

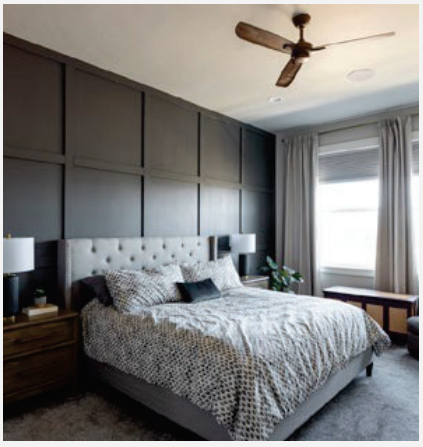






Are You Ready to Remodel?

A Roadmap to Remodeling with Confidence.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ARE YOU READY TO REMODEL?









A successful remodel starts long before any plans are drawn or walls are opened. It begins with clarity about how you live today, what's working (and what isn't), and what "home" truly means to you.

This workbook is a helpful tool to uncover those answers. Inside, you'll find checklists, exercises, and insights designed to help you think through what you really need from your home and how to prioritize your goals. You'll explore the kinds of questions experienced remodelers ask before beginning a project, from design and function to budget and lifestyle.

Think of this as a roadmap to remodeling with confidence. Whether you're refreshing a single space or reimagining your entire home, these pages can help you set a clear vision, avoid common pitfalls, and make informed choices that align with your life and values.

That said, this workbook is entirely optional. You don't need to complete it to work with Neil Kelly. Our designers will personally guide you through every step of the process, offering expert advice, thoughtful recommendations, and hands-on support along the way. Use this guide as much or as little as you like — we're here either way.

Take your time, make notes if you wish, and start imagining what's possible. Whether through these pages or in conversation with your design team, clarity is the first step toward a remodeling experience you can truly enjoy.


NEIL KELLY SEATTLE
Your Vision.
Your Style.


barefoot contessa foolproof
BAREFOOT IN PARI
modern comfort food

CLARIFY YOUR VISION, DEFINE YOUR STYLE







This is where imagination meets intention.

Before plans and measurements, before finishes and fixtures, this is the moment to step back and imagine how you want your home to feel and how you want it to support your life. Not just how it looks, but how it works day to day, season to season, and year to year.

This stage is equal parts dreaming and discovery. You'll start to notice what draws you in, what brings you comfort, and what helps your home feel effortless. You may confirm ideas you've been carrying for years, or uncover priorities you hadn't yet named. Both are valuable. The goal is not perfection, but clarity.

This section will help you:

- Clarify what's currently motivating your remodel right now
- Identify pain points in your current space — what frustrates you, what doesn't function well, and what's missing
- Define what your project needs to include for success
- Pinpoint the details that will make it feel exciting and personal

Your answers will give your designer valuable insight into what matters most to you. Some questions will be easy, some silly, others more thought-provoking — all are designed to help you shape a home that fits your life.

You'll also explore your personal style. Start gathering inspiration online and fill out our Style Questionnaire. We've included simple instructions for creating idea boards on Pinterest and Houzz — along with tips for noting exactly what you like in each image, so your designer can see what you see.

This is the time to be specific. If you're saving a photo for cabinet pulls but dislike the cabinet color, write that down. Otherwise, you might end up with design suggestions that don't reflect your taste. Clear notes lead to clearer communication — and ultimately, a design that feels perfectly you.

Have fun, and dream big. The clearer your vision now, the smoother your journey ahead.

HELP! I DON'T EVEN KNOW WHAT I LIKE...

That's okay, too! It's completely normal if you're not sure what your personal style looks like yet — that's why we're here. Our designers are experts at asking the right questions, exploring options with you, and uncovering the details you naturally gravitate toward. You don't have to arrive with a fully formed vision; we'll help you discover the look, feel, and functionality that truly resonates with you and suits your home beautifully. Together, we'll shape a design that feels authentically you, even if you're still figuring out what that means.










NEIL KELLY PORTLAND



NEIL KELLY PORTLAND

WHAT & WHERE ARE YOUR PAIN POINTS?

Every remodel starts with a catalyst — something that isn't working anymore. Maybe a kitchen appliance failed and the new model won't fit. Maybe your family has grown and your bathroom hasn't kept up. Maybe it's simply time for your home to support you better.



This section helps you pinpoint what's pushing you toward change:

- What isn't working? Identify anything in your space that feels outdated, broken, inconvenient, or frustrating.
- What was the last straw? Think about the moment or issue that finally made you say, "It's time."
- What's not functioning for your family? List anything—big or small—that no longer supports the way you live.



Getting clear on these pain points helps your designer understand the "why" behind your project so they can craft solutions that truly make a difference.

TELL US MORE ABOUT YOUR HOME & YOUR VISION

How long have you lived in your home?
How much longer do you intend to live in your home?

Is there any reason - other than pain points - that has inspired you to think about remodeling right now?

In a single sentence,
what do you want your home to feel like?

What do you love about your home?
(design, function, other)

What do you dislike about your home?
(design, function, other)

TELL US HOW YOU'D LIKE TO WORK TOGETHER

How involved do you want to be in making decisions?

Have you worked with a contractor or interior designer before? If so, what did you like and dislike about the process?

If there is one thing (or a few things) that would make you happy with your Neil Kelly remodeling experience, what would it be?

When it comes to large projects, which of these best reflects how you like to work?

Please circle one of the personalities below there's no wrong answer and you can circle more than one.

The Planner
Feels most confident with structure, clear timelines, detailed information, and well-defined next steps.

The Researcher
Likes to gather information, compare options,and understand the reasoning behind every recommendation beforemaking decisions.

The Decisive Driver
Prefers efficiency and momentum, trusts experienced professionals, and is comfortable making decisions to keep the project moving forward.

TELL US YOUR WANTS AND NEEDS

List everything you'd love to include in your newly remodeled home — no idea is too small or too wild. These are your wants.

Within this list of wants, highlight your non-negotiables: Which items are absolute must-haves for this project to feel successful. These are your needs.

Next, try to list your needs in order of priority and make a note about why they are critical for your project.

1.
2.
3.
4.
5.
6.
7.
8.

The Visionary
Starts with big ideas and strong feelings about how the space should look and feel, and appreciates help translating vision into reality.

The Collaborator
Enjoys talking things through, values expert guidance, and wants the process to feel like a true partnership.

The Cautious Investor
Focused on value, longevity, and return on investment, and wants reassurance that every choice is thoughtful and well-considered.

CHOOSING THE WANTS THAT TRULY MATTER

Now that you've prioritized your needs, let's revisit your wants. Tell us what excites you about living in the space?

From your initial list of wants, prioritize the top three features that would genuinely spark joy. For each one, briefly explain why it would make a meaningful impact for you or your family. This will help us identify what truly matters and, if something is a budget-stretcher, explore creative, more economical ways to bring that same joy or impact into your space.

1.

2.

3.

HOW WILL THE SPACE BE USED?

How a space looks matters, but how it works matters just as much. The best-designed homes support real life, adapting to everyday routines, occasional shifts, and moments when a space needs to do more than one job.

Taking time to reflect on how this space is truly used helps uncover opportunities to make it more comfortable, flexible, and supportive of the way you live.

How is the space used on an everyday basis?

Is this space sometimes used for other purposes? For example: A kitchen island might also be a homework or arts and crafts station. Your primary shower might also be the place where you bathe your pets.

When does this space feel most strained or least effective during a typical day or week?

How might the way you use this space change in the next five to ten years?

