

the Fisher Focus

Fall 2008 Newsletter



Lifelong “DIY” Couple Delegates Remodel and Loves the Results

Tery and John Lizarraga completed several DIY projects, small and large, in their 1960s Rodeo home after they purchased it in 1989. But with two pre-teen girls at home and demanding jobs to handle, the couple decided that it was time to “delegate” the work to a remodeling company for their recent whole home remodel.

The Lizarragas selected Fisher Construction because the design-build remodel process was very attractive to them, considering their busy schedules. Trust was also an important consideration to the couple. They wanted to

Fisher Construction designed and built a new master bedroom/bathroom suite, adding a deck outside with a hot tub. They also worked on an existing deck to make it more compatible with the new one. There were changes throughout the home, including the kitchen, the family room, and a hallway bathroom. While the extensive project was underway, the staff of Fisher Construction kept in constant communication with the Lizarragas, and the onsite staff made them feel comfortable and confident in the work. *“The Project Manager, Oscar, was in charge of the management*

“Now that we have seen the difference, we can’t imagine going back to doing it ourselves.”

work with a company they could rely upon to handle all the details of their complex project—work was done to almost every room in the house.

From the beginning of the design-build process, the Lizarragas were impressed by the methods Fisher Construction used to take care of them as clients and make sure they were happy with ongoing results. Senior Designer, Tiffany De Tomasi, and Owner, Pete Valentino, asked many questions before design and construction began to learn about the couple and determine their needs and desires for their space. Fisher Construction’s careful questions led to suggestions that the Lizarragas liked and appreciated. They were particularly pleased with the way Fisher Construction balanced the demands of the larger scope of the project with the smallest details, such as how to design a certain corner to allow for specific furniture placement.

of the job, and we really liked having him around,” says Tery Lizarraga, *“He had a great attitude and was very responsive.”*

The master suite has become a favorite part of the family home. Where the remodeling was most expansive, the Lizarragas have great views from every window, and they find themselves hanging out together more as a result.

The Lizarragas are very happy that they decided to hire Fisher Construction for their remodel, rather than trying to do it themselves this time. Tery says: *“When we did it ourselves, we were constantly second-guessing our own work, and sometimes correcting mistakes. We also had to deal with a billion different decisions. Now that we have seen the difference, we can’t imagine going back to DIY. Working with Fisher Construction, the experience was a lot less frustrating, and was definitely well worth it.”* ■

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Are You Entertaining More at Home?

design your kitchen to welcome guests



Tiffany De Tomasi, CKD,
CBD, Senior Designer

Entertaining at home has increased in popularity for a variety of reasons. A recent abundance of popular cooking shows has encouraged people to try out their culinary talents on family and friends. The economy also has an impact, with more people staying at home instead of eating out. And, we've noticed that once a client remodels and has great storage, appliances, and working areas, the entire family enjoys being in the kitchen more and entertaining in their new space.

The kitchens that Fisher Construction remodels are usually 15-20 years old—dark, small and dated. In most cases, they were not originally designed to be efficient. With builder's or track homes the cabinet quality and finish are usually inferior and good corner storage hard to find. When Fisher Construction begins the design process for new kitchens in these older homes, our clients usually ask us for more storage, larger cooking areas, and room to entertain.

We know our clients enjoy their time at home, especially in the kitchen. Kitchens are the hub of our homes—where we talk, study, surf the web, laugh, cook and eat. A common refrain we hear from clients is: "We always end up in the kitchen!" We encourage our clients to think carefully about how they want their new space to work. When considering a kitchen remodel it is important to think about how you really want to use the space. Who will be cooking? How do you cook? Do you prepare large meals, or many smaller meals? Do you bake? Do you freeze after cooking? There will be many decisions to make about appliances, all of which will be easier when you give careful thought to how you use your kitchen. Fisher Construction can help guide you through this decision making process.



One of the key design elements to make a kitchen more friendly for entertaining is opening the kitchen up to a larger living area, so you have a more expansive and welcoming space. Islands work well if you have the room. A sink in the island facing the living area is a nice touch, so everyone feels connected during meal preparation and cleanup. Your cabinetry should then tie in with the rest of your decor so it all flows together as one large, seamless space.

Style and mood is established in many ways—from the overall layout, flooring and lighting, to details such as cabinetry, door style and finish, trims and hardware. Countertops, backsplash designs, wall finishes and color are also important considerations in establishing a mood. The correct use of these materials can enhance any design style.

