

# THE INDE STUDIO

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Photography courtesy of Inde Studio

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The typical home remodeling process goes something like this: clients spend hours visiting multiple showrooms then face walls of fixtures while juggling paint chips, carpet squares and countertop samples in an attempt to envision if they look good together. Sound familiar?

Jeff and Scott Morrell of Morrell Builders and Jim Barbato of Pride Mark Homes recognize that the current home remodeling process is stressful, time consuming, expensive, and frustrating. "This fractured process is the worst system you could have for time-starved customers," say Morrell and Barbato. INDE (Intuitive Design) is their solution.

The INDE Studio is a single-stop, state-of-the-art design center that places all the elements of a remodel project into one location. Every imaginable service is offered. All service providers work together as a seamless team in one centralized location where they also assist clients with product selection. Because INDE is a joint venture between two complementary and reputable design build companies, INDE is able to attain the competitive prices and selection typical of a larger firm while providing customized, small-firm service.

Shingles, window panes, faucets, flooring, doors, counters, panels, and banisters – INDE offers every home fixture, product, and design option imaginable. The clean and spacious presentation eliminates the sense of being overwhelmed. Popular selections are displayed while additional options are discreetly hidden but easily accessed thus eliminating visual clutter.

Interactive work stations with neutral backgrounds provide space where clients can see their selections together. Faucets swap out against different sinks; flooring samples, various paneling options, lighting, fabric, and paint colors are integrated so clients can feel, touch and experience their choices. Even the floor has different padding for clients to feel the difference. "This system makes it easy and intuitive for a client to assess their options and budget," explain Barbato and Morrell.

INDE is divided into sections similar to a house. There is even a mock-outdoors so clients can bring indoor samples and visualize them with exterior solutions. The general public is encouraged to visit the studio and get ideas.

What do clients think of INDE's progressive approach? Over 400 people attended the grand opening and enthusiasm is still growing. INDE is an absolute success.