WHO WILL BE USING THE SPACE?

A home is shaped not only by the people who live there today, but by the lives it's meant to welcome over time. Friends gathering for dinner. Adult children coming home for the holidays. Grandchildren staying the night. Even the simple desire to move through your space with greater ease as years go by can shape how a home should function.

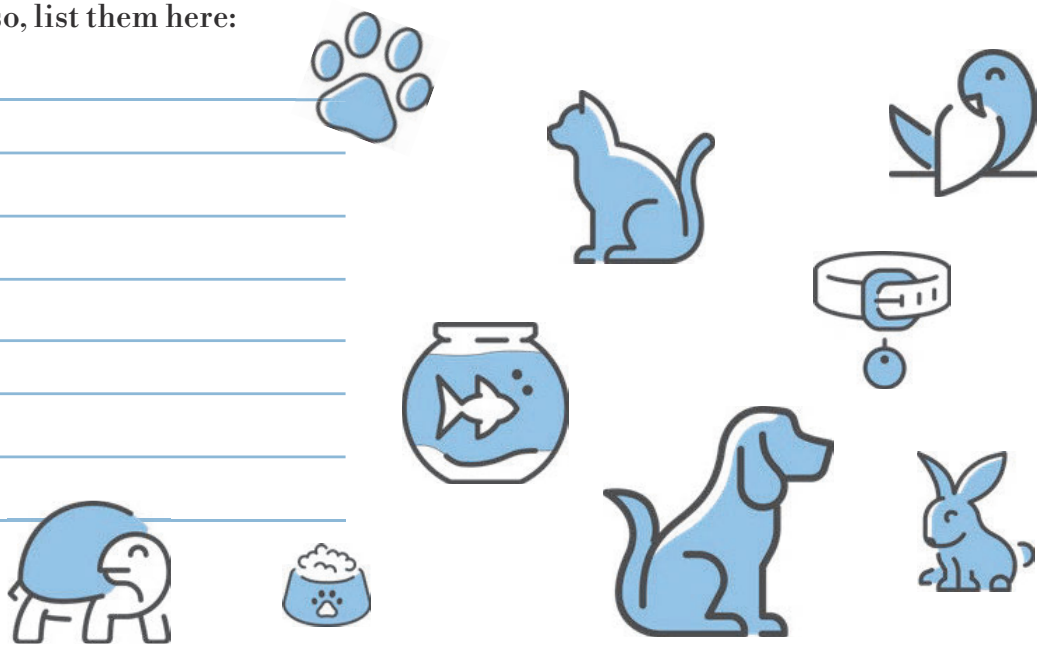
This is a moment to think broadly about who uses this space now and who you want it to serve in the future. Considering these rhythms early helps ensure your remodel supports connection, comfort, and longevity, so your home continues to feel generous and well-suited to every chapter ahead.

Use the table below to list everyone who uses the space that you're planning to remodel.

NAME	AGE	HANDED	HEIGHT	PHYSICAL LIMITATIONS

Add any other notes or details about who will use this space:

Do you have pets? If so, list them here:



Do you expect to add any more people or pets to your household in the next 5-10 years?

Does anyone who uses the space have special accessibility needs?

Is this a space that guests would use if/when you entertain in your home? Do you host a holiday or a specific event? If so, about how many people would you like to accommodate?

LIFESTYLE + DESIGN STYLE QUESTIONNAIRE

Design is personal. The most meaningful spaces reflect more than trends or preferences. They're shaped by how you live, what you're drawn to, and the details that make you feel most at home. This questionnaire is an opportunity to explore those influences, from visual style and color to daily habits and personal inspirations, so your design team can better understand what feels right to you.

1. How would you describe your overall style or aesthetic?
This could be your home, or even how you dress.

2. What is the most important quality you appreciate in your style?
(e.g., clean lines, coordinated colors, functionality, openness, etc.)

3. Does your home currently have a specific architectural or interior style?
☐ Yes ☐ No

If yes, describe: _____

4. Are there any design styles or features you particularly dislike?
These don't have to be in your home currently.

5. Do you already have a vision in mind for your space? ☐ Yes ☐ No

If yes, describe what it could look like: _____

6. If your project includes cabinetry, are there styles you...

Like: _____

Dislike: _____

7. Are you interested in eco-friendly or energy-efficient materials or methods? ☐ Yes ☐ No ☐ Maybe

Comments: _____

Your Aesthetic Preferences

8. What is your favorite color, and how does it make you feel?

Color: _____ Feeling: _____

9. What color do you wear most often? _____

10. What kind of clothing best represents your personal style? _____

_____

11. Do you have a favorite artist, art movement, or artistic style? _____

_____

Lifestyle and Personality

12. Do you prefer the beach or mountains? Why? _____

_____

13. Which of the seasons is your favorite, and what do you love about it?
☐ Spring ☐ Summer ☐ Fall ☐ Winter Reason: _____

_____

14. You're going on your dream vacation – where are you headed? _____

15. Do you have a favorite hotel or Airbnb you've stayed at? _____

What did you love about it? _____

16. What are your hobbies or favorite leisure activities?
☐ Gardening ☐ Reading ☐ Music ☐ Sports ☐ Other _____

_____

17. Do you collect or have a lot of anything? _____

_____

18. How do you usually spend a relaxing Friday night?
☐ Movie & Popcorn ☐ Reading & Wine ☐ Dinner Out

Other: _____

19. Are you a ☐ morning person or ☐ night owl?

20. If you drink alcohol,
what's your drink of choice? _____

21. Do you have any dietary restrictions or allergies?
☐ None
☐ Yes, Specify: _____

Personal Inspiration

22. Who are the significant people in your life?
What do you love about them? _____

_____

23. What is your favorite movie or top three shows? _____

_____

24. If you could listen to one album on
repeat for a week, what would is be? _____

_____

Any additional notes or lifestyle
aspects you've considered: _____

_____

_____

_____

_____

_____

_____



NEIL KELLY PORTLAND

KITCHEN DESIGN SURVEY

The kitchen is one of the most complex and hardworking spaces in a home. It supports daily routines, social moments, and everything in between, which makes thoughtful planning especially important.

Please answer the following questions about your current kitchen. Your responses will help identify what's working well, uncover unaddressed challenges, and allow us to create a plan tailored specifically to you.

How do you use your kitchen currently? _____

_____

_____

Describe your morning and evening routines in the kitchen

Morning: _____

_____

Evening: _____

_____

Cooking

How many cooks in the household? ☐ One ☐ Multiple: _____

How well does your kitchen's current layout work for cooking?
☐ Not well at all ☐ Well enough ☐ Very well

Do you enjoy cooking? ☐ Yes ☐ No ☐ Somewhat

How often do you cook? ☐ Rarely ☐ Weekly ☐ Daily ☐ Multiple times/day

Check the cooking skill level that fits you best:
☐ **Minimal** – I mostly reheat, assemble, or order in
☐ **Basic** – I cook simple meals and follow straightforward recipes
☐ **Comfortable** – I cook regularly and enjoy trying new recipes
☐ **Confident** – I cook often, multitask, and feel at home in the kitchen
☐ **Passionate** – Cooking is a hobby or creative outlet for me

Do you bake often? ☐ Yes ☐ No

Do you have a special dietary lifestyle or do you have dietary restrictions? (e.g. Meal prepping, vegan/plant-based, gluten-free, cultural specific cooking) ☐ No ☐ Yes
If yes, please explain: _____

