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# Philosophy

## Design Philosophy

One of the keys to getting the most value and enjoyment from your remodeling investment is your project's design. It should be intelligent, distinctive and high quality. No matter what the quality of construction, a poorly or thoughtlessly designed project will never give you the aesthetic and emotional satisfaction (the "wow" factor) or the functional utility of a well-designed project. Design generally represents a small portion of the project price, but it is essential to the project's long-term success.

Our design staff members are all degreed, know how to really listen to our clients and are able to create aesthetically pleasing and functionally effective designs. Our designers, space planners and architects use sophisticated design software that allows them to not only design your project, but also show you a 3-D view and walk-through of your project before construction begins. Before we strike the first nail, you can feel confident that your beautiful design will lead to beautiful results. Couple this assurance with our expert product-selection support services, including interior design options, and you can't go wrong when you work with the Gridley Company.