



Q. Tim, tell us about how technology is changing the way homeowners plan a remodel. We hear a lot about 3D design – what does that actually look like in practice?

A. That's a great question, and it's one I'm hearing more often from clients. The short answer is that 3D design has completely changed how we communicate with homeowners during the planning phase of a remodel. But let me back up and explain why that matters.

THE COMMUNICATION PROBLEM

The hardest part of any remodel isn't the construction. It's the conversation that happens before construction starts. You know what you want your kitchen to feel like. You've saved photos on Pinterest. You've watched renovation shows. You have a vision in your

head. But translating that vision into something a builder can price, plan, and construct is where things get difficult. For decades, the remodeling industry relied on flat floor plans, hand-drawn sketches, and verbal descriptions to bridge the gap between what a homeowner imagines and what a builder understands. And for decades, that gap has been the single biggest source of frustration, budget overruns,

and disappointment in residential remodeling. You approve a floor plan because it looks reasonable on paper. Construction begins. And somewhere around week three, when the framing is up and you're standing in the space for the first time, you realize the island is bigger than you expected, or the window is in the wrong spot, or the hallway feels tighter than you imagined. That's the limitation