How to Guarantee the best designs the best quality the best service and best value for money for your bespoke kitchen
“Mike Taylor’s consultative approach and flair for ideas are without equal in the bespoke kitchen world.”

- Russell and Ann Loarridge

Somerset
Here’s a true story.

It’s about a very smart lady who lives in North London. Her name is Mrs Pearl Meisels and she is one of our Clients.

Here she is talking about her bespoke kitchen:

“Buying a new kitchen can take over your life, cost a fortune and cause more stress than you’ll ever imagine.”

You’d think we’d be embarrassed that a Client would say such a thing – but wait until you hear the rest of her story.

Meanwhile her words were so heartfelt that we put them on our website as a warning to others.
Here’s the point:

Most people are like Mrs Meisels. They buy a bespoke kitchen only once or twice in a lifetime – but the Professionals, Architects and Property Developers, commission them every day. And guess who gets the best deal? The best design work, best quality, best service, best value for money?

The Professionals every time.

Not because they buy in bulk if that’s what you’re thinking. There’s no bulk to buy. Bespoke is bespoke – a one off – so the Professionals and Mrs Meisels started as equals.

Why then did Mrs Meisels suffer traumas while the Professionals went for a stroll in the park?
THE ASTONISHING TRUTH

Our Professional Clients and Private Clients could not be more different if they lived on different planets.

Imagine a telescope. Our Professional Clients look through it from one end - while our Private Clients look from the other.

They behave as exact opposites.

Two sets of people doing the same thing – but in ways diametrically opposed to each other!

That’s exactly what happens when they commission a bespoke kitchen – our Private Clients focus on the END of the process – while the Professionals focus on the START.
THIS REVELATION IS AN ABSOLUTE EYE-OPENER!

Proved to be true 90% of the time this is the biggest single reason why Professionals get the best design work, best quality, best service and best value for money.

Had Mrs Meisels looked through the right end of the telescope she’d have saved a small fortune and all that worry and stress.

So will you. You’ll also get the best design work, best quality product, best service and the very best value for money.

And it’s so incredibly simple.

Focus on the START, not the END of the process.
Defining the START

Private Clients are fantastic at researching the market. They scroll the websites and thumb the brochures to make their choice - then have it delivered ready made to their door.

*But a bespoke kitchen is NOT ready made. It’s the exact opposite.*

Of course Private Clients know this – in a vague sort of way – but the odds of understanding are stacked against them. Years of buying finished products have ill prepared them for the process of commissioning a bespoke kitchen.

Now, like Mrs Meisels, they’re buying one for only the first or second time in their lives.

How can they be expected to know the pitfalls, let alone know how to avoid them?
But Professionals avoid every pitfall.

They’ve commissioned bespoke kitchens before and before. They know that 9 out of 10 require some building work. It might just be a new floor, or new lighting, or new ventilation. It might even be structural alterations.

So they hire an expert.

Professionals recognise the obvious – that kitchens need plumbing, power, light, heat, ventilation and much more besides - so to design a superbly functioning kitchen a good Designer must have an excellent knowledge of a great many trades.

Private Clients think a Kitchen Designer starts and finishes with a floor plan.

Professionals scoff (our polite word) at the very idea. They insist on levels of expertise way beyond that. They apply different rules. They impose far higher standards.

And they won’t spend a penny unless those standards are met!
Test the credentials of potential suppliers

The Professionals make it their number one rule – and you should do the same.

**Private Clients focus on the DESIGN, Professionals focus on the DESIGNER.**

An expert Designer must be part architect, part builder, part cabinet maker, Project Manager, technician, and even part artist to visualize the finished result.

This depth of knowledge is exceptional. It requires years of experience.

But Professionals won’t settle for less.

And neither should you.

So here’s how you do it – and it’s incredibly easy.
GET PICKY AND PERSONAL

Here’s what the Professionals do with a new project – and if you do the same you’re guaranteed the best design work, best quality product, best service and best value for money.

And it’s so simple.

Call up those companies who’ve caught your eye and request a FREE Consultation with a Designer, not in their showroom but your kitchen at home.

