundance of inspiration!

Tips when using our planner

If you're new to our planner, here are some tips. Although there is great information throughout, the planner is broken up into three main parts. At the front, we have new construction. In the center are expert tips and checklists to keep you organized. And in the back, you'll find examples of popular kitchen floor plans with savvy high impact design details that focus on form & function!

So take notes, check boxes, add inspiration, discuss ideas, change your mind - then head to 41west.com or sit down with 41 West's team of design experts to make your dream a reality.



THIS PLANNER BELONGS TO

PROJECT DETAILS:

PROJECT: _____

START DATE: _____

DEADLINE: _____

BUDGET: _____



Ranked #1

 houzz

NAPLES

You'll love your home.



REMODEL OR BUILD NEW?

That is the question we hear most often from homeowners in the luxury communities of Naples, Bonita Springs, Estero and Marco Island. We will help you to evaluate your project to determine if remodeling or building new is the best approach.

41 West has been building custom homes and remodeling luxury homes since 1995 and is honored to be ranked as the #1 Builder in Naples by Houzz.com. 41 West creates inspired residences in collaboration with architects, and interior designers. 41 West understands that you want your own special place that reflects your style and taste. So we use "The 5 Simple Steps."™ It allows you to describe what you want, the design team draws it, you approve it, and 41 West builds it.

41 West uses a collaborative design-construction team approach for each project. The 41 West team plays an active role in each project. This guarantees the highest level of quality building standards, and a 5-Star Experience.

Call today to arrange a tour of one of our 5-Star Homes.

Schedule your idea session today
(239) 307-2307
41west.com



5 Minutes

to help you save time and money, and give you peace of mind.

**by BJ Barone
41 West**

Many feel that building a new home or remodeling a home or condo can be overwhelming. Where do you start? Are there budget considerations? What about the style, design, and plans? If purchasing a new home, is it in the right neighborhood or location? Are there restrictions that may impact your design or plans?

Others wonder if there is a professional that they can trust who will take full responsibility for the entire project? Should you form a team? Which professionals do you need, and how do you select them? These are all valid questions and concerns.

So how do you make major decisions like these? Do you have a clear strategy or plan, or do you make decisions based on feelings, or instincts?

Working with home and condo owners since 1995, we have found that the best results are achieved when there is a clearly defined objective, with an effective strategy, and a workable

plan to follow.

The two methods used in building and remodeling are known as the Competitive Bid Method and The Collaborative Method.

The Competitive Bid Method is a closed book process where design professionals are selected to create plans and specs first. One general contractor is then selected from a pool of competitive bids submitted.

This bidding process often produces discrepancies and typically yields bids that are not comparable. As a method based on fear, this can lead to misunderstandings, and even adversarial relationships due to unexpected surprises.

Schedule delays are typical as are budget over-runs. Low cost pricing becomes the priority.

The Collaborative Method has become the preferred method for those who expect the best and refuse to take unknown risks to cut costs.

This is a transparent arrangement

with a team approach based on knowledge and trust. The general contractor is selected up front to collaborate with the client and design team, and is often chosen to be the design team leader.

Early input by the GC helps prevent design flaws saving time and money. The general contractor can provide value engineering for additional savings potential. Once plans and specs are approved, competitive bids are requested of qualified, experienced subs.

Clients receive detailed bid information while material and sub selections are made by the general contractor that they trust.

The Collaborative Method results in a 5-Star Experience. The project is completed on time, and on budget. The general contractor is selected based on experience, integrity, and customer service, rather than being the lowest bidder.