_____

If you have pets, do you feed them in the kitchen? ☐ Yes ☐ No

Cleaning

Is your current kitchen easy to clean? ☐ Yes ☐ No ☐ Somewhat
If not, please explain _____

_____

Are your cleaning tools/products easily accessible? ☐ Yes ☐ No ☐ Somewhat

Where do you keep your trash bin? _____

Do you recycle? ☐ Yes ☐ No

If not, would you start recycling if you had a good system for it? ☐ Yes ☐ No

How do you currently dispose of food waste? _____

_____

Entertaining

Do you entertain guests now? ☐ Yes ☐No

Is the kitchen a social space? ☐ Yes ☐ No

Do you plan to entertain after remodeling? ☐ Yes ☐ No

How often: _____ Typical # of Guests: _____

Preferred seating area: ☐ Nook/Banquette ☐ Island ☐ Dining Table ☐ None

Cabinetry & Storage

Do you have enough storage in your current kitchen? ☐ Yes ☐ No

Are you interested in keeping any part of your current cabinetry? ☐ Yes ☐ No
If yes, please explain: _____

_____

Do your cabinets' hinges, pulls, and other accessories work properly? ☐ Yes ☐ No
If not, please explain _____

_____

Are you interested in any of the following cabinet and storage features in your new kitchen?

☐ Walk-In Pantry
☐ Coffee/Tea Bar
☐ Small Appliance Storage
☐ Blind Corner Solutions
☐ Drawer-Only Lower Cabinets
☐ Hidden Pantry
☐ Full Beverage Station
☐ Mixer Lift
☐ Flat Item Racking
☐ Roll-Out Shelves
☐ Smoothie Station
☐ Baking Center
☐ Trash Pull-Out
☐ Other: _____

_____

Countertops

Do you have enough counter space in your current kitchen? ☐ Yes ☐ No

If yes, is your counter space where you want it to be? ☐ Yes ☐ No

Is your current countertop material holding up to daily wear and tear?
☐ Yes ☐ No ☐ Somewhat

Are you interested in keeping your current countertop? ☐ Yes ☐ No

If you would like to replace your kitchen countertop, which material would you prefer?
☐ Quartz ☐ Quartzite ☐ Granite ☐ Marble ☐ Porcelain
☐ Dekton ☐ Butcher Block
☐ Other:

Flooring

Are you happy with the flooring in your current kitchen?
☐ Yes ☐ No ☐ Somewhat

What material is your flooring? _____

Does your kitchen flooring extend through other areas of your home? ☐ Yes ☐ No

If you would like to replace your kitchen floor, which material would you prefer?

☐ Hardwood ☐ Engineered Hardwood ☐ Luxury Vinyl
☐ Laminate ☐ Linoleum/ Marmoleum ☐ Tile
☐ Stone ☐ Cork
☐ Other _____

Are you interested in radiant floor heating in your kitchen? ☐ Yes ☐ No

Appliances

Does your current kitchen have a dishwasher? ☐ Yes ☐ No

If yes, is it in the right place? ☐ Yes ☐ No

Is your refrigerator currently integrated with your cabinetry, or is it standing alone?
☐ Integrated ☐ Standing Alone

Is your refrigerator in the right place? ☐ Yes ☐ No ☐ Not Sure

Do you have a range/ stove, or are your oven and cooktop separate?
☐ Range/Stove ☐ Separate ➔ Do you want this to change? ☐ Yes ☐ No

Does your current cooktop run on natural gas or electricity?
☐ Natural Gas ☐ Electricity ➔ Do you want this to change? ☐ Yes ☐ No

Check all appliances that you would like to replace
☐ Refrigerator ☐ Dishwasher ☐ Cooktop
☐ Oven ☐ Microwave ☐ Beverage Cooler
☐ Freezer ☐ Trash Compactor ☐ Range Hood

Plumbing & Electrical

Does your current kitchen have enough electrical outlets? ☐ Yes ☐ No

Are your switches and outlets in the right places? ☐ Yes ☐ No ☐ Some

Would you say that your current kitchen has adequate ventilation? ☐ Yes ☐ No

Do you have enough light in your kitchen? ☐ Yes ☐ No ☐ Only In Daytime

What lighting, if any, is missing? _____

_____

Are you interested in replacing any light fixtures? ☐ Yes ☐ No
If yes, please describe what you have now, and what you'd rather have in the future:

_____

_____

Check any of the following electrical features you're interested in for your new kitchen
☐ Under-cabinet and in-cabinet lighting ☐ Dedicated appliance circuits
☐ Outlet drawers or pop-up outlets ☐ Charging stations / USB outlets

Does your current kitchen have any plumbing problems? ☐ Yes ☐ No
If yes, please explain: _____

_____

Are you interested in replacing any plumbing fixtures? ☐ Yes ☐ No
If yes, please describe what you have now, and what you'd rather have in the future:

_____

_____

Check any of the following plumbing features you're interested in for your new kitchen
☐ Pot filler at the range ☐ Prep or secondary sink
☐ Beverage sink or wet bar ☐ Instant hot / filtered water tap
☐ Other: _____

_____



NEIL KELLY BEND



NEIL KELLY EUGENE



NEIL KELLY PORTLAND

BATHROOM DESIGN SURVEY

The bathroom plays an important role in daily routines, comfort, and privacy. It's a space that needs to function well for both everyday use and long-term needs, which makes thoughtful planning especially important.

Please answer the following questions about your current bathroom, and tell us as much as you can about what you envision for your future bathroom. Your responses will help identify what's working well, uncover unaddressed challenges, and allow us to create a plan tailored specifically to you.

What type of bathroom are you thinking of remodeling?
☐ Primary ☐ Guest ☐ Children's ☐ Powder ☐ Hall

How do you use this bathroom currently?
☐ Bathing ☐ Dressing ☐ Makeup ☐ Hair Care ☐ Laundry ☐ Storage
☐ Other: _____

If applicable, please describe your morning and evening bathroom routines

Morning: _____

_____

Evening: _____

_____

Does more than one person use this bathroom at the same time? ☐ Yes ☐ No

Is your bathroom easy to clean? ☐ Yes ☐ No ☐ Somewhat

Bathing

What does this bathroom currently have for bathing?
☐ Bathtub ☐ Shower ☐ Separate Tub and Shower ☐ Tub/Shower Combo

If you'd like to make a change, which would you prefer?
☐ Bathtub ☐ Shower ☐ Separate Tub and Shower ☐ Tub/Shower Combo

Is your shower head at a comfortable height? ☐ Yes ☐ No

Does your tub or shower drain properly? ☐ Yes ☐ No

How do you currently store the products you use while bathing:
(e.g. bar soap, shampoo bottles, etc.)

Which tub and shower features are you interested in for your future bathroom?

☐ Curbless Shower Entry ☐ Shower Bench ☐ Shampoo Niche
☐ Shaving Niche ☐ Full-Width Ledge ☐ Rain Shower Head
☐ Shower Body Jets ☐ Window or Skylight •Other

Sink & Vanity

How many sinks does your bathroom have? _____
Is that enough? ☐ Yes ☐ No

Is the sink height comfortable? ☐ Yes ☐ No
If not, please explain:

Does you bathroom vanity have enough counter space? ☐ Yes ☐ No

Does your bathroom have enough storage? ☐ Yes ☐ No
If not, what's missing?

Do you have convenient storage for daily-use items (e.g. toothbrushes, grooming tools, etc.)
☐ Yes ☐ No If not, please explain:

Where do you store your bathroom towels?
☐ In this bathroom ☐ Somewhere else, Where?