For any kitchen remodel, there are some things you can cut back on, and some things you should splurge on. Most importantly, you want a good design, one that works for you and your needs, and one that is beautiful and safe. Once you have these elements in place, you will have a kitchen you can be proud to share with family and friends as you entertain at home! ■



Fisher Construction Joins Other Local Businesses in Supporting Fairfield Eagle Scouts Troop 482

ryan van patchen honored at eagle court

The Eagle Scouts Troop 482 of Fairfield held an Eagle Court of Honor for **Ryan Van Patchen** in May, 2008. Ryan invited Fisher Construction owner Pete Valentino and other local business people to the event to thank them for the support they gave Ryan for his special troop project—building new stairs and a fence for a local church. Pete was happy to join the community in helping Ryan achieve his Eagle Scout stature, and very impressed both by the event itself, and by the amount of work that Ryan put in to his project. ■

Project Highlight

whole home remodel in rodeo

See more about this project on page one.



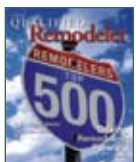
“With our demanding jobs, we needed someone we could trust so we wouldn’t have to worry about the details of our remodel. Fisher Construction’s design-build process was perfect for us. If we knew we were going to love our new home so much, we would have done the remodel a lot sooner!” *T. Lizarraga*

Your Referrals Make a Difference

tell a friend why you love us!

How often do you receive the kind of service that makes you want to share news about a good company with someone else? Chances are, it’s a fairly unique occurrence these days! At Fisher Construction, we want to change that equation. We work hard every day to create clients for life by delivering a level of quality, customer service, care and consistency that builds lasting trust. We’re very proud of the relationships we’ve developed with clients since 1988. If you are one of those clients, we ask you to remember us when friends and associates are in need of design/build remodeling services. Like most businesses, we depend on referrals from satisfied customers to help us grow ... please put in a good word for us, and tell a friend why you loved working with Fisher Construction! Your support is very much appreciated. ■

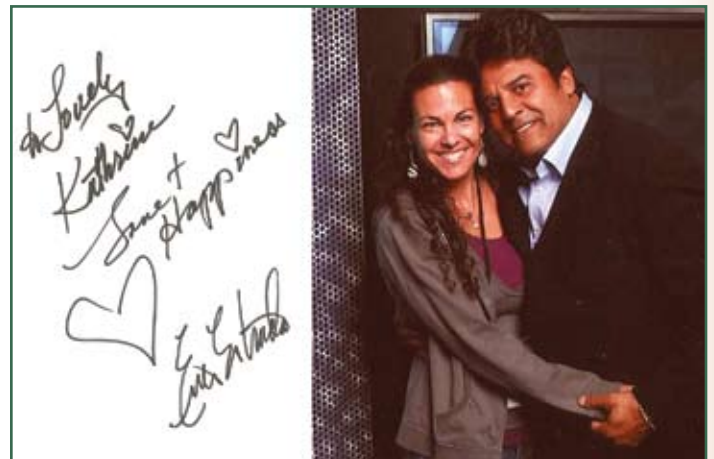
Fisher Construction Named Top 500 Remodeler



We are proud to announce that Fisher Construction has been recognized as one of the 2008 Top 500 companies in the remodeling industry by *Qualified Remodeler*. ■

“Ponch” Visits the Pacific Coast Builders Conference (PCBC)

Look who stopped by to say hello at the Pacific Coast Builders Conference! Fisher Construction Office Manager Katherine Wilson shared a friendly moment with actor Erik Estrada. For those of you too young to remember, Erik Estrada played Francis “Ponch” Poncherello, a California Highway Patrol officer on the 1977-1983 television series CHiPs. Held in San Francisco at the Moscone Center, PCBC is where the homebuilding industry gathers to learn and network. ■





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Fisher Construction is a family of dedicated professionals, active in their community and industry, committed to providing exceptional service, design and construction to every client.

At Fisher Construction, we work hard to create clients for life by delivering a level of quality, customer care and consistency that builds lasting trust. Call us at 707.422.8591

or visit www.fisherdesignbuild.com to learn more.



Kitchen and Bath Design

Whole House Remodels

Certified Kitchen and Bath Designer
Tiffany De Tomasi, CKD, CBD

Over 1100 custom projects
since 1988

“Fisher Construction staff were always responsive to my questions and needs. I appreciated that they left the work area clean each evening.” *J. Cole*

Concept to Creation



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