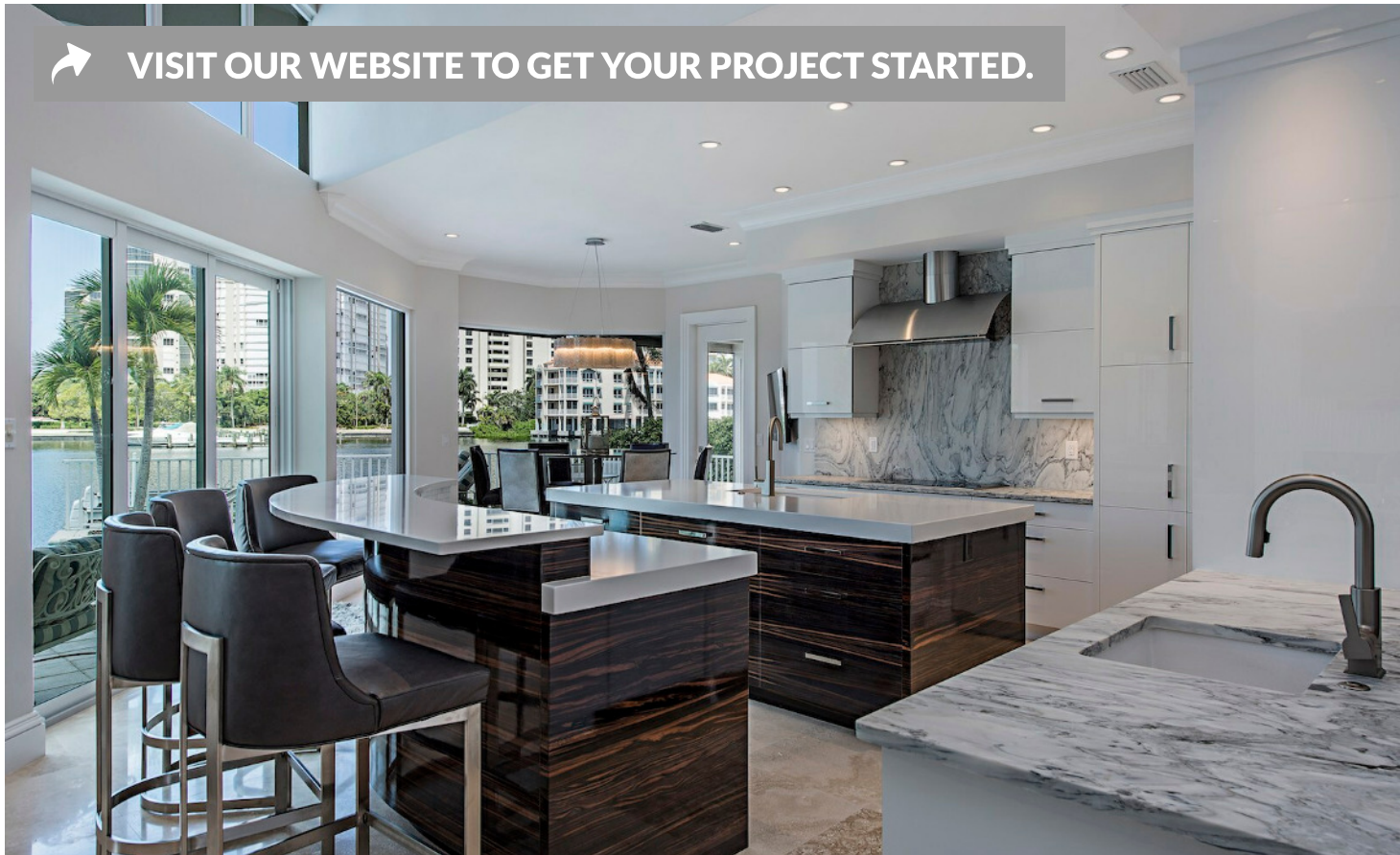


KITCHEN & BATH

DESIGN INSPIRATION GUIDE



VISIT OUR WEBSITE TO GET YOUR PROJECT STARTED.



KNOW YOUR PARTNER

Are you starting from scratch or investing in a few statement-making upgrades? Use this guide to take the guesswork out of who you should hire.

Certified Kitchen & Bath Designer

These professionals specialize in design, planning, and execution of residential kitchens and bathrooms, and have extensive knowledge of building codes, appliances and mechanical systems. To be certified, they must have a minimum of five years of experience, with at least two years dedicated to full-time residential kitchen and/or bath design.

General Contractor

Many contractors are well-equipped to manage a simple remodel. They oversee the construction, facilitate the day-to-day tasks and are knowledgeable regarding materials, labor, and permits. Licensing requirements vary, so do your homework before hiring a contractor. Ask for estimates, review past projects, check references and inquire about insurance.

Architect

Architects plan, design, and draft the layout of a home. They see the big picture and will ensure the entire vision is properly executed. Each state sets its own licensing standards, but in general, licensed architects have an architecture degree from an accredited program, have real-world experience under the supervision of a licensed architect and passed a professional exam.

Interior Designer

These experts respond to and enhance the look and function of a room, while also taking into consideration technical aspects of the design process. They work with materials, lighting and furniture to design the experience of a space. Most receive formal training to study color, fabric, CAD, drawing, spatial planning and furniture design.

FINDING YOUR PARTNER

WHICH QUALITIES SHOULD YOU LOOK FOR WHEN HIRING A LUXURY HOME BUILDER?



BJ BARONE

41 West

When you are contemplating building a new luxury home, the sheer number of options and uncertainties associated with every step of the new build process can make your head swim.