Are there enough towel hooks in your bathroom? ☐ Yes ☐ No

Where do you store your bathroom cleaning supplies?
☐ In this bathroom ☐ Somewhere else, Where?

Are you interested in keeping any part of your current cabinetry? ☐ Yes ☐ No
If yes, please explain:

Do your cabinet hinges, pulls, and other accessories work properly? ☐ Yes ☐ No
If not, please explain: _____

_____

Are you interested in any of the following cabinet and storage features in your new bathroom?

☐ Built-in recessed medicine cabinet
☐ Under-sink pull-out drawers
☐ Floating shelves above toilet
☐ Tall linen cabinet with adjustable shelves
☐ Laundry hamper pullout/tip out
☐ Other: _____

_____

Plumbing & Electrical

Does your current bathroom have enough electrical outlets? ☐ Yes ☐ No

Are your switches and outlets in the right places? ☐ Yes ☐ No ☐ Some

Are your outlets GFCI-protected? ☐ Yes ☐ No ☐ Not sure

Would you say that your current bathroom has adequate ventilation? ☐ Yes ☐ No

Do you have enough light in your bathroom? ☐ Yes ☐ No ☐ Only In Daytime

What lighting, if any, is missing? _____

_____

Are you interested in replacing any light fixtures? ☐ Yes ☐ No
If yes, please describe what you have now, and what you'd rather have in the future:

_____

_____

Check any of the following electrical features you're interested in for your new bathroom

☐ Heated Floor
☐ Towel warmer
☐ Lighted Mirror
☐ Outlet drawers
☐ Smart lighting
☐ Built-in sound
☐ Under-cabinet/ in-cabinet lighting
☐ Other: _____

_____

Toilet location okay? ☐ Yes ☐ No

Does your current bathroom have any plumbing problems? ☐ Yes ☐ No
If yes, please explain: _____

_____

Are you interested in replacing any plumbing fixtures? ☐ Yes ☐ No
If yes, please describe what you have now, and what you'd rather have in the future:

_____

_____

Check any of the following plumbing features you're interested in for your new bathroom.
☐ Toilet room ☐ Multiple shower heads ☐ Bidet
☐ Floor-mounted bath filler ☐ Linear shower drain ☐ On-demand hot water
☐ Digital shower controls ☐ Other: _____

_____

Safety & Longevity

Are you happy with the flooring in your current bathroom? ☐ Yes ☐ No ☐ Somewhat

What material is it? _____

_____

Are you interested in making your flooring, tub, and/or shower non-slip? ☐ Yes ☐ No

Are you interested in incorporating any Universal Design/Accessibility features
in your bathroom? ☐ Grab bars ☐ Knee-space cabinets ☐ Seated shower head
☐ Other: _____

_____

Additional Notes: _____

_____

_____

_____

_____

FINAL THOUGHTS...

This is optional, but if you have anything that came to mind during the surveys, or thoughts or ideas worth noting or sharing, let us know here.



NEIL KELLY BEND

SEE IT. SAVE IT. SHARE IT.

Pinterest and Houzz are powerful tools for collecting ideas, discovering styles, and putting words to what you're drawn to, even when you're not quite sure how to describe it yet. Think of these platforms as digital mood boards. They also make it easy to share what inspires you with your designer, from finishes and layouts to colors and small details that help clarify the look and feel you want for your home. If you're new to either platform, the following steps will help you get set up and ready to start saving and sharing.

How to join *Pinterest* and start pinning and sharing!

1. SIGN IN TO PINTEREST

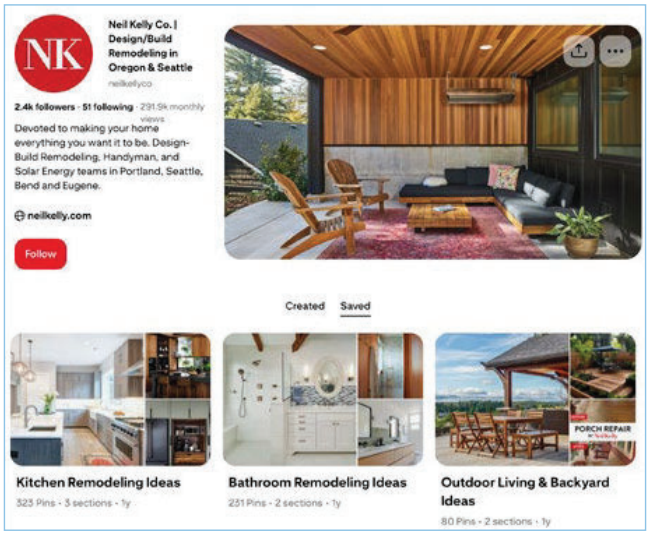
Go to pinterest.com (or open the Pinterest app). Log in with you account credentials, or create a new user account if you don't have one.

2. CREATE A NEW BOARD

On the homepage, **click the "+"** button in the bottom-right corner (desktop) or top-right corner (mobile). **Select "Board."**
Enter a name for your board, for example, **"Kitchen Remodel Ideas."**
(Optional) Add a description and category.
Choose whether you want the board to be secret (only you and people you invite can see it).
Click "Create."

3. ADD PINS TO YOUR BOARD

Once your board is created, you can start adding pins: **Click "Save"** on any image or idea you find on Pinterest and select your new board.
Or upload your own images using the **"+"** button **→ "Create Pin."**



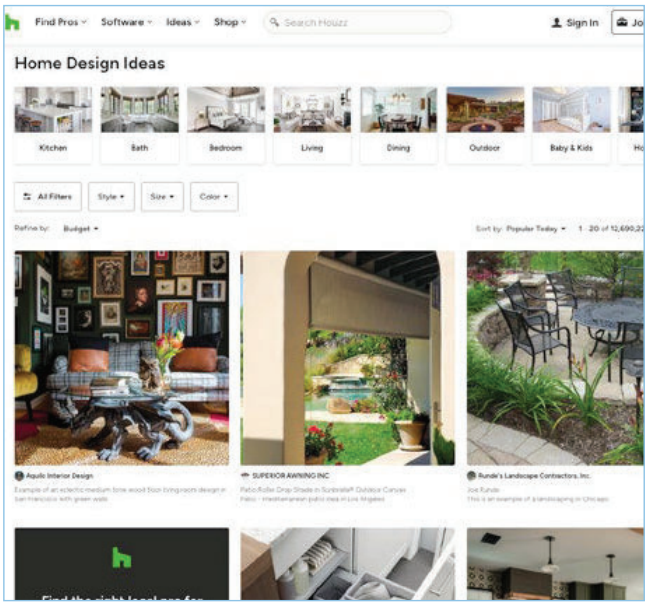
4. SHARE THE BOARD

Go to the board you want to share.
At the top of the board, **click the "Share"** button ***(an arrow icon).***
Choose how you want to share:
Invite collaborators: Enter the person's email or Pinterest username to let them add pins too.
Copy link: Generate a shareable link that you can send via text, email, or chat.

5. MANAGE SHARING SETTINGS

If you invited someone, you can manage their role: Go to your board → **"•••"** (More options) → **"Edit collaborators."** Choose whether they can edit (add pins) or only view.

How to start a *Houzz* profile, save ideas and connect!



Houzz is a place to collect and share design ideas for your home. Browse 20 million interior design photos, home décor, and decorating ideas.

HERE'S HOW TO START:

Visit www.houzz.com
In the upper right-hand corner, **click "Sign In"**
On the next screen, where you are asked for your login credentials, find the line that says **"Don't have an account yet"** and **click "Join Now"**
Create login credentials for your account, or **choose to log in with Google or Facebook.**

HOW DO I START AN IDEABOOK?

