

Our hero wants

To transform their home into a personal haven using an integrated design/build company that takes care of the whole process

- To remodel/redesign their home to finally make it theirs
- To work with one company that takes care of the whole process to lessen the burden and save them time and energy
- To live in a house that reflects who they are
- Beauty
- Functionality
- To be proud of their home
- To have the kind of transformation like they've seen on TV or Houzz



But has a problem (Villain)

The disruptive and time-consuming nature of remodeling blocks them from realizing their home's potential.

External

Why they need to act

- They have an ugly house that they've tolerated for too long.
- They're living in a space that doesn't work for them and their family.
- They have a "used" house that was made for someone else and doesn't match how they live.
- They live in dated, dysfunctional spaces.

Why they delay

- They don't have the time in their busy life to undertake a house project.
- Remodeling is disruptive and they would have to disrupt their life in order to redesign their home.
- They don't know who to trust.
- They don't know what to expect from the process.

What they fear may go wrong

- They'll be overwhelmed and paralyzed by too many choices & decisions (paradox of choice)
- The contractor won't keep them in the loop, communicate well, or proactively handle problems
- The project will end up costing a lot more than they expected or planned
- The project takes longer to complete than expected, which disrupts their life even more
- Poor communication makes the entire process more difficult and stressful
- Their schedule is messed up as a result; they don't know how to plan



Internal

- Disrupted
- Stressed
- Overwhelmed
- Worried
- Uncertain
- Anxious
- Embarrassed
- Frustrated
- Discouraged
- Fearful (not knowing what to expect)
- Ashamed
- Confused



Philosophical

You deserve to live in a home that's functional and beautiful, reflects your life and status, and provides a refuge from the outside world.



And meets a guide

Empathy: We understand how disruptive and time-consuming a remodeling project can be.

Authority: Since 2005, our integrated design/build teams have helped selective homeowners sidestep the crazy and transform their homes into beautiful spaces that function perfectly for their families. We can help you realize your home's potential without having to deal with the disruption of typical remodeling and interior design services.



Who has a plan

From outdated & dysfunctional to customized perfection in 5 steps

1. We tour your home & capture your vision.
2. You approve your project plan.
3. We process and prep.
4. We complete your project on time.
5. You enjoy your dream remodel.



And calls them to action

Direct CTA: Design My Haven

Transitional CTA: How To Minimize Disruption in a Remodeling Project



So they can avoid failure

- They're stuck living with outdated, dysfunctional design.
- Their home doesn't look nice or reflect their style.
- The home doesn't work well for their family.
- The home doesn't represent them or their life.
- They're embarrassed to have people over.
- They don't live a full life.
- They're ashamed of where they live.
- They may run into a mess and stop halfway through.
- They're afraid they are going to make a bad design choice.
- They're stuck having to live with a screwup or pay a lot more to fix it.
- They failed to make the best choice and ended up with a poorly designed space.
- They let indecision ruin the project.



And achieve success

- They have a beautiful, functional, customized home that makes them proud.
- They feel proud, relieved, and at peace in their home.
- Their home reflects them, their travels, life, and loves.
- They enjoy the benefits of a customized space designed for how they live.
- They look forward to going home.
- They look forward to showing off their remodeled home.
- The space functions better for them.
- They're motivated to share their home with family and friends.
- They've added substantial value to one of their most valuable assets, their home.
- They know they did it right and no longer worry about what they should have done.
- They make timely, confident decisions that move the project forward.



Oneliner

Problem: A lot of homeowners are afraid a remodeling project will be a stressful, time-consuming disruption in their lives.

Solution: We've integrated remodeling and design into a single, smooth process

Results: So homeowners can transform dated dysfunctional spaces into beautiful customized perfection.