One of the biggest— and most important— challenges you face can be selecting your builder: the company that you will trust with your new home investment from ground breaking to your move in, and any needs in the years after you settle into your beautiful new home.

Depending on where you live, there can be many companies to choose from.

You are probably asking yourself: “How do I find a reliable home builder?”

You will want to find one to trust with what might be one of the biggest investments of your life.

We want to help you and set you at ease with our expertise and experience— the best quality home builders should all do at least that. And so, we present 20 reasons to trust us. Our list is broken into two parts across two blog posts: 10 things that set our company apart from the crowd, and our 10 promises to you. Download our free eBook at the end of this article for the full list.

20 REASONS TO TRUST 41 WEST



**LET US HELP CREATE THE
HOME OF YOUR DREAMS.**

- OUR RECORD
- OUR TOP-NOTCH TEAM AND CRAFTSMANSHIP
- FREE IDEA SESSION
- WE ARE RANKED #1 ON HOUZZ
- OUR COLLABORATIVE METHOD
- WE ARE A “TOP OF MARKET” AWARD WINNER
- WE ARE HANDS-ON
- A REALISTIC BUILD-TIME ESTIMATE
- SITE DEVELOPMENT EXPERTISE
- WE FOLLOW THE 5 SIMPLE STEPS SO THAT YOU’LL LOVE YOUR HOME!
- WE ARE DEDICATED TO QUALITY
- WE MAKE IT EASY
- YOU ARE OUR #1 PRIORITY
- WE CUSTOMIZE TO FIT YOUR NEEDS
- WE ARE YOUR ADVOCATES
- FLEXIBILITY TO CHOOSE YOUR OWN LAND
- WE WALK THE SITE WITH YOU
- PROJECT COMPLETION ON TIME AND ON BUDGET
- OUR INDUSTRY-LEADING WARRANTY
- A 5-STAR EXPERIENCE FROM BEGINNING TO END

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A DREAM HOME NEVER HAPPENS
BY ACCIDENT. LEARN MORE.

5 STEPS TO A 5-STAR EXPERIENCE

1. DESCRIBE IT - SHARE YOUR VISION

- Idea Session - Identify, define, and communicate project process, approval milestones, and timeline
- Design Agreement- reviewed and sign
- Design meeting - identify project vision, scope, and estimate budget range
- Review, confirmation, and approval

2. DESIGN IT - CONCEPT PLANS

- Design team is selected & approved, and ideas are transformed into a preliminary schematic floor plan
- Preliminary schematic floor plans are reviewed and approved

3. APPROVE IT - FINAL PLANS & SELECTIONS

- Construction Plans Agreement reviewed and signed
- Design selections, specifications, and full construction plans are made while bids are submitted, reviewed, and confirmed for final pricing
- Design selections, specifications, full construction plans, schedule, and budget is reviewed and approved

4. BUILD IT - THE MAIN EVENT

- Construction Agreement signed
- Permit submissions and approvals
- Construction begins - Team begins work to transform plans into reality
- Weekly communications
- Normal project & schedule updates, review, and approvals
- Punch list reviewed and completed
- Owner final walk through

5. LOVE IT - HAPPILY EVER AFTER

- Warranty reviewed
- Move in is complete
- Project is completed on time and on budget with a 5-Star experience

KITCHEN CONFIDENTIAL

HOW WE PROJECT MANAGE: OUR TIMELINE FOR CREATING A DREAM KITCHEN

1

PREPARATION IS KEY

- Think about your lifestyle: Do you entertain often? Should you factor in additional storage space? Is it meant for large family gatherings or more intimate settings?
- Browse showrooms and stores to determine your style: Classic, Traditional, Farmhouse, Modern or Contemporary
- The decor should complement the home's architecture
- Think about your lifestyle: Are you an avid cook? Is it a family space? Do you entertain large groups often?
- Evaluate your existing kitchen: Do you need more storage? Larger prep surfaces? What do you love? What do you want to change?

2

A NUMBER'S GAME

- Set your budget
- Focus on your needs versus your wants
- Determine which kind of project you're undertaking: Is it a ground-up build, a full remodel or a partial renovation?
- Prepare for the unexpected and hidden costs, such as labor, materials, and taxes
- Leave room in your budget for the upgrades and extra touches that catch your eye as your project unfolds.