Ideabooks are an opportunity for you to collect groups of related photos from anywhere on Houzz. Here's how to start:

Browse photos on Houzz using the search bar at the top of the Houzz website. You can search by design style, area of the house, and more.

When you find something you like, **click the Save** button at the bottom of the photo.

After you click the Save button, a new screen will pop up allowing you to add the photo to an existing ideabook. You can also create a new ideabook by clicking the title field, selecting **Create New**, typing your new ideabook title, and clicking the **Create** button.

You can add a comment about the item you saved at this step by typing it into the field labeled **Add Notes, What Do You Like About This Photo?** You can also add and edit comments on all items in the ideabook later.

Viewing Your Ideabook:
When you're done adding to your ideabook, you can view it by clicking Your Ideabooks from the drop-down menu beneath your profile photo at the top of your screen.

HOW DO I COLLABORATE WITH MY NEIL KELLY DESIGNER?

Once you've finished creating your ideabook, you can share it with your Neil Kelly Design Consultant. **Click the Invite** button underneath your ideabook title.

Add collaborators by typing their Houzz usernames or email addresses into the search field.

After entering a collaborator's username or email address, choose whether that person can edit or view the ideabook.

Select: Can View to show someone a private ideabook (for example, tile backsplashes you're considering).

Select: Can Edit to allow someone to add photos and comments.

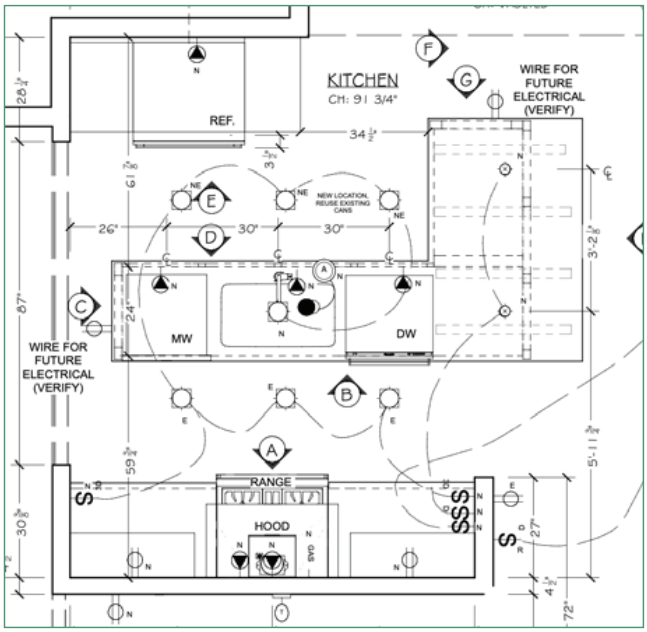
After adding your collaborators, click **Save Settings.** Your Neil Kelly Design Consultant will receive a notification email and can begin helping you turn your home design ideas into reality.



Exploring Cost



NEIL KELLY BEND



1. SCOPE OF WORK

Your project's scope defines what spaces are being remodeled and how much change is involved. Generally, the more rooms you touch—and the more complex they are—the higher the investment.

ROOM TYPE & COMPLEXITY: Kitchens and bathrooms typically cost more than open living spaces because they include cabinetry, plumbing, electrical systems, and appliances that must work together seamlessly.

SIZE: Larger rooms and more square footage naturally require more labor and materials.

LEVEL OF CHANGE:

- **Refresh ($):** Cosmetic updates like paint, fixtures, refacing cabinets, or new countertops.
- **Replace ($$):** A full tear-out and rebuild within the existing layout.
- **Reimagine ($$$):** A redesigned floor plan with walls moved, layouts rethought, and highly customized solutions.



2. MATERIALS & FINISHES

Material selections play a major role in your final cost. To simplify choices, we often think in terms of Good, Better, and Best:

- **Good ($):** Durable, attractive, and budget conscious materials that perform well for everyday life.
- **Better ($$):** Semi-custom options with upgraded finishes and more personalization.
- **Best ($$$):** Fully custom craftsmanship, premium materials, and luxury details.

Our designers help balance your wish list with your budget — so even if your inspiration leans "best," your investment still feels right.

3. EXISTING HOME CONDITIONS

Your home's current condition can affect costs in ways that aren't always visible at first glance. Older homes, past remodels, or structural limitations may require additional work — such as reinforcing floors, rerouting ductwork, or addressing outdated systems.

Before final pricing, our team carefully evaluates your home so there are as few surprises as possible, keeping you informed every step of the way.





4. LOCATION

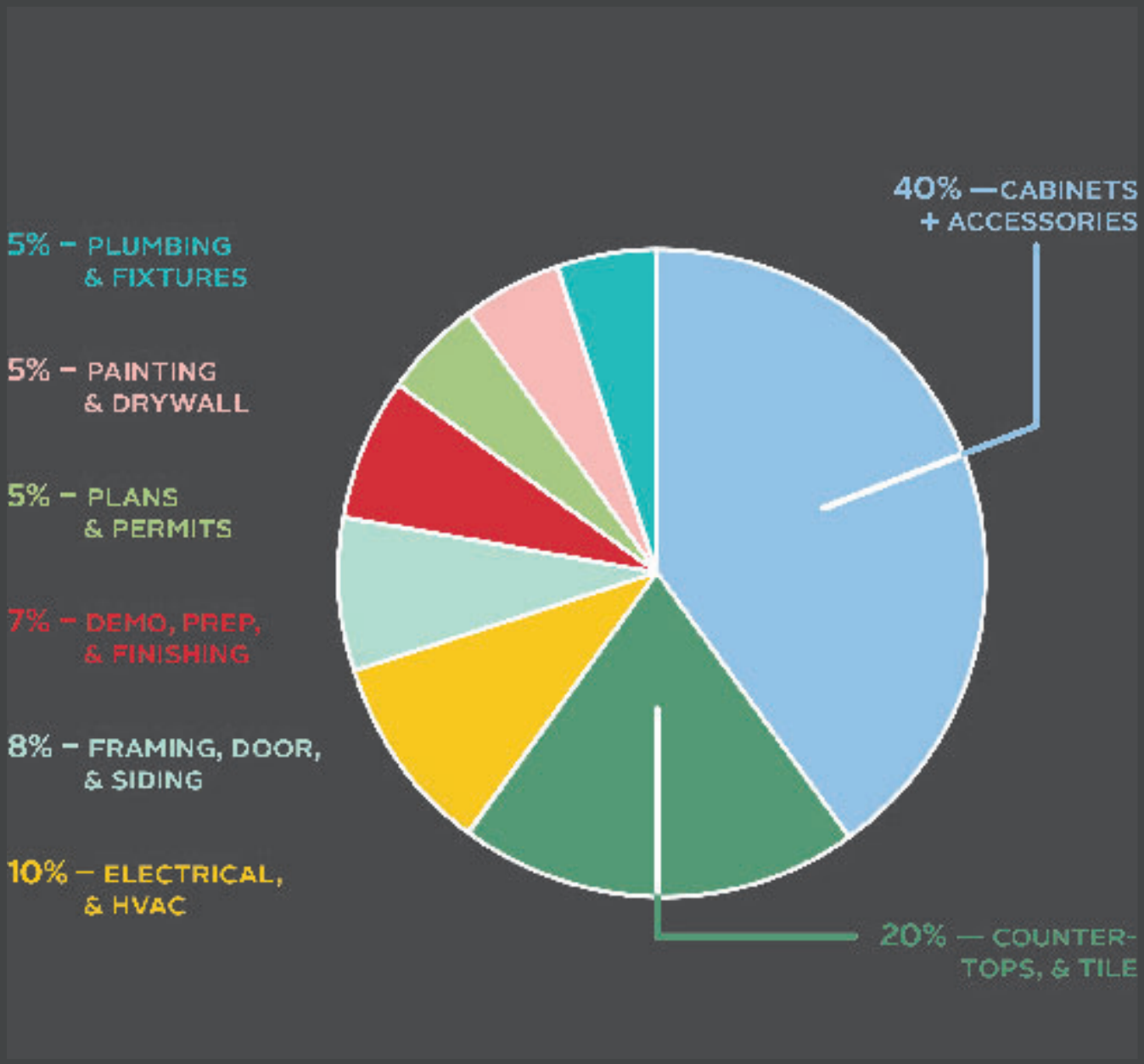
Where you live also influences cost:

