

|                                                                | Our Company                          | Builder                                                     | Cabinet Shop                                                | Home Centers                            | Architect/ Designer                               | Kitchen Dealer                                             |
|----------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------|---------------------------------------------------|------------------------------------------------------------|
| Years Of Experience                                            | 29                                   | ?                                                           | ?                                                           | ?                                       | ?                                                 | ?                                                          |
| Certified, Trained Specialists                                 | Certified Kitchen Designers on staff | No                                                          | No                                                          | No                                      | Formal Training, Not a Kitchen Specialist         | Some training likely                                       |
| Fully Insured                                                  | Yes                                  | ?                                                           | ?                                                           | Doubtful                                | Probable                                          | Possible                                                   |
| Design Competition Award Winner                                | Yes                                  | No                                                          | No                                                          | No                                      | Unlikely                                          | ?                                                          |
| Knowledge of Appliance Technology                              | Yes                                  | Limited                                                     | Unlikely                                                    | Limited                                 | Limited                                           | Not Always                                                 |
| Concern with solving overall design problems first             | Yes                                  | No                                                          | No                                                          | Sells cabinet brands first              | Yes                                               | Sells cabinet brand first                                  |
| Specializes in kitchen and bath projects                       | Yes                                  | No                                                          | No                                                          | No                                      | No                                                | Yes                                                        |
| Complete showroom displays with themes, creating "environment" | Yes                                  | No                                                          | No                                                          | Not complete                            | No                                                | Rarely                                                     |
| Multiple cabinet lines<br>3 quality grades of cabinets         | Yes<br>Yes                           | No<br>Doubtful                                              | No<br>No                                                    | Yes<br>Usually 2-3 grades               | None<br>N/A                                       | Usually<br>Yes, but usually recommends one                 |
| Broad Price Range                                              | Yes                                  | Limited                                                     | Presumably, Low end                                         | No                                      | N/A                                               | Sometimes                                                  |
| Needs Analysis In Home                                         | Yes                                  | No                                                          | Limited                                                     | No                                      | Possibly                                          | Limited                                                    |
| Preliminary layout concepts available                          | Yes                                  | Works from your plans                                       | Works from your plans                                       | Usually one layout                      | Likely                                            | Usually one layout                                         |
| Quick cost analysis available                                  | Yes                                  | No                                                          | No                                                          | No                                      | No                                                | Not available                                              |
| Schedule of cost options                                       | Yes                                  | Perhaps                                                     | Doubtful                                                    | No                                      | No                                                | Perhaps                                                    |
| Can plan additions                                             | Yes                                  | No                                                          | No                                                          | No                                      | ?                                                 | Unlikely                                                   |
| Provides remodeling, plumbing, electrical services             | yes                                  | Yes                                                         | No                                                          | No                                      | Recommend Sources                                 | Sometimes                                                  |
| Ongoing quality improvement & staff training programs          | Yes                                  | No                                                          | No                                                          | No                                      | ?                                                 | Unlikely                                                   |
| Only trained, experienced kitchen installers                   | Yes                                  | Unlikely                                                    | Presumably                                                  | No                                      | N/A                                               | ?                                                          |
| Project management service                                     | Yes                                  | Sometimes                                                   | No                                                          | No                                      | N/A                                               | Rarely                                                     |
| Cost Range                                                     | Moderate to Expensive                | Among least expensive, but fewer services, less flexibility | Among least expensive, but fewer services, less flexibility | Reasonable to expensive, fewer services | Can be expensive service, does not offer products | Moderate to expensive, quality and number of services vary |