

SPRING
Home & Garden
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This kitchen was designed
by **DESIGN WEST**.
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Design West:

Kitchen, Bath, & Word of Mouth

by RONA MANN

"They were great to work with from day one. Michelle was forthcoming with plans and designs and would e-mail me additional ideas and designs even before she had officially taken my husband and me on as clients."

...Kacey Wolter

Word of mouth. You can't beat it, for there is no other form of advertising more honest, unsolicited, and enduring.

Chances are, if you read a story about your average home design company that specializes in the remodeling and rejuvenation of kitchens and baths, they will, no doubt, tell you they are the best: professional, great customer service, high quality products, experienced service people. Blah. Blah. Blah.

But when you hear directly from their customers in a totally unsolicited manner, that means so much more. Because they're the people who first walked into the Design West studio with wishes, dreams, and plans in their heads, who interacted with designer salespeople, who saw the extensive selection of materials, who were guided, who looked at drawings and plans, who were quoted prices and hoped to stay within those parameters. These are the people who opened their

homes and trusted that work would be done on time, professionally, and to their complete satisfaction.

So when you hear from these people, you're more likely to sit up and take notice because they are the real deal. Well, get ready to sit up and do so because this is the story of a business that's the real deal: Design West and how they continue to successfully work with clients within our own community. People who were neither paid nor coerced to give this testimony. This is their experience...in

their own words.

"One of the great things about Michelle was that I had purchased this antique pine sideboard table before our second kitchen was put in. She came down and photographed the table and took measurements so that it would blend in perfectly with what I was envisioning for our new kitchen. Throughout the entire project they blended my desires and wish lists into the small, structured space I had to work in, always providing multiple layouts, designs, and exciting suggestions."

...Tammy Cappuccio

The "Michelle" to which these overjoyed clients are referring is Michelle Cady, Kitchen and Bath

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Michelle Cady



A newly renovated kitchen at a home in Westerly designed and installed by Design West.

| Grace White/The Westerly Sun



Some of the porcelain plank tiles on display at Design West in Westerly. The company partners with BT Tile in Uncasville to offer a one-stop shopping experience to customers for tile and cabinetry.

| Jill Connor / The Westerly Sun



Some of the many finishing for bath and kitchens at Design West in Westerly.

| Jill Connor / The Westerly Sun



Home and Garden kitchen-Kathleen Wolter's home in Stonington.

| Christine Corrigan/The Westerly Sun





Kitchen in Watch Hill.

| Christine Corrigan/The Westerly Sun

Design West

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Designer at Design West...a woman with not only more than twenty years of interior design and space planning experience, but more importantly a woman with a file filled with satisfied clients eager to sing the praises of a true professional. Cady joined the Design West team nearly three years ago and has made a big difference to the total experience Design West offers their clients.

Gerard Ventresca, owner of the successful 15 year old local business and with more than 35 years in the kitchen and bath industry, sings Michelle's praises willingly. "We compete with the 'big boys,' and we are able to do that because of Michelle. We don't charge to come to your house. Our design services are completely complimentary. Michelle will go to your home, new construction, or just a framed in building. She can draw up floor plans, remodel, and give you computer aided designs that look like actual photographs of what your new kitchen or bath will look like when it's completed. It seems that all our customers eventually become Michelle's friends. You don't get that at the Big Box store!"

Ventresca has been with Design West "since day one. I even painted

the walls!" His commitment to a showroom that is constantly changing and appealing to all price points, has brought in many new customers, not only for kitchen and bath, but now for tiling, flooring, counter tops, cabinets of all styles, window benches, breakfast nooks, and entertainment centers.

"Gerard was wonderful. He has been in this business for decades and strives for the highest quality work which shows in the cabinetry lines he sells. He would give me sample cabinet doors and counter tops to take home so we could see them in different lighting and in the actual space in our home."

...Kacey Wolter

When it comes to cabinetry, Design West is proud to showcase Dynasty by Omega in addition to their other lines. Dynasty's superior craftsmanship, construction, and finishes allow customers to choose from a wide variety of door styles and stains. Dynasty is the pillar of the Design West showroom.

Design West has one of the more accessible locations in the Westerly area. Located in the Granite Hills Shopping Center, this allows them to have a warehouse on premises which adds to an ideal customer service experience that doesn't involve long wait times for products. It also provides customers with plenty of free parking. All of this

comes down to giving customers exactly what they want...what they've dreamed about for their home. But those are not just their words. In January, Design West was awarded the prestigious "Best of Houzz" award for Customer Satisfaction by Houzz, the leading platform for home remodeling and design. Chosen by more than 25 million users from among more than 500,000 active home building, remodeling, and design professionals, this honor was determined by a number of factors including their many quality client reviews.

"My wife found a design online that she liked, had ideas of what she wanted, and initially showed them to Michelle. Michelle came to the house, took measurements, and created a design that would fit our space. She gave us a really good 3-D design, then Michelle and Adrianna went back and forth for weeks tweaking it. Even when my wife e-mailed her on a Sunday night she got right back to us. It's hard to find people who call back, let alone on a Sunday! Throughout the process, Michelle treated our house like it was her own."

...Chad Brayman

Ongoing consultation, personalized service that exists from the very first home visit to long after the installation, a local business that

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Computer generated sketches.

| Provided by Design West



A wood leg detail on an Omega cabinets set at Design West.

| Jill Connor / The Westerly Sun

Granite surfaces display at Design West showroom in Westerly Home and Gardens.



| Jill Connor /
The Westerly Sun

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never tries to compete with the big box stores and has won customer satisfaction honors from an international organization because of their commitment, professionalism, per-

formance, and service...who says the best advertising isn't word of mouth?

Design West is located in The Granite Hills Shopping Center, 116 Granite Street, Westerly (401) 596-2979

www.dwkitchenandbath.com



A newly installed kitchen at a home in Bradford designed by Design West.

| Grace White/The Westerly Sun