- **Permits & inspections:** Fees and timelines vary by city and county.
- **Labor:** Larger metro areas typically have higher labor costs.
- **Sales tax:** Washington homeowners pay sales tax on materials; Oregon home-owners do not.
- **Travel distance:** Projects outside our local service areas may include additional travel costs.





AVERAGE PROJECT COST



COST BREAKDOWN

of a kitchen that costs $150,000, with "better" range materials.

40%	**Cabinets & Accessories** This includes cabinet boxes, doors, hardware, pull-outs, panels, trim, etc.	$60,000
20%	**Countertops & Tiles** Covers countertops (quartz, granite, etc.) and tile backsplash.	$30,000
10%	**Electrical & HVAC** Lighting, circuits, panel upgrades if needed, venting, HVAC adjustments.	$15,000
8%	**Framing, Doors, & Siding** Structural changes, framing, modifying openings, any exterior envelope impacts.	$12,000
7%	**Demo, Protection, & Finishing** Includes jobsite prep, demolition, appliance placement, trim and detail work.	$10,500
5%	**Plans & Permits** Architectural plans, engineering, city permits.	$7,500
5%	**Painting & Drywall** Wall repairs, smoothing, priming, painting.	$7,500
5%	**Plumbing & Fixtures** Valves, hardware, disposal, rough-in work, etc.	$7,500
100%	Project Total	= $150,000

KITCHEN BUDGET EXAMPLES

In most remodeling projects, budgets are driven by the scope of work and the quality of materials, size, complexity, and age of the space.

REFRESH – $ Refresh your space	YOUR PROJECT MIGHT INCLUDE	MOST OWNERS SPEND
	· Refinish cabinets · New countertop, backsplash + sink · Update plumbing · Update lighting · Refinish floors · Repaint walls	$50,000 TO $100,000 NO CHANGE TO FLOOR PLAN

REPLACE – $$ Swap old for new	YOUR PROJECT MIGHT INCLUDE	MOST OWNERS SPEND
	· New cabinets · New countertop, backsplash + sink · New plumbing · New lighting · New or refinished floors · Repaint walls	$95,000 TO $200,000 NO CHANGE TO FLOOR PLAN

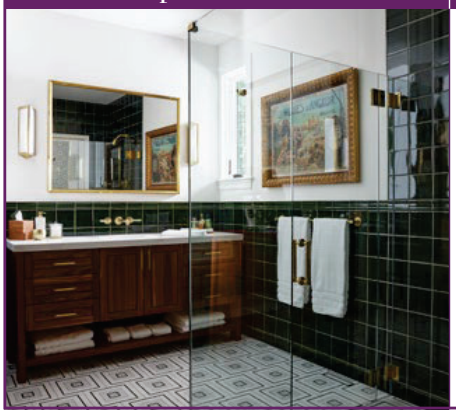
REIMAGINE – $$$ Your space transformed	YOUR PROJECT MIGHT INCLUDE	MOST OWNERS SPEND
	· New floor plan · Move or remove walls · Relocate appliances · New cabinets, countertop, backsplash + sink · New plumbing, lighting · New floors	$150,000 TO $275,000 YES CHANGE TO FLOOR PLAN

BATH BUDGET EXAMPLES

In most remodeling projects, budgets are driven by the scope of work and the quality of materials, size, complexity, and age of the space.

REFRESH – $ Refresh your space	YOUR PROJECT MIGHT INCLUDE	MOST OWNERS SPEND
	· Refinish cabinets · New counters · New sink, fixtures · New tub surround · New floors	$40,000 TO $80,000 NO CHANGE TO FLOOR PLAN

REPLACE – $$ Swap old for new	YOUR PROJECT MIGHT INCLUDE	MOST OWNERS SPEND
	· New cabinets · New counters · New sink, fixtures · New tub, shower · New lighting · New floors	$70,000 TO $120,000 NO CHANGE TO FLOOR PLAN

REIMAGINE – $$$ Your space transformed	YOUR PROJECT MIGHT INCLUDE	MOST OWNERS SPEND
	· New floor plan · Move or remove walls · New tub, shower · New plumbing, lighting · Custom vanities, storage · New floors	$115,000 TO $200,000 YES CHANGE TO FLOOR PLAN



NEIL KELLY PORTLAND

Setting a Budget + Financing



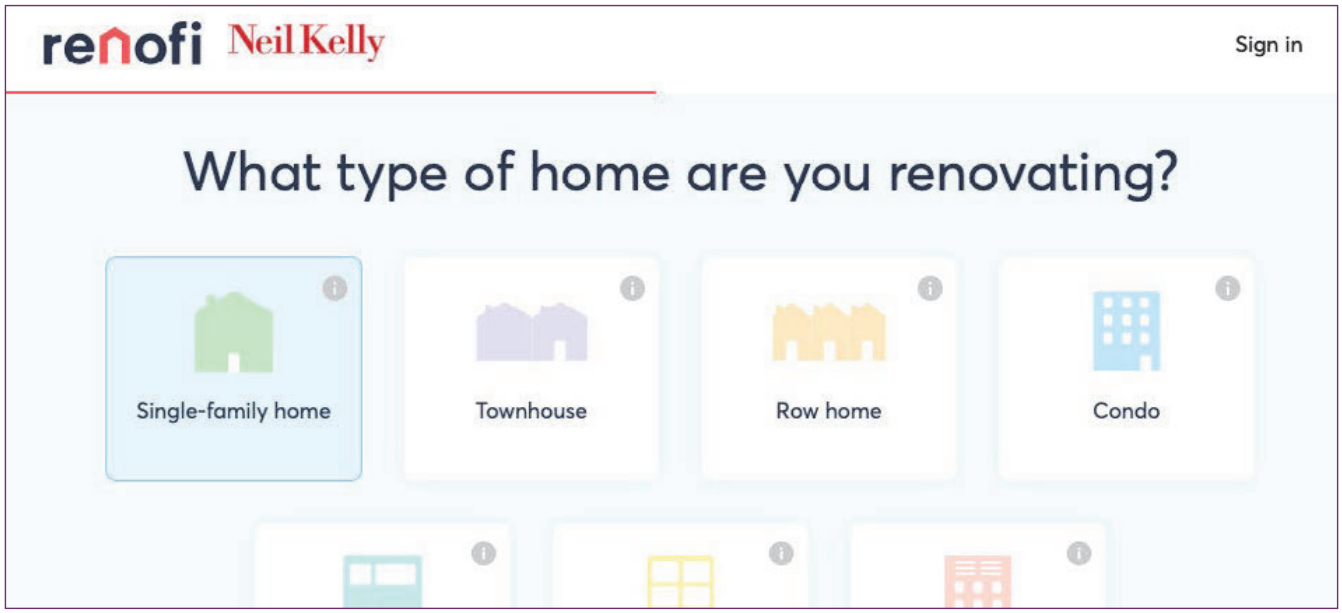
SETTING A REALISTIC BUDGET

One of the most important steps in planning your remodel is establishing a realistic budget range early in the process. A clear budget helps guide design decisions, keeps expectations aligned, and ensures your finished space feels right in both form and function.

