

THINKING ABOUT REMODELING?

You love your neighborhood and
your community.

Staying in your home is easier than
moving.

Staying in your home is the highest
value and least costly option!



DC INTERIORS & RENOVATIONS



Are your family and lifestyle changing? Are the demands on your home changing as well?

You can remodel your home and stay in the house and neighborhood where you feel most comfortable. After all, you “like it here.”

Renovations to your existing home can be a great option to continue to love where you live – and funding a remodel is much less expensive than planning, moving and taking on a new mortgage.





Maybe something has changed and now you see the flaws in your house.

Blemishes or imperfections have come into focus and maybe you've noticed how dated the house has become. It is time for action. Not just to fix a problem, but to improve the overall appeal of the space to fit your new lifestyle.

Changes need not cause limitations. With renovation comes opportunity ... opportunity to make a difference in your family's daily lives today and well into the future.



LET'S GET STARTED

A difficult decision?
All things considered —
not really.

Before you take the first big step plan ahead – Do it right! Doing it right begins with long-range planning. What will your family need in the years ahead? Seek informed sources to develop ideas and create a comprehensive plan. You've made a big decision, now...

- Plan ahead – determine “must have” vs. “would be nice”
- Be smart
- Do it right

PROFESSIONAL INTERIOR DESIGN – THE FIRST STEP TO ‘DOING IT RIGHT’

How can professional interior design work for you? Consider:

- You will be living with your decisions every day for a long, long time
- Doing something halfway can be worse than doing nothing
- Designers plan for success and illustrate all the best options
- Experienced interior designers understand the construction process and get the most from specialized contractors
- Interior designers are guided by your wants, needs and expectations



You already value your daily life in your home, neighborhood and community. All the more reason to be certain your renovation is done right and professionally managed!

Here are three reasons that professional design is right for you:

- You are investing in your future comfort and contentment
- The most important return is the positive impact the project has on you and your family
- You're investing in a lifestyle you enjoy – a life well-lived and more productive

Unleash Your Home's Potential!

7 WHY ARE YOU REMODELING?

No matter what motivates you, remodeling is a personal experience. Your reasons are always the right ones.





Personal experiences and family dictate lifestyle.

As you and your family mature,
your needs and desires change.
Lifestyles evolve...



- New family members at home require different amenities – new baby, older children living at home, elderly relatives, etc.
- No more toddlers – no need to “kid-proof” the house.
- The “empty nest” – children grow and move out on their own leaving space to create in.
- Taking on new interests – hobbies, working from home.
- Demand for better organization, storage.



As you journey
through life your
tastes have grown
and changed.



Remodeling to update features and functions of your home is a project that has a huge impact. Additional reasons to change your house now include:

- Your house reflects the tastes and popular trends of a different era.
- Your home reflects the tastes of previous owners/builder.
- Once popular features “just don’t work anymore.” (The “I hate my kitchen” response.)
- Your financial situation makes it possible to change now – you’ve been planning and saving for a while!

A new era in your family can also mean a new room, floor or entire home makeover

Want to know what the changes could look like? Compare changes and plans for example? Another reason to engage an interior designer. We have you covered! Effective interior design can provide multiple options for viewing. You can know what your various remodel ideas look like and how they will feel.



Get a head start.

You've decided to remodel.
Congratulations! Now what?
Here are our top suggestions how
to make the process work for YOU!



While exciting, the sheer number of choices may be overwhelming. You can get amazing results for YOU by contacting the team at DC Interiors to ensure a successful completion of your project - creating your dream home.



- Brainstorm your ideas with every member of the family – everyone in the household is impacted by the final decision.
- “Shop” for ideas – pick up design, decorating magazines and books. Watch TV and video remodeling episodes. Visit open houses, Parade of Homes and Home Show events. Gather ideas everywhere.
- Create Idea books on Houzz, or boards on Pinterest, or visit the galleries in our portfolio at DCINTERIORSLLC.com
- You'll have tons of choices to make. Appliances, Cabinetry, Plumbing fixtures, Flooring, Counter tops, Tile, Lighting, Wall and Ceiling Treatments, Colors, Window Treatments and on and on and on.



WATCH OUT FOR THE
HALL OF SHAME!

Pain and suffering...

You have many options when it comes to remodeling. Before you take the first big step, consider the pitfalls... most homeowners are stunned by what it takes. They “don’t know what they don’t know!”

Mistakes, false starts and “do-overs.” – nowhere is “time is money” truer than in the building trades. Advanced planning and day-to-day oversight is a must.

Quality control – with each subcontractor dealing with its own challenges, who’s watching out for the entire creation?

