

7 Things You Need To Know About Kitchen Refacing



A report containing information on the factors you need to know before deciding on a kitchen refacing contractor.

Kitchen Magic Refacers, Inc. provides design, consulting and installation services for homeowners who are looking for solid wood materials, guaranteed workmanship, delivered within the promised schedule. The final product adds value to your home and comfort to your life. You get your dream kitchen in days, not weeks, and save thousands of dollars.

KITCHEN
Magic
REFACERS, INC.

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Celebrating over 28 years of exceeding customer expectations

There are seven critical factors to consider to ensure that your kitchen refacing contractor delivers a final product that adds value to your home and comfort to your life.

- 1. Quality and Type of Materials**
- 2. Design and Installation Workmanship**
- 3. Durability and Guarantee**
- 4. Scheduling and Installation Accuracy and Punctuality**
- 5. Customer Service/Work History of Contractors (Reputation)**
- 6. Choices, Options, and Selection**
- 7. Testimonials**

What is Refacing?

Your old cabinet doors and drawer fronts are removed and discarded. With Kitchen Magic Refacers, Inc., the exterior of your cabinet boxes are covered or “refaced” with genuine all birch, cherry or oak in designer finishes to match the all new solid wood doors and drawer fronts.

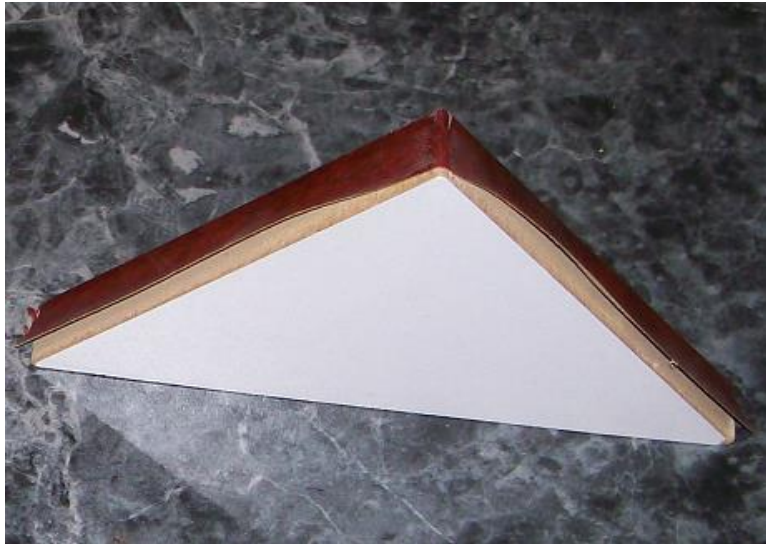


In addition, new hinges and handles are installed. Our experts will install your choice of Granite, Silestone®, or Corian® countertop and sink and will handle any plumbing, electrical and appliance work. We can add roll-out shelves, add islands, modify cabinets to accommodate microwave ovens and range hoods, install glass doors, and more. Modern refacing provides a “makeover” to create your dream kitchen at a surprisingly low cost.

The size and complexity of your kitchen determines the number of days to get the kitchen of your dreams. In most cases it takes 4 days or less.

1. Quality and Type of Materials: What materials are used for doors, drawer fronts, and cabinet coverings?

More than 93% of kitchen refacing contractors use Medium Density Fiberboard (MDF) doors and drawer fronts wrapped in Rigid Thermal Foil (RTF). The remaining 7% use all solid wood materials. MDF, also known as wood core, furniture core, sawdust and glue, industrial grade wood, or particleboard, is essentially wood dust held together with formaldehyde resins. MDF materials are not only *hazardous to your health*, but they are covered with inferior Rigid Thermal Foil (RTF) materials.



RTF is a type of laminate that is applied with glue and heat. Ovens, dishwashers, and coffeemakers create heat in the surrounding areas and attack the glue on these materials, causing them to peel, curl, turn yellow or chip. In addition, many contractors coat the cabinet exteriors with $\frac{1}{8}$ inch or thinner laminate veneer that is simply glued onto the old cabinets.

Kitchen Magic Refacers, Inc. uses only SOLID HARDWOOD doors and drawer fronts, and covers your cabinet exteriors with GENUINE HARDWOOD veneer up to $\frac{1}{4}$ inch thick. The wood veneer is secured by carpenter brads and panel adhesive. Kitchen Magic Refacers, Inc. does not use plastics or inferior composite materials. This means you have no peeling, curling, yellowing, chipping and, most importantly, no health hazards!

2. Design and Installation Workmanship: What are the qualifications of the designers and installers?



A 2004 industry study showed that 88% of kitchen refacing contractors use salespeople with less than one year of design experience. When it comes to installers, over 90% of them are subcontractors who do not specialize in kitchens, have little or no cabinetmaking experience and limited capabilities. This is a decision you will live with every day, so make absolutely certain that you are getting “the kitchen of your dreams” from skilled and qualified designers and craftsmen.



