

best face forward



Let's Face It is a nationally recognized cabinet refacing company with deep roots in the local community.

Let's Face It has been providing award-winning, affordable, high-quality kitchen cabinet refacing restorations since 1984, as the oldest and most established cabinet refacing company in the Southeast Pennsylvania region.

According to David Cerami, president and owner of Let's Face It Inc., homeowners can get the kitchen of their dreams without having to go through the inconvenience and cost of a full remodel. "The cabinet refacing option can be a 60 percent savings over a complete new kitchen," he explains, "and you save without sacrificing quality. We can create the kitchen you want, in about a week, with a clean, neat operation that gives you continuous, functional use of your kitchen. This is not a temporary fix, but a very high-quality, permanent solution that does not displace the homeowner like a full remodel would."

To ensure your kitchen is a room you can enjoy and be proud of for a long time, Let's Face It also offers granite countertop installations, islands, flooring, backsplashes,

appliance integration, sinks, faucets and more ... all installed by their own highly skilled employees, and backed by their lifetime warranty. "This is rare in our business," Cerami says. "New cabinets do not offer this. And we will be here for a lifetime to back up our warranty, because we've been here a lifetime."

There are a lot of moving parts in a kitchen renovation. Cerami wants homeowners to know that the process isn't as complicated as they may think. "Let's Face It is a full-service company that provides a broad selection of materials that are crafted and installed by our own trained, experienced staff, and we manage the entire job from start to finish."

"When a client calls us, one of our accredited designers comes to do an in-home, complimentary consultation. We'll listen to the homeowner to understand what their vision and needs are, how they want to use the space, how long they see themselves staying there, and what their style and budget are. We'll educate them about the process, show

them samples and photos of different products and styles, and discuss what options are right for them."

Let's Face It uses three product lines, offering more options in cabinet refacing than most new kitchen outfits. Because there is no one line that fits everyone's needs, and different homes require different approaches, they offer "budget-conscious," entry-level laminates and thermo-laminates; hardwoods (cherry, maple and oak are the most popular); and even exotic hardwoods, with exotic finishes for higher-end projects. They can match cabinets to a leaf from a dining room table or a paint swatch from a favorite piece of antique furniture.

"We have a shop where we produce things locally, and can create as little or as much as a homeowner wants. There are no high pressure sales," says Cerami. "Within a week, we'll follow-up with a budget review in the home or in our showroom in Ft. Washington. Homeowners can go to the stoneyards to pick a particular slab of stone or visit the showroom to pick tile. Once the homeowner is happy with the plan, budget and selected products, an engineer will come out and measure the entire project in detail."

Once the work begins, most projects average about a week. Upon completion, the homeowner receives a "care and maintenance manual" with all the information needed to be able to maintain their new kitchen, including before and after shots and specifics about products and materials used.

"All of our projects produce designer-level results. We take pride in the quality of our product, our work, and our employees," says Cerami. "We have a 97.8 percent GuildQuality approval rating. We've also won a couple of *Best of House & Home* awards, and have been featured in national magazines for our work."

Cerami says, "What makes us special is that we are a local, non-franchise company. We always have been. I grew up here and am part of the community. We are committed to our customers, and we've done thousands of projects. We're really proud that through thick and thin, through ups and downs, we're still here and still growing because we do what we say we are going to do. And we do it joyfully, and with pride. It matters to us. Every customer matters to us." **H&H**

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