The letter of the law – the devil’s in the details: permits, building codes, inspections.

**WE
DON'T
KNOW
WHAT
WE
DON'T
KNOW**



HORROR STORIES ABOUT

- **Expecting to save money by doing a remodeling project on their own, homeowners ran afoul of local building codes.** Failing to obtain the correct building permits, an inspector forced them to rip out drywall to reveal electrical wiring to insure it met local regulations. Doing the same job twice costs much more than doing it right the first time. Can you afford the time and dollars?
- **The internet offers many buying opportunities.** Some represent true bargains, many do not. In an attempt to save money a homeowner ordered light fixtures online. When the fixtures were delivered they proved to be far lower quality than they appeared in pictures. Disappointed, the homeowner returned them – finding there were additional “restocking” fees and shipping charges.
- **In another instance the fixtures were back ordered.** And, when they arrived one was damaged. The bottom line, no money was saved and a lot of time was lost. The whole project was delayed for more than a week.
- **Popular retailers like Ikea have an impact on remodeling.** A homeowner ordered a bath-room vanity. Their carpenter found it did not fit the space and did not work with the sinks the homeowner had selected. The result? Special cabinetry modifications and custom plumbing work plus a new countertop. The final tally: “saving money” cost the homeowner more than double what a custom cabinet, countertop and fixtures would have cost in the first place.



Taking matters in hand trying to save money is a recurring theme. Homeowners learn letting professionals source and install materials doesn't cost... it pays!

Avoid the disappointment of a renovation gone wrong—

- Who do you turn to for dependable, quality work? Your dedicated concept-to-completion interior design team from DC Interiors is the wise choice.
- Electrical and plumbing changes must meet local building regulations. Making up for mistakes after the fact can blow your budget and ruin the final outcome. The professionals at DC Interiors know what's required and make sure it gets done right the first time!
- Redoing is much more expensive than doing it right — it could be more than double!
- Imagine having to rewire, re-plumb or reset new fixtures. Or worse, replace the plumbing because it does not meet code requirements. Experienced Interior designers avoid costly oversights that can cost you thousands