3

LEAVE IT

- Be specific about your needs
- Select a project manager
- "Know Your Kitchen" - Understand your kitchen's layout and functionality
- Decide whether to splurge or save
- Be honest about your budget
- Select a project manager who is comfortable with your budget



**PRO-TIP: DOWNLOAD OUR WISH LIST
TO START ORGANIZING YOUR
THOUGHTS.**

4 FINISHING TOUCHES FOR YOUR KITCHEN

LIGHTING

Mix lighting types: ambient for mood, task for meal preparation and decorative for over the bar and table



BARSTOOLS

Factors to keep in mind include height, style and comfort, and be sure to arrange with enough space between each to move freely



HARDWARE

In addition to visual appeal, cabinet and drawer knobs and pulls should be in proportion to the doors and drawers on which they'll be used



SINKS/FAUCETS

Visit plumbing showrooms to get an idea of the wide array of designs and functionality of both sinks and faucets



3

TO THE PRO

fic and forthcoming
our project goals
professional that fits
then objective (see
our Pro" section)
where to save and to
see "Spend It" tips in
gn Palette section)
st and firm about your
professional you feel
able communicating

4

MAKE IT PERSONAL

- Consider the size and placement of walkways for easy mobility
- Make sure the layout will fit your lifestyle and maximize the space
- Remember to consider practicality and functionality
- Add your own style with heirlooms, collectibles, and artwork

5

ANALYZE THIS

- Measure the size/square footage for spatial planning
- Think about the infrastructure such as electrical or plumbing concerns
- Determine dining and entertaining needs
- Make sure your workflow in the space works for you

6

THE FUN STUFF

- Play with paint palettes to pick a color scheme
- Select cabinetry, flooring and counter surfaces
- Don't forget lighting: Options include recessed surface or pendant lights
- Think about special details like a pantry space, a bar, or shelves
- Create a materials palette, so the tones of the flooring and tile complement your countertops
- Play with lighting: recessed, sconce, or pendant lights add a lot

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EXPERT TIPS!

"Before the remodel begins, try a "dry run" of living without a kitchen for a few days, so you can figure out what you really need and use every day, and what you don't."

Living & eating through a kitchen remodel

CREATE A TEMPORARY KITCHEN

No matter how much takeout you bring home, you'll need a spot to make school lunches, pour a bowl of cereal, or brew coffee. Set up a temporary kitchen somewhere that's out of the way of construction, like in the dining room or basement.

STICK WITH ESSENTIALS

Construction will disrupt your cooking and eating routine, no matter what. With no working range or cooktop, you'll mostly be assembling refrigerated items and reheating in the microwave. This means you won't need your full collection of pots and pans, knives, tools, etc. Stash the essentials close at hand and store the rest. This is a good time to donate or discard anything you haven't used in a while.

PLAN MEALS AROUND SMALL APPLIANCES

Slow cookers, microwaves, toaster ovens, air fryers,

electric griddles and skillets, hot plates, and coffee makers can get you over the mealtime hump. Move your fridge to your temporary kitchen, if possible; if not, invest in a mini fridge and a chest freezer, or borrow them from a friend.

STOCK UP ON HEALTHY CONVENIENCES

Consider filling the freezer with healthy frozen meals and veggies that you can heat in a microwave. Items that don't require refrigeration - rice, pasta, ramen, noodles, canned beans, etc. - can save space if you're living out of a mini fridge. Use this time to enjoy the freedom from preparing complex meals.

TAKE TIME TO CELEBRATE THE MILESTONES

A major remodel can seem endless, so it's important to take time along the way to really notice and appreciate the progress. Write your family's names in a secret spot while the drywall is down, take in-progress pictures, and slow down to focus on each new element.

REMEMBER THESE ESSENTIALS

They're not the most exciting remodeling elements, but if you forget them, you'll wish you hadn't.

- ❑ Under-cabinet lighting to illuminate your countertop work areas.
- ❑ Dimmer switches for dining areas and above-island lighting.
- ❑ Plenty of electrical outlets for plugging in small appliances. Add USB ports for family tech.
- ❑ Drawer dividers to keep dishes, tools, and flatware organized.
- ❑ Compartments for trash cans, recycling bins, and compost containers.

RENOVATION CHECKLIST

BEFORE YOU CALL US

- ❑ Establish a ballpark budget
- ❑ Measure your space and create a floor plan (see right)
- ❑ Gather inspiration images you like (and some you don't like)
- ❑ Determine what doesn't need replacing (Newer kitchen appliances? Sound cabinets? You could keep them!)
- ❑ Browse products to see if your ideas will fit your budget
- ❑ Know your timeline
- ❑ Prepare your family for some disruption
- ❑ Prepare your house for dust and noise. Use plastic or heavy-duty paper to cover the floors in surrounding areas, seal off the room with plastic

sheeting - but don't forget to create a temporary door

- ❑ Take "before" pictures

CREATE A LIST OF PRIORITIES

- ❑ Family-friendly comfort
- ❑ Entertaining haven
- ❑ Storage for days
- ❑ Home-chef amenities
- ❑ Ready for resale
- ❑ Top-notch technology

MAKE YOUR WISH LIST

- ❑ Under-floor heating
- ❑ Wine and beverage center
- ❑ Built-in coffee bar
- ❑ Second dishwasher
- ❑ _____
- ❑ _____
- ❑ _____

TOP 3 THINGS TO AVOID

A "LOOSE" BUDGET

Take the time to map out the cost of every item. This will keep you from overspending, or having to cut something you really want from your wish list because you forgot to budget for something essential.