As you begin working with a designer, they'll help you explore what's possible within your preferred range and provide a preliminary range estimate based on your goals. That number will evolve as your design takes shape and material selections come into focus. But, having an informed starting point will help you make confident choices along the way.

It's also wise to think ahead about how your remodel fits into your overall financial picture. Many homeowners choose to explore financing as part of their preparation. One resource our clients have found helpful is RenoFi, which offers home improvement loans based on your home's after-remodel value—without requiring a full refinance.





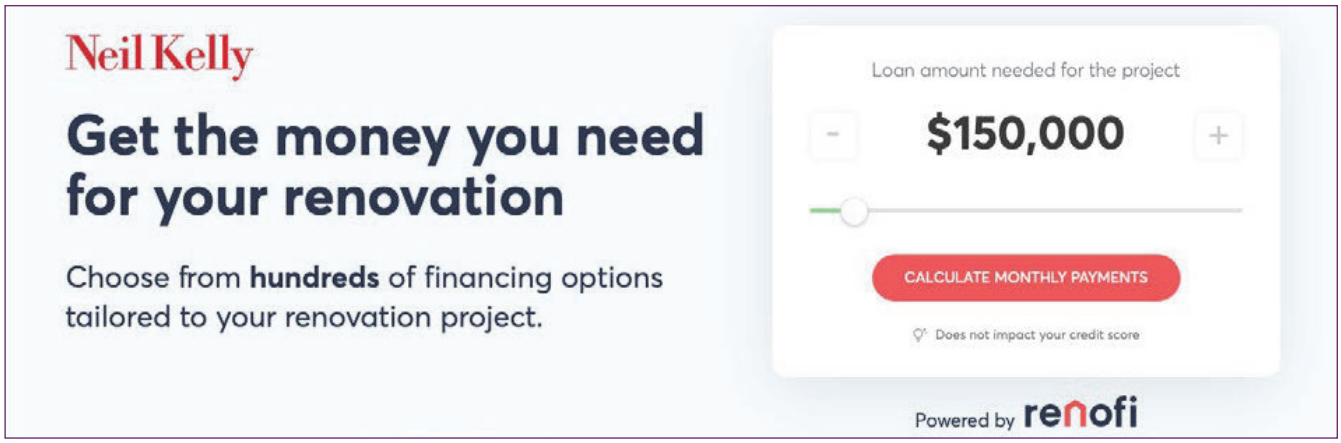
With a $150,000 loan from RenoFi, for example, you could have monthly payments ranging from $768 to $1,200 depending on your credit score and current home value.

If you'd like to learn more, RenoFi's online payment calculator can help you estimate your options, and you're welcome to reach out directly to their Neil Kelly representative at **megan.sfara@renofi.com** for personalized guidance.

Scan the QR code with your phone to take a peek at RenoFi's tools and for more information.

RenoFi

Or Visit:
pros.renofi.com/pros/neil-kelly/financing



NOTE: Neil Kelly does not receive any financial benefit from this partnership — it's simply a resource we've found useful for homeowners planning their remodels.



Looking at Timeline



NEIL KELLY SEATTLE

HOW LONG WILL THIS TAKE?

Understanding the Rhythm of a Remodel

Every remodel has its own pace. It's rarely a straight line from start to finish — more like an intricate puzzle with many moving parts, people, and decisions that all come together over time.

While each project is unique, the following averages can help you understand the general rhythm of the remodeling process:

DESIGN: 12–16 weeks

PERMITTING: 6–8 weeks

CONSTRUCTION: 12–20 weeks







Once you know when you'd like your project to be finished, work backward to find your ideal start date — then add a little breathing room. We recommend building in at least a 10% time buffer to allow for design refinements, permit approvals, product availability, and the unexpected details that make each home unique.

While some projects can move faster, the most rewarding remodels are the ones that allow time for thoughtful design, careful preparation, and quality craftsmanship. Giving your project space to unfold naturally will lead to a smoother experience — and a result you'll love for years to come.

I need to start planning my remodeling project by:

_____

I need my project to be done by:

_____

EXAMPLE TIMELINE

To keep your project moving smoothly, we use a detailed design calendar that maps out key milestones from early design through construction. Your designers, project manager, and you, as the homeowner, all align around this shared timeline, so expectations are clear and decisions happen at the right moments. This collaborative approach helps keep the process on track, minimizes delays, and ensures everyone is working toward the same goals from start to finish.



JANUARY

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12	13	14	15	16	17	18
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MAY

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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DECEMBER

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21	22	23	24	25	26	27
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Feb 2 – Sign Schematic Design Retainer
Process ~ 4 weeks

Mar 2 – Sign Design Development Retainer
Process ~ 8 weeks

Apr 27 – Sign Contract

Apr 28 – Ordering Materials and Permitting
Process ~ 6 weeks

Jun 8 – Start Remodel
Process ~ 12-20 weeks

Sep 14 – Potential Substantial Completion

NOTE: This timeline is of averaged previous projects, depending on your specific scope of work, the timeline could shift.