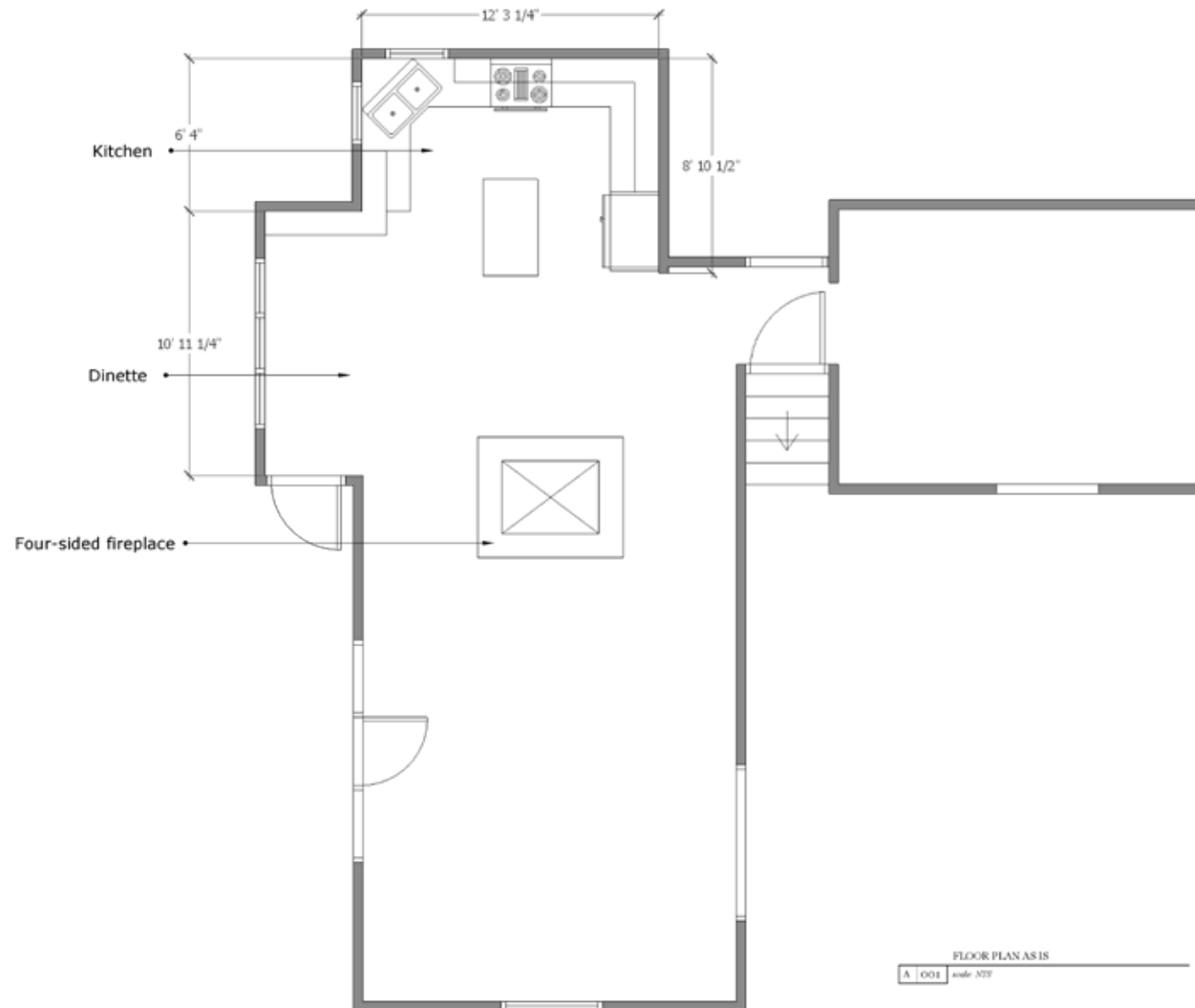


**Real Ideas
Real Options
Reliable Budgets**

3
UNDERSTAND
ALL YOUR
OPTIONS!

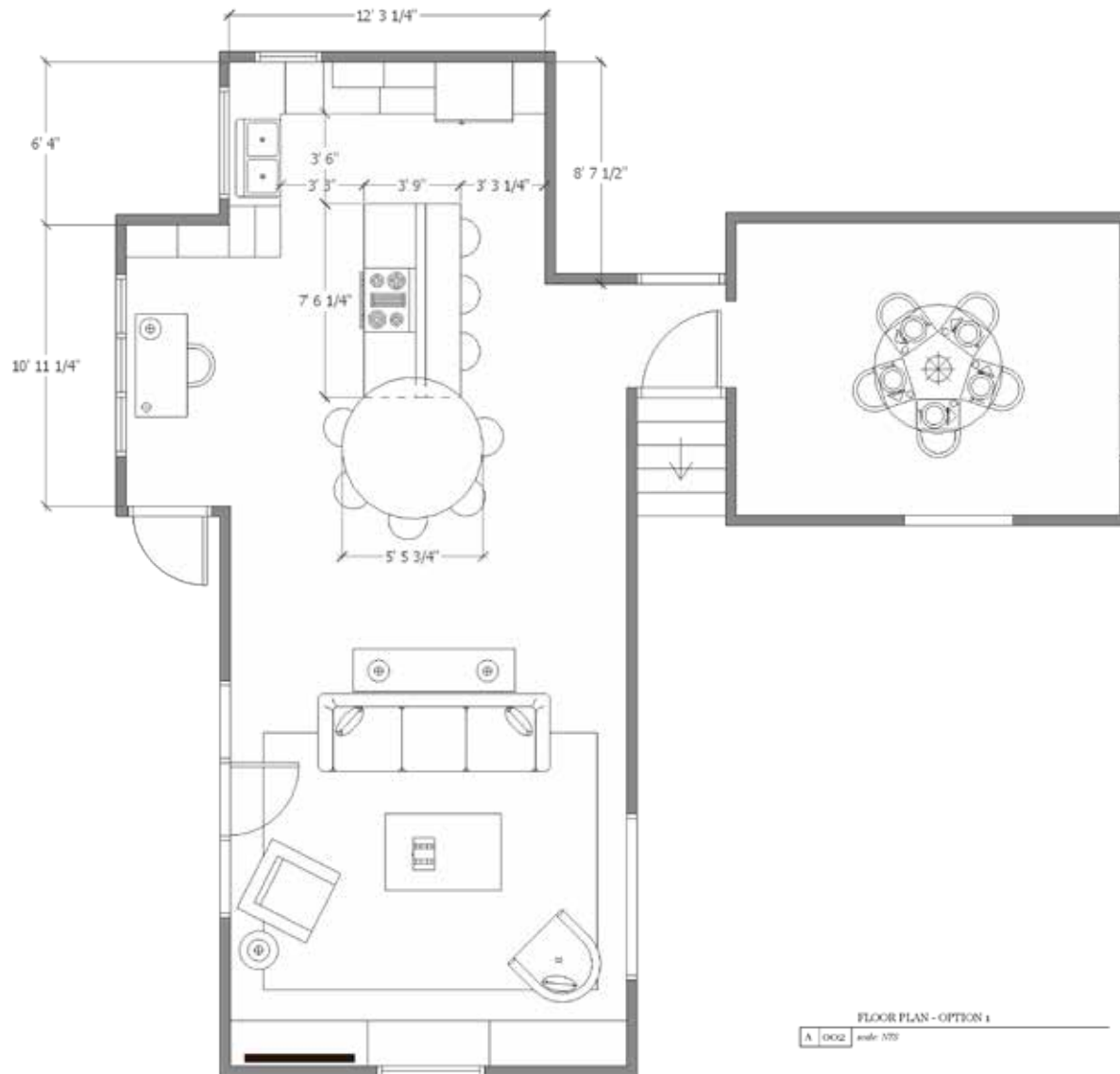
Floor Plan As Is

The clients have outgrown their kitchen. They did not have enough storage and the island was so small it was barely functional. And the biggest problem: they could not