TOO MANY OPTIONS

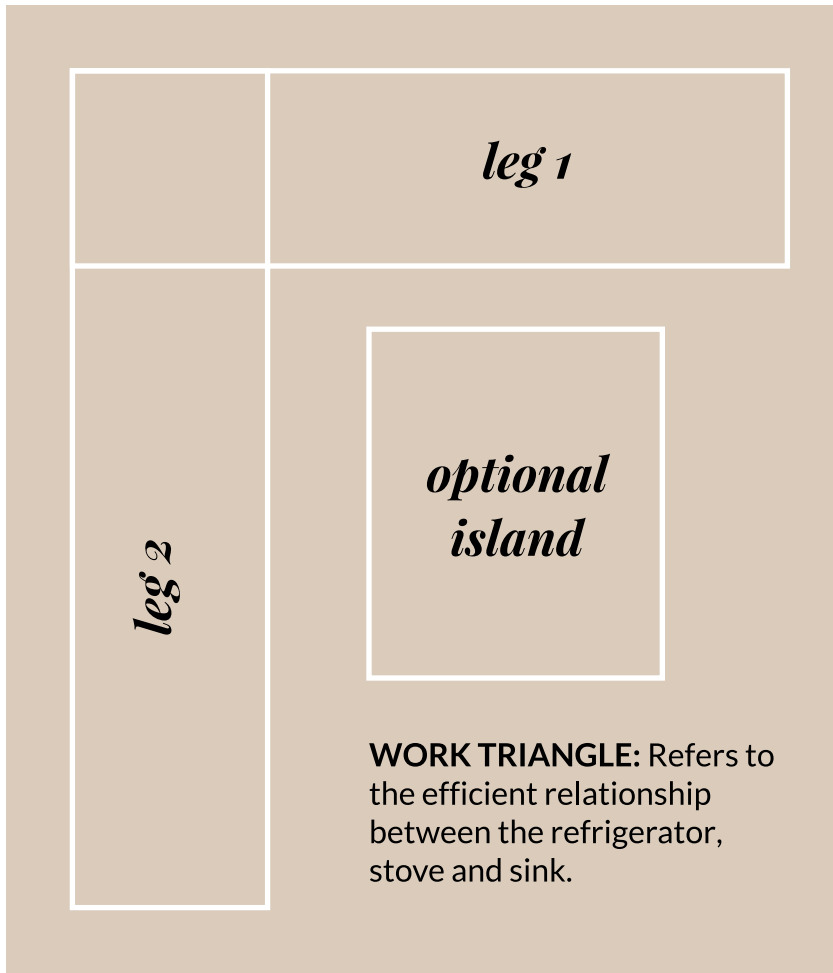
Once you've settled on a style for your new space, stop looking at inspiration images. You'll just drive yourself crazy - or end up spending too much - if you don't stop pinning ideas.

EXISTING APPLIANCES

If you're planning to re-use appliances, record all the model numbers and dimensions before you move them out of the space. Your contractor will need them to make sure everything fits in the new floorplan.

DRAFT PICKS

Five layouts for designing your kitchen



1

L-SHAPE

Flexible and adaptable, the desirable L-shape layout places upper and lower cabinets plus major appliances and the sink on adjacent walls, minimizing the walking distance between them. One side of the “L” is usually longer than the other to provide more counter space, with the cooking and cleaning elements on one leg and the refrigerator and storage on the other.

CONSIDER THIS

Commonly utilized in case open-plan areas, the L-shape leaves plenty of space for a substantial island that won't affect traffic patterns in the room

DESIGNER LOOK



2

ISLAND

Organizing upper and lower cabinets, a sink and appliances along one wall yields a spare, minimal look with a shortage of counter space. Adding an island - or two - can resolve that issue and provide ample room for food prep and storage. Popular and great for functionality, the kitchen island also creates a natural gathering place and focal point for the room.

