

WELCOME TO CONCEPT II



CONCEPT II
KITCHEN | BATH | TILE | CLOSETS

IT'S YOUR JOURNEY

Concept II is a full-service, design-build studio located in Rochester, NY. We specialize in residential home renovations including kitchens, bathrooms, closets, and more. For over 50 years, our attention to detail, quality craftsmanship and commitment to excellence have earned our reputation as a firm that homeowners, designers, architects, and tradespeople know and trust.

Since opening our doors, our guiding principle has always been the same - *Excellence Through Service*. We have continued the tradition that the business was founded on to deliver a positive and enjoyable experience for our clients. Our excellence guidelines paired with our collaborative design process and expert craftsmanship ensures that we exceed your expectations throughout the entire process.

We invite you to visit our showroom where you can learn more about how we can help transform your home and discuss your specific needs with one of our experienced designers.

Ross Pino

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HOW WE WORK

3 WAYS TO PARTNER WITH US

As a full-service kitchen and bath remodeling contractor, we offer 3 ways to partner with us on your home renovation project. Whether you need full-service design and installation where we oversee your project from start to finish or are already working with a general contractor, designer, or architect – our team can accommodate your needs. We guide you through the process and provide consultative service during each step.

FULL-SERVICE DESIGN & INSTALL

As a full-service design-build studio, we oversee your project from start to finish. Our team of creative designers, skilled craftsmen, and experienced project managers work together to manage all aspects of your project, with unparalleled attention to detail.

DESIGN & MATERIAL SUPPLY

Our experienced team partners with your general contractor to design your space and deliver the materials needed to get the job done. Leverage our creative process and exclusive product lines while working with the contractor you know and trust.

TRADE COLLABORATIONS

We partner with many of the top interior designers and architects in the area to align our expertise with theirs. Our collaborative and streamlined process ensures each project receives the time and attention it deserves. Your project is completely customized to your needs.



DESIGN PROCESS

From gathering ideas and making design selections to understanding the budget and timeline required to get the job done, it can be intimidating to get started with your home renovation project. But it doesn't have to be.

We work with you through our collaborative, streamlined process to understand the unique elements of your job. From the initial consultation to project completion, our attention to detail and commitment to excellence ensures your new space comes together seamlessly.

It's Your Journey

To help you prepare, we've outlined our process in five simple steps so that you have an idea of what to expect.

01. DESIGN CONSULTATION

An experienced designer works with you to learn more about your project. Together, you explore initial ideas, reference photos for inspiration, review likes and dislikes, assess the scope of work and identify any budget or timeline considerations. We will also review our Design Process and Agreement with you, which includes a design retainer to move forward with the next phase of the project.

02. IN-HOME VISIT

Our team visits your home to take measurements and photos that will be used to reference throughout the project. That time is also useful to review your current space and further discuss the vision for the project. Here, we start to investigate any potential construction considerations such as mechanicals, load-bearing walls, electrical service, wall straightness, and more.

03. DESIGN CONCEPTS & REVIEW

We use the measurements and details gathered to layout your space and create detailed floor plans and elevations. We then invite you into the showroom to review the initial design concepts and detailed project scope. This comprehensive presentation will review the recommended design and materials for your project. This iterative process of concept development and review continues until the design is complete.

04. FINAL SELECTIONS & PRICING

Once the design is finalized, we will work with you to select the materials and products that will be used for your project. We then review a detailed budget sheet based on the project scope and selected materials. Upon approval, we order all the necessary materials to complete your project and create a detailed schedule for your job.

05. PROJECT INSTALLATION

Throughout the installation process, our installers work alongside your designer and project manager to ensure every detail comes together. We handle all deliveries of materials from our warehouse to the jobsite and make sure your design is implemented exactly how it was envisioned. At the end of the install, we conduct a post-project walkthrough to review your new space and answer any questions that you have.



THE CONCEPT II WAY

Our promise to you is that we will deliver the best in residential design-build services, with a commitment to excellence and service. As a family-owned business, our beliefs have been the same since our inception in 1970.

From how we design and install our projects to our unwavering attention to detail, the Concept II Way was created to guide the actions of everyone in the organization and serve as a foundation for the work that we do each day.

A Commitment to Excellence

These standards are engrained in the fabric of our culture at Concept II. We are privileged to have been selected by our clients and we work diligently to earn and maintain their confidence.

EVERY DETAIL MATTERS

We take pride in our work and it shows. Our attention to detail, quality craftsmanship, tailored design, and exclusive product lines transform your space into something that is truly unique. Our people are our greatest asset. We leverage their experience and commitment to quality to create environments that your family will enjoy for many years.

EXCEPTIONAL SERVICE IS THE ONLY WAY

We are committed to doing business in a way that always puts our clients first. Every decision our team makes (whether direct employees or sub-contractors) demonstrates this value. We are skilled professionals continuously striving for ways to improve the products and services we deliver. We collaborate and stay in frequent communication to provide updates and answers to any questions you may have. From start to finish, the team is there to guide your project and create the best experience possible.

ALWAYS DO THE RIGHT THING

Our commitment to our clients is that we will always treat you honestly and fairly. We will never compromise our integrity or jeopardize our customers' trust in us. Any obstacles that may arise are addressed immediately. How these are handled makes all the difference. We don't hide or cover up challenges, but instead address everything proactively and professionally.

NO SHORTCUT IS WORTH TAKING

A project is only as good as the foundation it is built on. From the beginning, we take precise measurements and level the starting surface. That care and attention extends throughout the entire install. Taking shortcuts is never our answer, even for work that is behind the scenes. We've earned a reputation for professional and meticulous installation by not cutting corners and taking the time needed to do it right.

RESPECTING YOUR HOME IS NON-NEGOTIABLE

You are inviting us into your home, and with that comes great responsibility. Our team is neat, helpful, and respectful. We take great care of your space during the installation process and clean the work area each day before we leave. When the project is complete, the space is entirely cleaned and all finished work is fully covered to prevent damage by other workers in the space.

LET'S CONNECT

Located in the Piano Works Mall
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