Call more than one if you like, but be aware that a worthwhile Consultation will last a couple of hours

Save on your time by inviting only those Designers who possess:

- a proven record of designing top quality kitchens, and
- a portfolio of satisfied Clients.

Why would you do otherwise? If (heaven forbid) you broke your leg you’d want an expert doctor not one fresh out of med school.

The principle is the same – avoid beginners and the second rate.

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kitchensbymiketaylor.co.uk

Click here for your Design Consultation
There are only two other requirements.

The Professionals will select only from Designers who:

- have expert knowledge of all building work associated with kitchen design, and
- are experienced Project Managers

**Professionals will not waste time or risk money unless this criterion is met**

The reasons will become clear as soon as they’re spoken. You’ll hear a pained reaction from lots of kitchen companies.

The truth is that many Designers are NOT knowledgeable about building work – and many are NOT experienced Project Managers.

So now it’s your call. Do you invite them or not? It’s up to you – but you’ll see the importance at your very first meeting.
YOUR ROLE AT THE DESIGN CONSULTATION

You’ve probably a good idea of what you want. You might start by describing your dream kitchen or one you liked on a website. Or by reviewing your existing kitchen – what you love about it and what drives you mad.

Is there enough storage space? Enough natural light? Is it a family kitchen? Does it also serve as your dining room? Is this where you entertain friends? Could it be enlarged?

Defining your Wish List

You might want a window widened, or even French doors. You might want a new floor – with or without under-floor heating? What about the walls? The lighting? What style of furniture? Worktops...appliances ...the list is as long or short as you want it to be.

Not that it’s a monologue. A good Designer will be prompting with suggestions and taking masses of notes – intent on capturing the picture in your mind.

Finally comes the big question – **HOW MUCH WILL IT COST?**
THE ROLE OF THE DESIGNER

Establishing a ball park figure is essential. You need to know if the figure in your mind is about right or hopelessly wrong – and if it’s wrong where it’s wrong and what, if anything can be done about it?

A Designer who answers ‘you’ll need a builder for that’ will have Professionals throwing a fit.

They won’t waste time inviting a dozen tradesmen to site. Collecting different quotes could take days. They want a figure HERE AND NOW, and accurate to within 15% of final costings.

And so should you.

Of course the figures are ball park. A fridge can cost a few hundred or ten thousand pounds. Hardwoods are many times more expensive than softwoods. Granite worktops cost more than laminates. And so on. You see the problem?

That’s why you booked an expert.
DEFINING THE BRIEF

An expert Designer will explain your different options and their impact on cost – to enable you to consider every alternative. Back and forth you’ll go, covering the same ground many times over. What if we do this? What if we do that?

Now you know why you allowed a couple of hours for this meeting.

But eventually – almost magically – you’ll have defined the Brief – your dream kitchen in outline, how it will function, how it will look, and how much it will cost!

This is a huge step forward. If the figure is roughly as expected you can be confident of no nasty surprises. If it’s more, you can consider alternatives with the Designer at your elbow to guide you.

Mrs Meisels knew nothing of this. How could she? Nobody told her how to commission a bespoke kitchen – or told her what should happen next...
THE DESIGN REPORT

Those ball park figures will be fleshed out within days.

While work starts at the Design office, specialists will be checking to produce final costings – never to be more than 15%, and often within 10%, of the ballpark figure already established.

The Design Report must be a total blue print of your dream kitchen - a faithful interpretation of your Brief - encompassing plans, elevations, often even an artist’s impression of the finished result.

Your every question should be answered...

...about furniture, style, quality, workmanship, delivery, installation, completion date, and anything else. It should contain a separate ‘Schedule of Works’ for building work - and of course everything costed to the penny.

It **MUST** also contain the Designer’s undertaking to Project Manage the entire installation.

This requirement is non-negotiable.

Professionals won’t sign a contract without it.