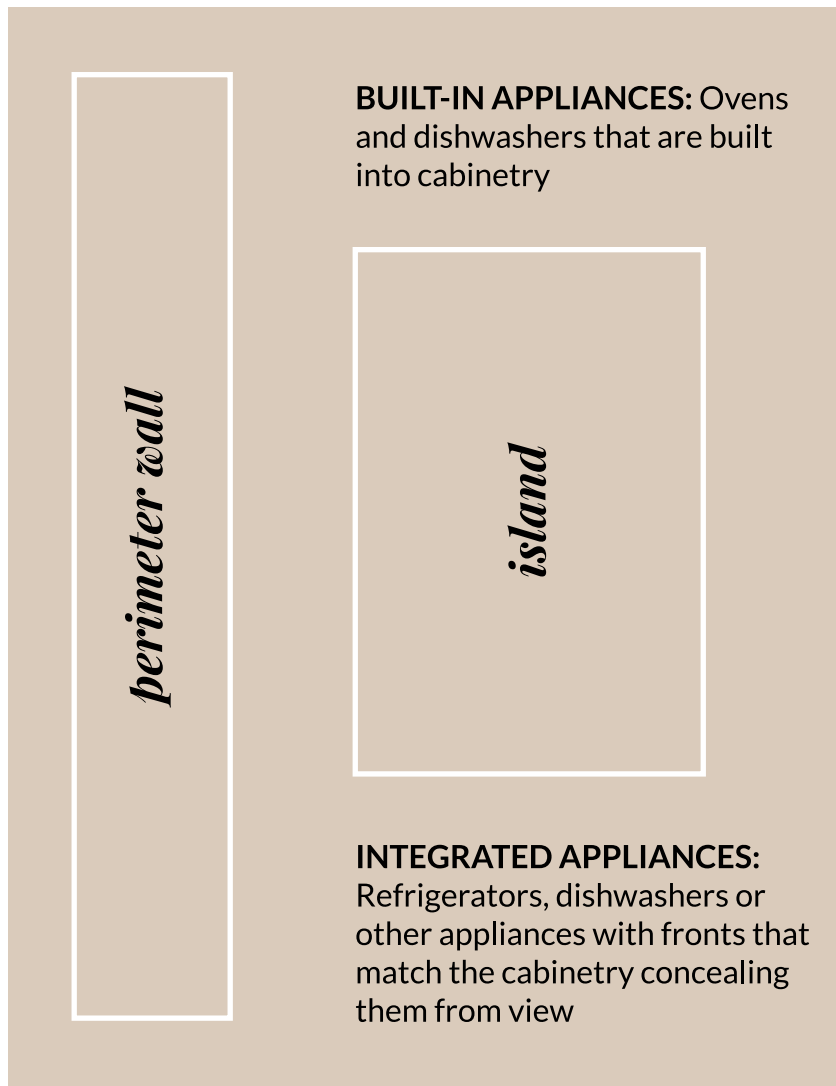
ADDED VALUE

An expansive kitchen can accommodate a pair of islands, which can provide extra seating and storage, another sink and stove, and an additional refrigerator and dishwasher.

ISLAND TIME

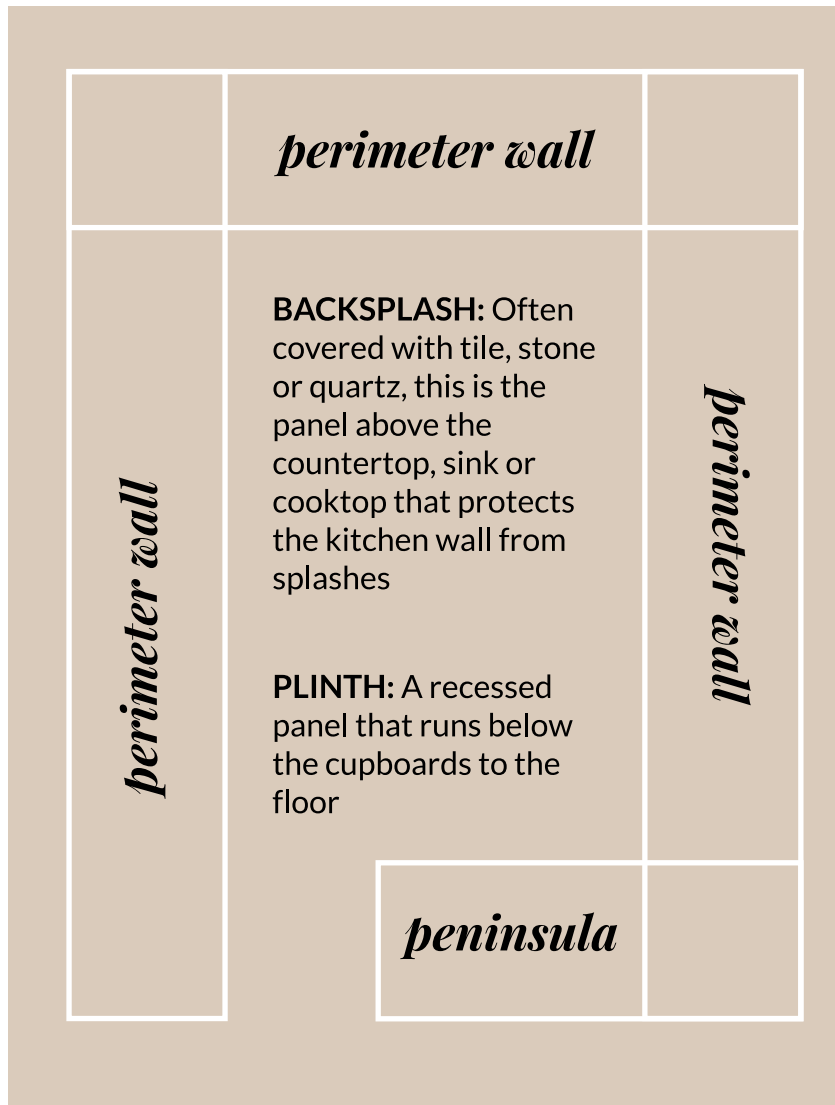
If a kitchen island is on your list of must-haves, consider its purpose. Will it be used solely as prep space or do double duty as a seating area? Answering these questions will ensure your island is designed for maximum functionality.

