

the Fisher Focus

Fall 2009 Newsletter



Introducing: Creative Effects

cost-effective designer style for the bathroom

Many of our clients have been looking for sensible choices when it comes to remodeling, which has inspired Fisher Construction to create new ways to bring beauty and value to your homes. Our latest innovation is a program we call **Creative Effects**.

Creative Effects is Fisher Construction's new line of pre-designed bathrooms offering an array of selections to suit your individual style: Modern, Transitional or Traditional.

Cost-effective designer style can be accomplished without abandoning quality. It's all about careful design plans and smart product choices.

Creative Effects bathroom remodels offer the simplicity, convenience and cost-effectiveness of a package, without compromising on quality materials, designer style or skilled workmanship.

Why Choose Creative Effects?

A hall bath or guest bath that is looking run down and dated is the ideal candidate for a Creative Effects remodel, especially with the holidays approaching and company arriving. Kid's baths are also a perfect fit. Even a small- to medium-sized master bath that is ready for help could be a contender. With Creative Effects, you can make changes such as updating your hall bath with a "pull and replace" plan or transforming an unused tub into a shower: both simple transitions that significantly enhance appearance and efficiency, and add to the appeal and value of your home.

Unique Options for Individual Style

The individual options in our Creative Effects program make your remodeled bathroom a unique expression of your personal taste. Choices include options for cabinetry and finishes, lighting and hardware. We've done the shopping for you beforehand, carefully selecting the products that offer both maximum value and enduring style. This makes it easy for you to select the alternatives that best suit your home.

Uncompromising Quality and Service

Cost-effective design can be accomplished without abandoning quality. It's all about careful design plans and smart product choices. When you choose Creative Effects for a remodel, we promise you the same attention to detail in project management, installation and customer care that our customers have come to rely upon from Fisher Construction over the past two decades from all of our design-build work.

Learn More

Call us at (707) 422-8591 to learn more about Creative Effects. We will be happy to answer your questions. ■

contact us

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Design Notebook: Smart Remodeling for Uncertain Times

making your home beautiful on a budget



Tiffany De Tomasi, CKD,
CBD, Senior Designer

In these uncertain, cost-conscious times, Fisher Construction is dedicated to helping our clients with affordable remodeling ideas. It's hardly news these days that we all have to be careful with our budgets. But we don't want to compromise beauty or quality when it comes to an important investment like our home. It *is* possible to create a wonderful new environment in your home on a prudent

budget-wise choices during the project planning phase make a big difference. Here are just a few ideas for designing a more affordable remodel.

Quality Materials Are More Affordable Than Ever

A smaller budget should not mean low-quality products or shoddy workmanship. The slower economy has opened up some great deals on labor and product from material suppliers and appliance manufacturers. The Fisher Construction team has been busy researching and comparing a variety of appealing options for our customers, including cabinet lines, plumbing fixtures, and other finished products. Our goal is to find products with the quality and workmanship our clients deserve, and a look they will love.

Integrating Green Design Options Makes Sense

Green design isn't just about conserving the environment: it can also lead to significant savings in the upkeep of your home. Simple changes incorporated in your remodel, such as well planned lighting, energy-efficient appliances, windows, and doors, water-saving fixtures or irrigation systems will reward you with lower long-term costs.

Fisher Construction Attends K/BIS Show in Atlanta

inspiration and ideas abound

Fisher Construction attended the K/BIS Show in May, as part of our ongoing quest to stay informed about the latest trends and hot new products that will make a difference for our customers. The Kitchen/Bath Industry Show & Conference (K/BIS) is the world's largest international trade event dedicated to the kitchen and bath industry. K/BIS showcases the latest products and most innovative design ideas. The event features an unparalleled array of product displays and demonstrations, professional development courses, and interactive roundtable events. ■



Smart Design Meets Sensible Budgets

Beautiful design and affordable budgets can coexist! We've been working hard on developing design programs for our clients that embrace both aesthetics and economy. One of Fisher Construction's newest ideas is **Creative Effects**. This cost-effective bath remodeling program is the perfect choice for those who need a bath redone at an affordable price in time for the upcoming holiday season. (See page one for details.) ■

National Aging in Place Week is October 12-18, 2009

building awareness nationwide

Study after study reveals that an overwhelming majority of older Americans want to remain in the housing of their choice for as long as possible. However, many seniors lack awareness of home and community-based services—and home modification strategies—that make prolonged independent living possible. Since 2003, NAIPC has organized **National Aging in Place Week** as a way to encourage families to think about this topic. Fisher Construction is a member of NAIPC. **Learn more about upcoming events at www.naipc.org.** ■

How to Make Your Home More Welcoming for the Holidays

decorating ideas for autumn



As fall arrives, we get ready to open our homes to friends and family for holiday meals and entertaining. Here are some simple and imaginative ideas to make your home festive, warm and welcoming this season:

Decorate with Nature

Touches of nature instantly add autumn flair to your home, inside or out.

Consider making your own **seasonal wreath** for the front door this year,

created from natural materials such as twigs, straw or grapevine. Building a basic structure from wire is a fairly easy DIY task, and you can find many templates online, or buy the frame at a local crafts store. Once you have the initial wreath shape completed, you can easily adapt the design as inspiration strikes throughout the season, by adding dried flowers, pomegranates or apples, pinecones, mini corn cobs, or interesting fall leaves. Another simple nature idea is a “bouquet” of bare twigs or branches. These make a modern statement in your entryway when placed in a large pot, either on their own, or decorated with mini white Christmas lights. Pumpkins and gourds are a trusted standby for fall decorating, immediately evoking an autumnal mood. Get creative by displaying a mixture of pumpkins and gourds in varying sizes, grouped on your fireplace mantel or stair railing, or in a favorite decorative bowl. A large pumpkin can even be used as a vase—just hollow out and fill with an array of fall flowers for an unusual and lively centerpiece. Mini pumpkins also make great little candle holders for tea lights.

Update Home Accents

Add welcoming warmth to your home with the simple addition of accent pillows and cozy throws in autumnal colors such as warm browns, golds, reds or oranges. You might even decide to change some window dressings to a heavier textured fabric in a darker, jewel-toned shade. Consider changing your furniture arrangement into smaller groups to encourage intimate conversation, or arrange it to make the fireplace the focal point for the season.

Add Glowing Light

Candles bring warm ambience to the home, and make everyone look younger, too! Try a fall centerpiece composed of several candles of varying heights. Cluster them on a simple platter covered with autumn leaves, decorated with small pine cones and acorns. ■



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. ■

“Working with Fisher Construction, I know I never have to worry. We trust them completely to get the job done right the first time. They're almost like part of our family.”

— T. Lizarraga



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Concept to Creation



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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

“The best aspect of working with Fisher Construction was the professional conduct of all their staff. They were on time and did what they said they would do, when they said they would do it.”

— The Whites