watch TV from the kitchen during football because a huge 4-sided fireplace separated kitchen/dinette from the living room.



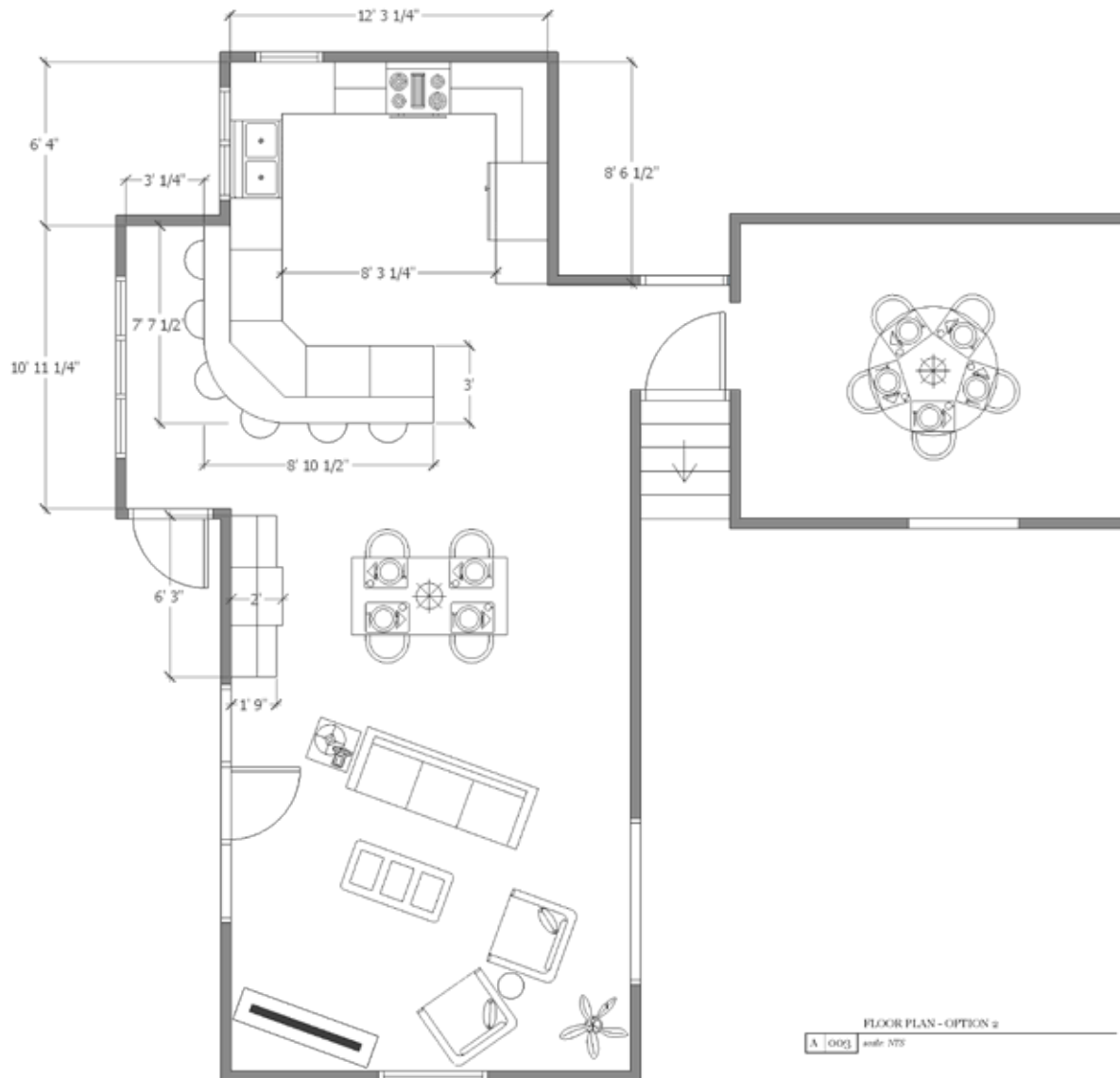
OPTION 1: Large Island

This floor plan features a large island with plenty of seating. The sink moved from the corner to under a newly enlarged window. A cooktop is in the island.