- **Island overhang:** A kitchen island with seating will require a countertop that extends 12 to 18 inches beyond the cabinets to allow space for stools.
- **Counter stools vs. barstools:** The island's height dictates the ideal style of barstools. Higher countertops (around 42 inches) will require 30-inch stools, while standard 36-inch-high countertops take 24-inch counter seats.
- **Waterfall islands:** To showcase a particularly attractive surface, such as a quartz with bold veining, choose a waterfall edge, which lines one or both sides of the island as well as the top. This sleek look adds a sculptural element to the room.



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3

PENINSULA

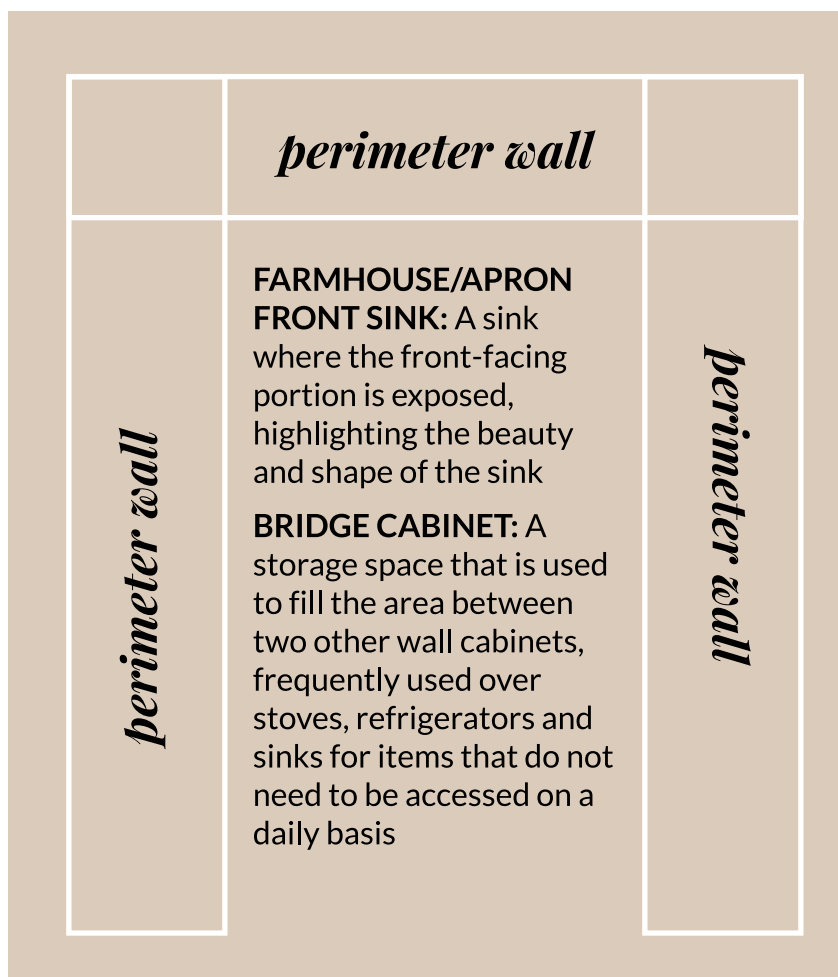
Ideal for smaller kitchens where an island might overwhelm, a peninsula extends from a wall or lower cabinetry, encouraging interaction. Infinitely versatile, it can provide additional prep space, a casual dining or bar area and another spot for storage, either open or enclosed. The peninsula, essentially an attached island, can also act as a room divider, differentiating the kitchen area from the breakfast nook or an open-plan living area.

