

H&H

SHOWCASE

By Matt Cosentino



TRADING FACES

Let's Face It is an experienced local company, offering a truly affordable option to upgrade the look of your kitchen.

The kitchen, if not the most important room in your home, is right near the top of the list. Not only do you spend a great deal of time there on a daily basis, it is also the center of your get-togethers, especially around the holidays. So if your kitchen is getting older, or you're just unhappy with the way it looks, it can be hard to live with.

A complete kitchen remodel is one option, but that can get expensive and time-consuming. Let's Face It, a locally owned company that has specialized in transforming kitchens in the Delaware Valley for the last 30 years, has another way to spice things up. "Cabinet refacing offers a really good value for people who want a nicer, upscale look, but don't want to spend the



money that it takes to do a floor-to-ceiling remodel,” says Dave Cerami, president and founder of Let’s Face It. “It’s a great alternative that offers some real, honest-to-goodness value.”

It’s also a clean process that usually only takes about a week to completely alter your kitchen’s décor. The Let’s Face It team removes all of the old doors and drawer faces, leaving the existing framework of the cabinets. All of the exposed side panels and base frames are then covered with genuine pre-finished hardwood, and new doors and drawer faces are installed with fully concealed hinges that are guaranteed to last a lifetime. New wood crown and trim moldings are also installed, as well as decorative hardware.

The choice of wood and style are up to you, depending on your budget and preferences. “A customer who comes to us can turn their existing oak kitchen into anything they can think of,” Cerami says. “We offer, basically, an unlimited selection of products for cabinet refacing. Just like a custom cabinet builder would be able to offer a variety of door styles and wood species and finishes, our clients have the same selection. If they want to turn their oak kitchen into a cherry kitchen or a maple kitchen, or if they want to turn it into a glaze finish, we can do that.”

One of the major benefits of cabinet refacing is that you don’t have to touch the rest of the kitchen if you’re happy with it. In other words, those granite countertops you just installed last year are completely safe. “We’ve found that many homeowners may have made a sizable prior investment in the kitchen,” Cerami says. “Maybe they got some premium stone countertops or some flooring, or maybe a nice backsplash and some appliances, and they’re not willing to throw it all in the dumpster. They don’t want to get rid of everything they bought in the last three or four years and start new. So what counter refacing does, at least with my company, is allow customers to maintain that investment. They can maintain their existing stone countertops and backsplash and flooring if they so desire.”

Of course, if the rest of the kitchen does need an upgrade, that’s no problem. Around the same time that Cerami started Let’s Face It, he also founded HomeTech Renovations, an award-winning company that offers full-scale design and remodeling services. So if a Let’s Face It customer is getting the cabinets refaced, but would also like to add new countertops or flooring or tile backsplash, the team is happy to provide it.

“Because we are a full-service company, we offer other peripherals that would complement the entire project,” Cerami says. “Some customers do want new countertops,



and we can certainly accommodate them. Some clients want to add additional cabinetry or an island or a beverage center or a work computer station. We can do that. We can do lighting, we can do flooring. We can handle as little or as much of the project as the customer wants, but the customer has the ability to say, ‘We just want the cabinets done.’”

In addition to that service comes a great deal of experience, as Cerami and his team have been beautifying people’s homes since 1984. He is a Certified Kitchen and Bath Remodeler (CKBR) and has served as president of the local chapter of the National Association of the Remodeling Industry (NARI). The company is also a member of the National Kitchen and Bath Association (NKBA). So even if a customer isn’t exactly sure what path to take with their kitchen, chances are Cerami and his employees can help come up with the perfect design.

“We’ve become a very solution-oriented company,” he says. “A lot of it comes down to old-fashioned experience. I’ve been doing this for 30 years. I have another design representative who’s been with me for 27 years, and another design associate who’s been in the industry for 25 years. So when we look at any customer need, we really understand it from not only our design perspective, but we understand it from the homeowner’s viewpoint. Nobody wants to spend any more than they have to on a project, but how can we get something that makes sense, that offers good value, that is a hybrid between old and new in a seamless way? We’re able to do it, and a lot of it de-

pends on the age of the home, the customer’s budget, the customer’s aesthetics and the amount of changes that need to take place in the kitchen.”

Cerami is also a lifelong resident of the Philadelphia area and understands the values of people in the region. He insists on his employees showing great respect for clients’ homes, keeping the work area clean and allowing customers to go about their lives without a distraction. He believes treating the client like family is one of the aspects that sets Let’s Face It apart from other companies.

“Our employees buy into the culture that I believe in, and that’s all part of what makes a company great,” he says. “It’s very, very important to me, and it’s very, very important to the people who work here. I can’t say enough about that. The customer is first.”

“I really do believe that the people who contact our company really understand what solutions there would be for them, and the cost associated with those solutions. We are the company that understands the region, we are the company that has the experience, and we are the company that can look at something objectively, without an agenda, to say this is what we believe is in your best interest. For the people who want that approach, we’re the company to call.” **H&H**

Let’s Face It, Inc.

518 S. Bethlehem Pike
Fort Washington, Pa.
(215) 646-7477
LFIKitchens.com