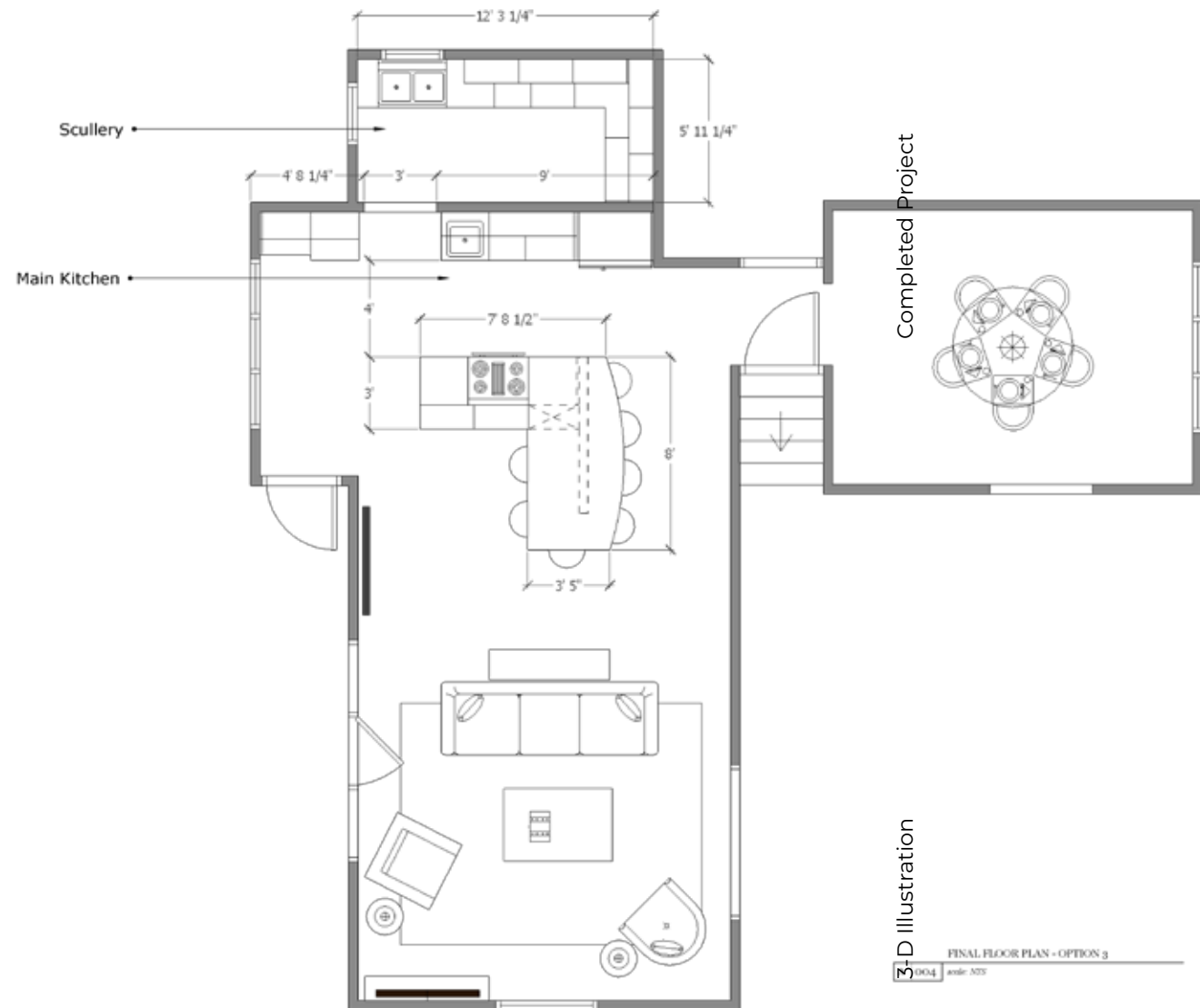
OPTION 2: Peninsula

In this plan a peninsula takes the place of the island. It has seating for at least six (6) people with plenty of storage and countertop space on the other side.