QUICK THINKING

A peninsula can seamlessly integrate within the space or become a striking focal point when clad in materials that contrast with its surroundings.

CREATIVE INSPO





4

U-SHAPE/ HORSESHOE

With cabinets, counters and appliances arranged against three walls, the horseshoe configuration is best for creating the coveted, functional work triangle of stove, sink and refrigerator. The layout often includes two parallel side walls and a central island allowing for easy traffic flow and workflow. A narrow U-shape is sometimes considered a galley kitchen, but keep in mind that adding too much space between the walls can reduce the efficiency between the work areas.

WORDS OF ADVICE

The sweet spot for this design is a kitchen between 10 and 18 feet. Beyond that size, a center island might be needed to reduce the walking distance between work spaces.



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perimeter wall

ACCENT LIGHTING: Installed to highlight certain items within a space, such as a kitchen cabinet.

AMBIENT LIGHTING: The general lighting in a room diffused to create a certain room or ambience.

second perimeter wall / island

5

PENINSULA

A narrow walkway with cabinets and appliances lining opposite walls, a galley kitchen (the name is derived from those on ships) offers efficiency and utility. It's perfect for the practical homeowner who separates cooking from socializing. To open up the space, consider replacing one of the runs with a parallel island allowing for flexibility.

EXPERT TIP

Functional doesn't mean boring. Upper and lower cabinetry can vary in color, material and style. Open shelving can showcase eye-catching china, while expanses of wall can highlight a dazzling backsplash.





FOR TIPS ON HOW TO TACKLE YOUR KITCHEN OR
BATHROOM PROJECT VISIT OUR WEBSITE.



CASE STUDY: UNIQUE SPACES

An intimate kitchen can still be beautiful and functional. Consider these tips to optimize your space.

Tips to optimize a unique space

- **The goods:** A standard 30 to 36 inch wide oven and cooktop range can often take up much-needed countertop space. Look for conveniently sized 20 to 24 inch wide ranges that can slide into the tightest of areas. Some options offer side opening doors for maximum flexibility.
- **Embrace color:** Bright hues can infuse energy and bounce light around a room. Consider a light backsplash paired with darker cabinetry and countertops to open up the kitchen. Don't forget about plants and greenery for a fresh pop of color.
- **Get creative:** Look for space-saving dishwashers. Some are the size of a standard cabinet and come with all the wash cycles and features you need. Instead of a breakfast nook or kitchen table, add a counter bar with stools. Look for alternative storage spaces, such as placing baskets on top of your cabinets.
- **Think vertical:** Eliminate the soffit and extend cabinets all the way to the ceiling. You can keep infrequently used items up high.





DOWNLOAD THE LATEST LUXURY
HOME DESIGN TRENDS

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FRESH TAKES

Try on these trends to give your powder room a modern makeover.

ZEN TIME

Self-care is officially in style. Indulge in some well-deserved “me time” in your very own at-home Zen Zone. Channel peace and tranquility with soft hues, natural materials and cozy linens. A rain shower is a must for total relaxation.



BLOOMING BATH

A little pattern can go a long way in a powder room. Dark, large-scale floral prints are trending. So don't be afraid to embrace a moody vibe. A bold and dramatic sink basin will wow your guests and beautiful hardware adds a glamorous touch.



INDUSTRIAL AGE

For a more masculine look, go back to the basics with matte finishes and black hues for your fixtures. To give a space an urban atmosphere, add elements of concrete. Highlights of brass hardware take things from monochromatic to edgy.

GOING FOR THE BOLD

If you're going to experiment with color in any space in the home, start with the bath. Stick with one powerful punchy hue, with accents to highlight. Mixing metals keeps things from feeling too matchy-matchy, and high shine finishes keep the room feeling bright and fun.



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NOTES & IDEAS

TO-DO LIST

- [illegible]



TRUST US WITH YOUR DREAM HOME

We believe that building or renovating your home should be a pleasant experience, one to look forward to with excitement, and we're here to ensure that you have a five-star experience every step of the way.

Visit 41west.com to schedule your Idea Session.

