

Check off all styles for kitchens that make sense for your client:

**1. Is your client interested in the latest kitchen design trends? Ask these questions to help narrow his or her selection:**

- a. Is your client interested in the open kitchen concept via natural light, lighter colors, or structure?
- b. Does the client want a more tech-savvy kitchen, including options like charging columns or touchless faucets?
- c. Is your client interested in a more natural farmhouse, modern, or Victorian style?
- d. Are bright or bold colors an important quality?
- e. Does your client understand that trends change, thus the space could become outdated if designed as too trendy?

**2. Suggest tile or stone floors with radiant heat if your client:**

- a. Is looking for a more stylistic choice
- b. Must reduce utility bills to stay on budget
- c. Needs flooring with as little slip as possible
- d. Resides in a cold weather state where warmth underfoot might be appreciated

**3. What flooring option does your client prefer?**

- a. Wood
- b. Vinyl
- c. Tile

**4. What type of backsplash does your client desire? Backsplash materials and designs that are currently trending include (but aren't limited to):**

- a. Traditional tile
- b. Rustic wood
- c. Shiny metal or stainless steel
- d. Glass
- e. Salvaged materials, like antique wood mosaic or repurposed mirror
- f. Paper: Marble and wallpaper

**5. If your client is an advocate for eco-friendly living, offer up these countertop options:**

- a. Laminate
- b. Natural marble
- c. Bamboo butcher block, made of natural reeds
- d. Recycled porcelain tile
- e. Recycled glass

**6. Consider these countertops if your client is into manmade materials:**

- a. Quartz
- b. Corian
- c. Cultured marble
- d. Laminate

**7. Is your client a little uneasy about quartz countertops? Point out these benefits:**

- a. Because it's nearly 90 percent made of natural materials, it brings the outdoors inside.
- b. It comes in a variety of colors, so you can choose the perfect hue to complement your cabinets and flooring.
- c. It's nonporous, which makes it durable and scratch resistant.

**8. If your client wants his or her kitchen to feel more open, but doesn't have the budget to blow out walls, consider these options:**

- a. Bring forth natural light with windows
- b. Keep clutter at a minimum with more storage
- c. Make the kitchen feel bigger with lighter colors
- d. Install pendant lights in eating areas
- e. Add under-cabinet lighting

**9. Perhaps your client is looking to lighten up a dark, gloomy kitchen. If so, one of these window styles could do the trick:**

- a. A skylight window
- b. A greenhouse window
- c. A bumped-out bay window

**10. When talking about cabinet storage options, ask which features your client would prefer:**

- a. Base trash cabinets
- b. Accessibility-boosting roll trays and pullouts
- c. Corner cabinets
- d. Cutlery drawers
- e. Pantry cabinets
- f. Drawers that are deep and wide

**11. Follow these steps when adding a pantry to a kitchen:**

- a. Consider the kitchen's layout and flow when deciding where to incorporate a pantry
- b. Determine what will be stored in it
- c. Create a mock-up of the layout — and leave room for extra shelves in the future
- d. If your client has children, designate a lower shelf for kids' items
- e. Match the doors, cabinets, cabinet hardware, moldings, painted walls, and countertop surfaces (if applicable) to the rest of the kitchen