OPTION 3: Final

Typically we like to remove walls to give a space a more open feel. But in this case it made more sense to add a wall to create a scullery. The homeowners are avid entertainers and love the idea of having a place to put dirty dishes and do all the prep work while still having a clean, organized main kitchen. A gorgeous walnut butcher block countertop creates seating for seven (7) people. Incorporating two TVs in the design sealed the deal.



KNOW WHAT YOU'RE MISSING BEFORE IT'S TOO LATE!

Completed Project



You might think they're magicians, but DC Interiors' designers relying upon years of experience, education and unequalled industry knowledge to bring life to your vision.

Completed Project



Can't see the "forest for the trees" or the open concept through the existing walls in your older home? We can help with that... using the latest technology experienced interior designers "remove walls" via 3D illustrations long before any action takes place.

3-D Illustration



3-D Illustration



How can your outdated kitchen open up, bring in natural light and be a place to gather? Seeing is believing!



4

3D-BREATHE
LIFE INTO YOUR
IDEAS



Completed Project



Completed Project



3-D Illustration



You want the latest in cabinetry but just can't envision it... we can make it happen on screen and in reality.

3-D Illustration



The idea sounds great, but how will it turn out... get a sneak peek with the latest 3D graphics, a basic tool of skilled interior designers.



5

WALL TO WALL
ELEGANCE

Visual Colors – Textures – Styles

Are you a person who “knows what you love when you see it?” Teaming with a skilled interior design team gives your thoughts, ideas and concepts structure and substance. Using the latest in 3D computer generated graphics, the interior designers at **DC Interiors** will “walk you through” your new space. With a click a change can be made and your vision evolves before your eyes. Changes on a computer are much less expensive compared to the domino-effect of changes once the project is in full-swing.





You might think they're magicians, but **DC Interiors'** designers relying upon years of experience, education and unequalled industry knowledge to bring life to your vision.

SEEING IS BELIEVING

KNOW where you are going

There's no room for adlibs when it comes to remodeling your home. Even a basic project requires planning and attention to details to ensure success.

PLAN for a positive result

Can you envision enjoying your new room? Can you envision how to get from your dream to reality? We can! It's what we do.

SHARE your thoughts

What do you want in your new space? What must go? What are the features you'd include if you could have anything you want? Work with the skilled interior designers at **DC Interiors** to bring your thoughts, ideas and dreams into focus. We'll take your lists of features, combine them with solid design principles and show you what can be ... together we will explore all the "what if" potential. When we're done you'll be able to "see it" in a detailed 3D computer rendering.

Where ART MEETS SCIENCE

Creating elegant, timeless and functional designs combines an artist's perceptions with a craftsman's skill. **DC Interiors** combines years of interior design experience with the jobsite savvy of a licensed contractor. Add skill with the latest design technology and you get the best of all worlds!

Interior design is all about you! It is a very personal experience. When you visit **DC interiors** your distinctive lifestyle demands and wishes for your new space drive every step in the creative process. We provide the link between ideas and reality – reflecting your personal tastes, desires and needs. You share your thoughts, preferences and goals then we show you how to make dreams come true.