And neither should you – because lack of Project Management is the stuff of nightmares.
WHY PROJECT MANAGEMENT IS VITAL

Here’s Mrs Meisels again talking about buying her bespoke kitchen;

“I’ve now learned the right way and the wrong way. The wrong way is to appoint other contractors before selecting your kitchen designer. Don’t. The wrong way is to imagine that co-ordinating their efforts is easy. It’s not.”

Of course it’s not. Without Project Management:

• you decide the sequence of tradesmen working on site
• you tell the plasterer his work is not up to standard
• you tell the electrician his power points are in the wrong place
• you tell a kitchen fitter a cabinet is damaged
• you arbitrate when one tradesmen blames another
• you act as Quality Controller
• you have all the headaches

Do you have the expertise for any of this? The time? The patience?

The real question is WHY ARE YOU EVEN INVOLVED? You’re the Client for goodness sake!
CONCLUSIONS

Here’s Property Developer James Hunter:

“A top Kitchen Designer is crucial for residential work. Apart from adding huge value to the property, the right Designer takes care of the headaches”

Isn’t that exactly what you want when you commission your bespoke kitchen?

You’ve already ensured the best design work, best quality product, best service and best value for money by choosing only from Designers with:

• a proven record of designing top quality kitchens
• a portfolio of satisfied Clients
• expert knowledge of all associated building work
• a commitment to Project Management

It’s what the Professionals do – and if Mrs Meissels could start over it’s certainly what she would do – as she’s about to tell you.
GUARANTEE

Clearly guaranteeing the work of others is impossible, but whoever you commission for your bespoke kitchen I guarantee you’l l get the best design work, best quality product, best service and best value for money if you follow these simple rules. Once the pitfalls are avoided the whole process becomes fun and exciting.

Your bespoke kitchen will delight you for years and be your best ever investment.

To save you time I’ve cut these notes to the bone, but I’d love to tell you more. I’ve been designing bespoke kitchens for more than twenty years, yet still find excitement in every new project. So if you’ve any query it would be a real pleasure to talk to you.

The number to ring is 020 7808 0122 or you could always send me an email. Either way, I look forward to hearing from you.

Meanwhile with every good wish,

I almost forgot. Please scroll down for Mrs Meisels and the very happy end to her story.
A true story with a very happy end.

“I love my kitchen. I’m absolutely thrilled with it, but if I were to start over again I’d save myself time, stress and a large sum of money by appointing Kitchens by Mike Taylor to do the whole lot.

They know the meaning of quality and value for money. Their service is impeccable. They keep every promise and, of vital importance, they create perfect kitchens. PS – As a bonus they’ll keep you sane and solvent in the process.”

- Mrs Pearl Meisels
  North London
"The new kitchen really is my favourite place in the world...thanks again for your hard work and professionalism"

- Arman Tahmassebi
Chiswick
“We cannot thank you enough. The craftsmanship is beautiful but even more important was your impeccable and professional customer service - nothing was too much trouble to ensure that all was perfect.”

- Pamela Witze
Cobham
“...all the family are absolutely delighted. It completely encapsulates everything requested in our original brief and exceeds all expectations...”

- Nicola Petrou
  Essex
“...a superb kitchen. Designed and installed on time and on budget - just as you promised.”

- Craig Burgess
  Middleton-on-Sea
“If you want a beautiful kitchen without the hassle, then you’ve found the right people in Kitchens by Mike Taylor.”

- Stephen and Jennifer Layburn
  Herne Hill
“Our new kitchen is utterly fantastic! We can’t thank you enough for all the hard work....”

- Annabelle Evans
Notting Hill
“I was looking for an experienced Designer to advise on structural alterations, contribute new ideas, plan down to the last detail, and project manage everything through to completion. A tall order I know, but luckily some friends recommended Mike Taylor”

- Mary Berry
“We’re absolutely delighted. Mike’s a perfectionist. No detail escapes him. He even measured the cutlery to ensure that the drawers were exactly the right size. And previously window sills were at varying heights which distracted the eye. Such details are easily missed, but the effect would have been spoiled had they remained as they were.

Mike was recommended to us, and it’d a recommendation we heartily endorse. His service is so comprehensive we doubt it could be equalled.”