

## Five Reasons to Promote Custom Cabinets In Your Kitchen Renovation Jobs



A home improvement contractor promoted modular stock kitchen cabinetry from a national big box store to its clients for their kitchen remodels. They believed that they could save money (by buying in bulk) and save time (no down time since any local big box store would carry what they needed).

At first, they were happy with how inexpensive the cabinets were for them and their clients, and how good they looked when first installed. But as time went on, problems occurred: cabinets were back-ordered, wrong colored cabinets were being delivered, wrong sizes arrived, orders arrived with damaged panels, etc. Homeowners started complaining that cabinet doors were now crooked, and hinges and knobs were loosening. Looking back, the contractor wished they had gone with a custom kitchen cabinet builder for the following five reasons:

1. **True Customization.** Many kitchens have interesting angles and curves. With stock modular cabinet solutions, these areas were left unused and wasted. With custom cabinetry, interesting angles could be fitted with highly-customizable, creative solutions such as wine racks, lazy susan cabinets, trash bin cabinets, spice pull-out drawers, etc. Custom cabinets result in less wasted kitchen space and creative use of every surface area.
2. **High-Quality Construction.** Custom cabinets are made of solid wood and are built to last, unlike modular cabinets which are made of plywood or MDF particle board. Hand-planing and hand-finishing of custom cabinetry meant fewer dings and scratches. High end finishing technology and varnish meant cabinets lasted longer, which meant that kitchen cabinetry did not have to be replaced every few years by homeowners.
3. **Creative Freedom.** With custom cabinets, homeowners have creative freedom to pick custom features including matching cabinet colors to their favorite fabrics, custom hardware pulls and knobs to reflect their personalities, etc. Their kitchen could truly be one-of-a-kind.

4. **Local sourcing.** Customers could feel good knowing that they are supporting their local economy by purchasing custom cabinets, hand-made by cabinet artists who take pride in their work. Custom cabinet makers use locally sourced wood and hire local transporters and installers.
  
5. **Warranty.** Custom cabinet makers offer warranties. If homeowners never had to worry about warped cabinet panels, broken hinges, or finishes that scratch and fade, their kitchen cabinets could last a lifetime, and that fact alone could justify a higher price over stock modular cabinetry.

Interested in learning more about how custom cabinets can result in happier clients and more referrals? Call **BeDazzle Kitchen Cabinets** at **1-800-BeDazzle**.

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