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Rappahannock Westminster-Canterbury partners with local businesses to offer residents attractive upgrades

The result of a recent partnership between Rappahannock Westminster-Canterbury and a group of local businesses has current and prospective residents of RWC saying “Wow!”

“They’re talking about our new ‘Wow!’ unit,” says RWC’s Katie Baker, who coordinated the project. Last spring, RWC designated one unit at the facility where builders, craftspeople, and designers could showcase their talents. Participating businesses performed the work and provided materials in exchange for the chance to reach a potential group of customers looking to refurbish their homes.

“We wanted to give both current and future residents a chance to upgrade their living space,” says RWC president Stuart Bunting. “But people often need to see what new products look like in a home, not in on a showroom floor or in a catalog. So we turned to local experts for help.”

The remodeling team was led by Adam Duryea and David Nova of Coastal Builders in White Stone. Elbourn Electric of White Stone provided wiring services. Jeff Fellers of Fellers Wall Carpeting in Jamaica handled drywall finishing and painting, while Heathsville contractor Wade Zimbardo installed the tile floors. The wood flooring and carpets were installed by Mill End Carpet Shop of Hartfield. Kilmarnock merchant Noblett Appliance supplied the appliances. Hometown Lighting of Kilmarnock designed the attractive interior lighting system.

The project has turned out to be a win-win for everyone involved. “I knew this would be a great opportunity to show off the kind of work I can do for clients,” says Jim Felthouse of Jim’s Cabinets in White Stone. Felthouse, who has been doing work at RWC since 2004, installed the custom cabinetry, countertops and closets in the model unit. He has already taken potential customers through the model to see his handiwork.

The efforts of all these contractors are highlighted by the attractive interior design work of Nancy Myers of Interior Innovations in White Stone. “This is a great way to let people see what we can do for them,” she says. Myers has worked at RWC before, and has always found staff and residents exceptionally amiable. Myers was delighted to have the chance to decorate the model cottage with some of the products she carries at her retail store in White Stone.

Current and prospective residents can visit the remodeled unit to see what upgrades look like, and can decide if they want new granite countertops, stainless steel appliances, or a designer-inspired makeover for their homes. They can opt for as much or as little renovation as their tastes and budgets permit.

Baker says everyone who has visited the unit has been impressed by what they see inside. “We think this is a great way to show people how flexible RWC can be in accommodating their tastes and needs.”

The model cottage is still open, and RWC would be happy to show off the newly renovated facility to anyone wishing to see it. To make arrangements for a tour, contact RWC at 438-4000.