6 INDIVIDUAL TOUCHES FOR YOUR LIFESTYLE

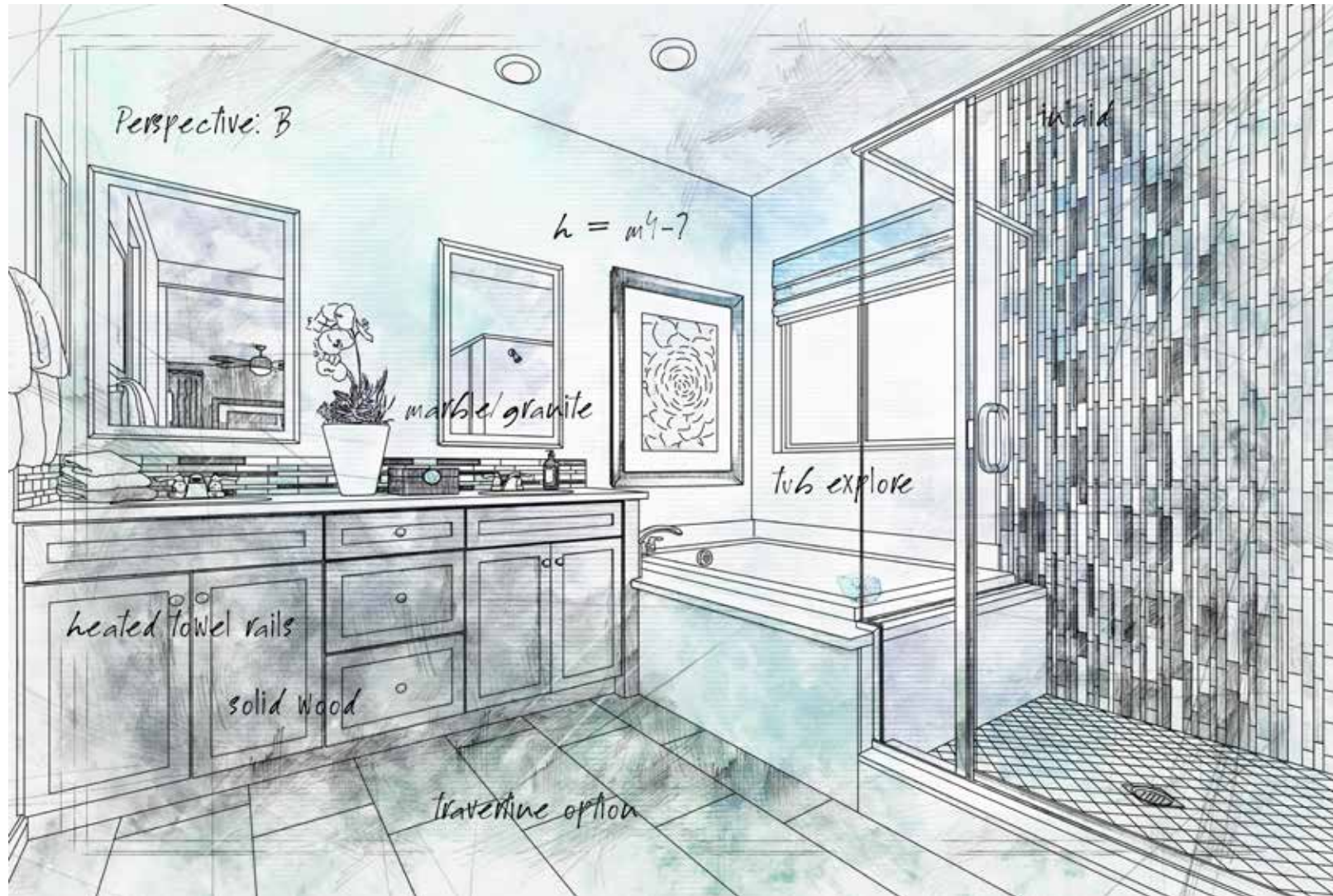


The **DC Interiors** team has a unique eye for design and an ability to bring a fresh, modern and timeless look to houses of all styles and eras. We believe in creating unique spaces that balance aesthetics and function.

Capture your imagination...

Are you expanding your home to make room for a larger family, or to get more enjoyment out of the space now that your "nest is empty?" Or, do you just want to update and make a change? It doesn't matter. Whether you are changing one room or the whole house let your imagination guide you to a new comfort level and a life "well-lived."

Redraw boundaries to fit your lifestyle



Do you want a spa-like master bath? Or an all-new high-tech kitchen? You can have it all. Working with skilled interior designers who will tie all your wants, needs and dreams together you can redraw the boundaries within your home to fit your lifestyle. Open up the possibilities!