Kitchen Magic Refacers, Inc. employs creative, certified, award-winning kitchen designers who will work with you to create the kitchen of your dreams. Our experts can redesign, add, move and/or remove cabinets. Highly skilled, licensed and insured cabinetmakers deliver and install your kitchen to create a beautiful new look. Our expert installers have an average of 15 years of experience and work solely for Kitchen Magic Refacers, Inc., specializing in kitchens with the necessary skills to handle most electrical, plumbing, appliance and countertop work as needed.

3. How long should the materials and workmanship last and is it guaranteed?

The biggest fear homeowners have of kitchen refacing is that the final product will not last, due to inferior materials and workmanship. Over 85% of the contractors offer guarantees that are “prorated” on materials or only cover labor from 90 days up to one year. Some may even offer a “10 year warranty on hardware” – but most homeowners are not aware that “hardware” only means the knobs and hinges. Read the warranty. The salesperson is required by law to have it available for you to read.



Kitchen Magic Refacers, Inc. uses all solid hardwood materials, unique installation processes, expert designers and installation teams to assure that your new kitchen will last and retain the look of quality for as long as you own your home. We guarantee it and our guarantee is a lifetime warranty, meaning that everything we do is under warranty. See the warranty for details.

4. Scheduling and Installation Accuracy and Punctuality: How can I be sure the job will start and end on time?

In 2003, there were over 1,600 complaints filed against home improvement contractors in Maryland alone. The biggest complaints relate to the many and continuous delays on promised start and end dates of a project and that the salespeople arrive late or *do not show up at all*. Most kitchen refacing contractors pack in as many appointments and installation jobs into as little time as possible. This leads to showing up late or being a no-show for appointments and to delaying or pushing back installation start and finish dates. While your cabinet refacing is in progress, you will not have the use of your kitchen, so it is important to make sure the job starts and ends as promised.

Kitchen Magic Refacers, Inc. values and respects people's time. We begin our relationship by arriving on time—every time—for appointments and consultations. Our expert designers and installers, specialized systems and processes, and unique supplier and industry relationships allow us to coordinate all aspects of a project, ensuring seamless installation with no delays. Our pledge is to remain in constant contact regarding your desires and expectations. Finally, we tell you the specific day and time the project will start and the day it will end. Kitchen Magic Refacers, Inc. has a 96% record of accuracy and of delivering on time.



5. Customer Service/Work History of Contractors: What is the company's responsiveness, reliability and work history?

The third biggest complaint in the kitchen refacing industry relates to poor customer service—not getting a response when calling, refusals of follow up service to correct any problems or concerns, even being promised that someone will return but no one shows up.

Kitchen Magic Refacers, Inc. is a longtime member of the Better Business Bureau (BBB) and the Maryland Home Improvement Commission (MHIC). A 2004 random survey of Kitchen Magic's past customers showed that 92% expressed strong sentiments that the final work and experience exceeded their expectations. Our goal is to raise the percentage of exceeded expectations even higher.

6. Choices, Options, and Selection: What choices and types of materials are available and what additional services can be performed *without extending the time period for the job?*

Another major complaint against the kitchen refacing industry is the lack of options and variety. Most contractors have very limited selections of materials and more than 86% do not even offer solid wood products at all. They are also unable or unwilling to deal with different types of countertops or work with electrical, plumbing and appliances. If you need these services, *you* are forced to become the general contractor and handle the countertops, electrical and plumbing coordination yourself.



Kitchen Magic Refacers, Inc. offers the largest selection of solid wood—styles, colors, shades and stains—and are experts in all countertops, including Granite, Corian, and Silestone. Kitchen Magic Refacers, Inc. can also handle most electrical, plumbing, and appliance issues. Our cabinetmakers can add roll-out shelves, install under-cabinet lighting, add islands, and modify cabinets to accommodate a microwave oven or a range hood, and install glass doors.

7. Testimonials: What are past customers saying?

Many companies claim to be the best, the most experienced and reputable... but ask to see some evidence from their past customers.

Kitchen Magic Refacers, Inc. doesn't ask you to just take our word for it... Here are just a few testimonials from some of our thousands of customers:

"I am just crazy about my kitchen and anybody who walks in it is just thrilled and awed...it really is a very, very special part of the house and you can make it more special by this process."

"Wow, you did it! Thank you so much for my wonderful kitchen. It's everything I wanted and more—truly Kitchen Magic. Your contractors were very professional, arriving promptly and cleaning up each afternoon. Beautiful workmanship! I will definitely recommend your company. P.S. Amazing, it only took four days as you said it would!

"I've been very happy with the job, completely happy, which is rare."

"We went to at least three places and I chose [Kitchen Magic Refacers] more for their ideas, I felt like I was dealing with somebody who understands kitchens and wants things that work for you."

"They did a wonderful job; I would say [Kitchen Magic Refacers] even exceeded our expectations. They did it on time and everything went as they told us it would."