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TO: WYNDHAM DEERPOINTE HOMES

FROM: Erik Martin, Walsh Communications, L.L.C.

FOR APPROVAL:

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## **Wyndham Deerpointe Starts Sales at The Estates of Fox Chase in Oswego**

For most people, there is no question that the kitchen is the heart of the home. But for one struggling Rhinelander, Wis., family, their kitchen — a high-end room designed by one of the areas top kitchen designers — is from the heart.

That's because Larry and Nancy Frasier, owners of Frasier's Kitchen Showplace, which has been designing and installing custom kitchen and bath solutions for more than 25 years in the Rhinelander area, are donating close to \$10,000 worth of Brookhaven cabinets, three-cove laminate countertops and design expertise to outfit the galley-style kitchen in a Habitat for Humanity home being built in Rhinelander. The house will be home to a low-income couple with a toddler and a baby on the way sometime in the late summer/early fall.

"Although this is the first time we have donated cabinets, this is actually our third project with Habitat for Humanity over the past five years or so," said Nancy Frasier. "We want to lend our support to Habitat for Humanity, which is such a wonderful organization, but also because we really care about the people in our community and want to make it a better place."

This care is evident in the thoroughness and attention to detail that Nancy and her staff put into planning the 13 x 8 kitchen, which, in a typical Habitat for Humanity house must

vie for space among three bedrooms, a bath, living room and dining room in the home's 1000-square-foot floor plan. With space at such a premium, every inch must be meticulously planned.

"We started with a basic plan that Habitat for Humanity gave us, and then we were able to tweak the house design to pick up a little space from the storage area and also the dining room without compromising either so that we could make the most of the kitchen," explained Nancy. "Then, after mapping out a basic kitchen layout, we stop to take a look at each work center to make sure that the traffic flow is maintained when someone is in the kitchen working. Finally, we take a look at aesthetics so that the room is not only functional but pleasing to the eye."

Next, Frasier's selected a frameless style of cabinets (there are no stiles or frames on the cabinet box), from the Brookhaven line that not only maximizes interior cabinet and drawer space, but also capitalizes on the installation expertise of their full-time installer, Kyle Jones, who is donating his time — and more than 20 years of experience — to install the cabinets, crown molding and lighting valance that the Frasier's are donating.

"Frameless style cabinets are a little less forgiving. Therefore, it takes more skill to install them properly. Fortunately, Kyle, is not only a superior craftsman, but wonderful human being," said Nancy, who estimates that his time is worth an additional \$1,400.

She choose these cabinets because, in addition to their space-saving features, they provide a timeless look when paired with a raised-panel door style.

"The Andover door has a raised panel which complements many different decors, while the frameless style promotes a clean, updated look," said Nancy. "Overall, this combination will provide a transitional look that blends the best of all worlds."

Among the 13 cabinets to be installed include a pullout double wastebasket cabinet, a floor-to-ceiling pullout pantry with rollout shelves, a three-drawer deep storage cabinet for pots and pans, and a tray-divider cabinet.

"The quality of Brookhaven cabinets, from their materials to their finishes, is superb," said Nancy. "These cabinets will look as nice in 10 years as they do the day they are installed."

The homeowners who were asked to choose the wood species (oak, maple or pine) and cabinet finish, selected maple cabinets in a warm, Carmel stain. For Nancy, it was the first time she had met the family for whom she had spent hours carefully designing a dream kitchen. It's a meeting she looked forward to with relish.

"For this family, this home is like winning the lottery," said Nancy. "I am so proud to be a part of that. "

Sales for The Estates of Fox Chase are being conducted at Arbor Ridge in Montgomery. For more information, call the Arbor Ridge sales center at (630) 966-9301. Hours are 10 a.m. to 5 p.m. Friday and Saturday and 11 a.m. to 4 p.m. on Sunday. Information is also available at [www.wyndhamdeerpoint.com](http://www.wyndhamdeerpoint.com).

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