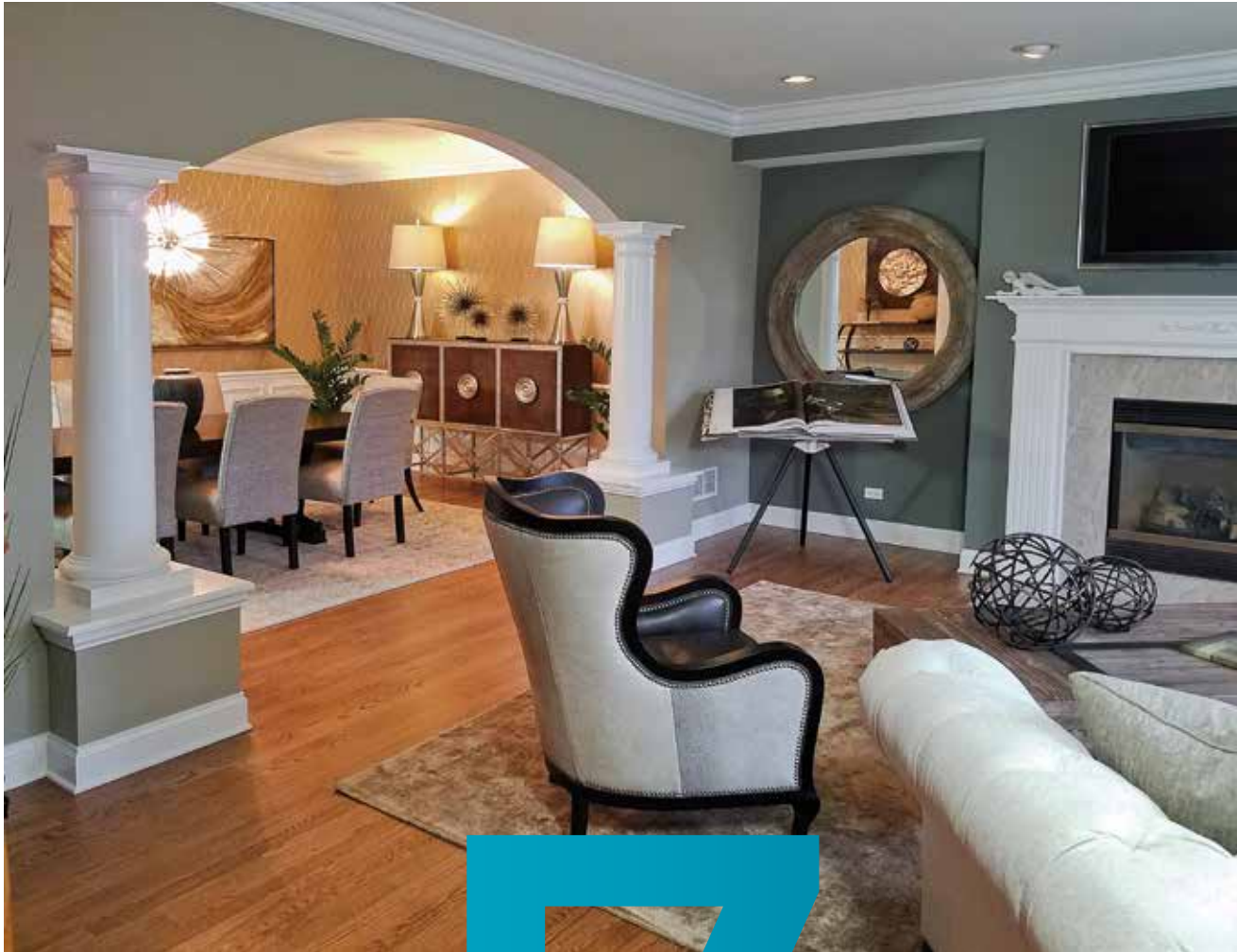
Anything
you want...
now's the time

Combine your ideas
and desires with the
imagination and skill of
DC Interiors' designers
and anything is possible.





An
Experience
Delivered



CONCEPT TO COMPLETION

Interior design translates YOUR hopes and dreams to comfortable living
"Find out what you're missing... before it's too late!"



IMAGINATION

They're "Dream Weavers" building upon your thoughts.

INSIGHT

You'll get decades of industry experience from clean-sheet design and on-site contractor experience at your service. Applying hours and hours of work to manage your project, bring new concepts to the project and find the right materials at the right price.

VISION BASED UPON EXPERIENCE

Add their experience to YOUR perspective to create ideas you never knew you had. They're not mind readers, but it appears they are.

PERCEPTION BECOMES REALITY

Applying decades of experience to bring your vision into focus and turn "what ifs" into reality. **DC Interiors'** professionals sift through hundreds of options to capture your personality and interpret your desires.



COMMITMENT

The concept-to-completion team does a lot of unheralded, behind the scenes work on your behalf. A remodeling contractor does what the plan calls for...the DC Interiors team does what's best for YOU and your family.



COMPLETE INTEGRATION

Do you know which permits have to be applied for? What the local building codes require? When inspections have to be completed – and which ones can hold up your entire job? As licensed contractors the DC Interiors' team understands every demand.

QUALITY CONTROL

Interior designers always have the big picture and every detail in mind and they are always “on.” Visiting your jobsite daily, they keep the project on time and on budget. Using well-vetted, well-respected subcontractors and craftsman job after job they get results.

PERSONAL CONSULTING

Exceptional “people skills” built over decades of customer service allow the DC Interiors designers to understand and help you work through the stresses of a remodeling project. Your peace of mind is a factor in every phase of the job.

SATISFACTION

“Promises made, promises kept.”

One of the most common reactions to the final walk-through is: “it is so much better than I ever imagined it could be!”

The professionals at **DC Interiors & Renovations** are your advocate every step of the way ensuring the ultimate renovation experience.



Learn how we can bring
your thoughts into
perspective
and energize your home.

Call, email or visit our
showroom today.



DC INTERIORS & RENOVATIONS

3000 Cahill Main, Suite 215
Fitchburg, WI 53711
608-444-0571
info@dcinteriorsllc.com