2019 NEIL KELLY PORTLAND

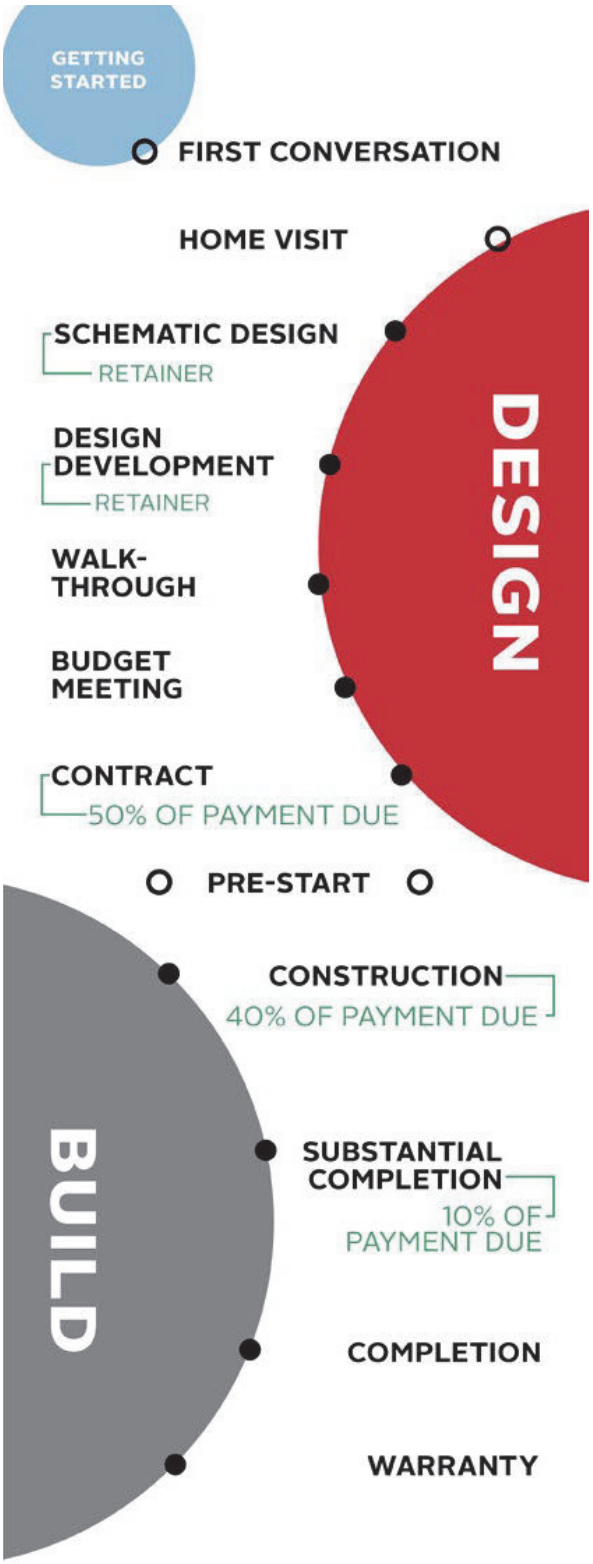


When am I Financially Committed?



NEIL KELLY EUGENE

UNDERSTANDING THE FINANCIAL MILESTONES



Before you invest a dollar, we want you to feel informed and confident about your next steps.

At Neil Kelly, we offer complimentary resources to help you plan your remodel, from in-person workshops and online design articles to this workbook. When you're ready, the next step is a complimentary in-home consultation with one of our designers.

DURING THIS NO-OBLIGATION 60–90 MINUTE VISIT, YOU'LL:

- Discuss your goals, needs, and wish list
- Get to know your designer
- Receive a rough initial budget range tailored to your project



If the fit feels right, the next stage is a Schematic Design Retainer — your first financial step. This retainer starts at $2,000 (based on the scope of your project) and would apply to your total remodeling cost.

SCHEMATIC DESIGN INCLUDES:

- Conceptual designs
- Layout recommendations
- A refined budget range

Once you and your designer agree on the direction and budget, you'll move into a Design Development Retainer. This payment is typically 5% to 10% of the midpoint of your budget range (depending on the size and complexity of your project). This allows us to create and plan, select materials, and finalize pricing, turning your concept into a clear direction.

When the design is complete, we'll present a fixed-price contract — an all-inclusive number that reflects every decision made along the way.

Each step is designed to give you the most clarity and confidence before making any major commitment.

Want more information about Neil Kelly's payment timeline or fixed-price contract? Talk to one of our Client Experience Specialists *(their contact info is on the next page).*

SCHEMATIC DESIGN RETAINER AGREEMENT

804 N Alberta St
Portland, OR 97217
503.288.7461
360.939.2204

200 S Mill St
Springfield, OR 97477
541.683.6085

190 NE Irving Ave
Bend, OR 97701
541.382.7580

5840 Airport Way S
#131
Seattle, WA 98108
206.343.2822

OWNER(S) _____

ADDRESS _____ CITY/STATE/ZIP _____

I/We retain Neil Kelly Co., Inc. to define a project scope consistent with our design rec

I/We understand that a Neil Kelly Co., Inc. design team will prepare conceptual design range for approval. The Schematic Design Retainer is to develop the project scope ar pricing.

I/We understand that a Design Development Retainer Agreement and Design Develo be required to complete construction drawings and finalize a firm contract price. Wh Construction Contract is signed, the Schematic Design Retainer fee will be deducted Contract's Contract Price.

If I/We elect not to enter into a Design Development Retainer Agreement and/or Cor fee shall be non-refundable. Conceptual design drawings remain the property of Neil

PROJECT SCOPE: _____

_____

_____

_____

_____

_____

_____

_____

_____

SCHEMATIC DESIGN RETAINER FEE: $ _____

SALES TAX (IF APPLICABLE): $ _____

TOTAL: $ _____

NEIL KELLY CO., INC. REPRESENTATIVE _____ OWNER _____

DATE _____ OWNER _____



RENDERINGS
NOT TO SCALE. RENDERINGS ARE AN ARTISTIC REPRESENTATION OF THE SCOPE OF WORK ONLY AND ARE



GETTING STARTED

I'm ready to talk to someone, what's next?

If you're ready to move forward, we'd love to meet you and see your home.

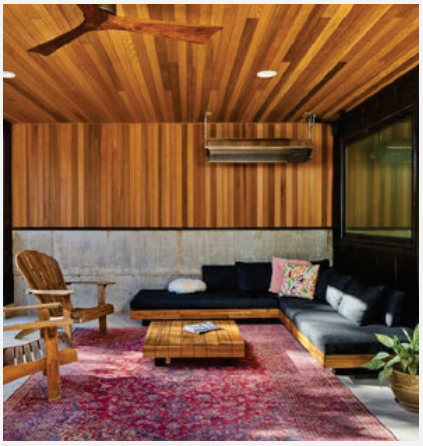
Reach out at 866.691.2719 or schedule your introductory call with our *Client Experience Specialists* at NEILKELLY.COM/CONTACT.

During that first conversation, our team will note the basics of your project, learn what you're hoping to achieve, and thoughtfully match you with the designer who's the best fit for your goals. From there, they'll coordinate your in-home visit and make sure you have everything you need to feel prepared and confident.

And one more thing: no need to tidy up for us. Truly. We want to see how your home works for you today so we can help you make it work even better tomorrow.



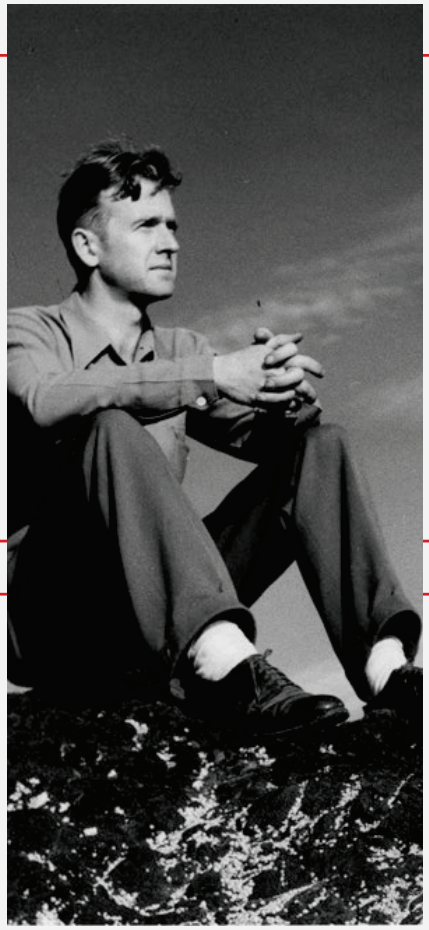












HOW IT ALL BEGAN

In 1947, Neil B. Kelly started a remodeling company with a $100 investment and a commitment to quality, value, and client satisfaction. During the next four decades, he built it into a nationally recognized business with a reputation for award-winning design, innovative practices, outstanding craftsmanship, and community engagement. Now, after nearly 80 years, we're still inspired by Neil's vision, values and innovative spirit, and we continue to carefully craft our reputation one project — and one satisfied client — at a time.

VISIT OUR DESIGN CENTERS: PORTLAND • EUGENE • BEND • SEATTLE

Neil Kelly

NEILKELLY.COM
866.691.2719
OR CCB #1663 • WA L&I #NEILKCI 18702

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