

**BEYOND THE FLOORPLAN:**

THE ART OF  
**personalizing**  
A PRE-CONSTRUCTION HOME

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One of the greatest advantages of purchasing a pre-construction home is the opportunity to begin with a blank canvas. Unlike a resale home, where previous design decisions often influence the space, a new home allows you to personalize every detail around your lifestyle, aesthetic preferences and future needs.

For many homeowners, the decor appointment is one of the most exciting milestones in

the homebuying journey. It's the moment when floorplans begin to feel personal, and a house starts to become home. Yet with countless options available, from flooring and cabinetry to countertops, lighting and plumbing fixtures, the process can also feel overwhelming.

As a designer, I encourage homeowners to approach this experience not simply as a series of selections, but as an opportunity to

create a home that reflects the way they live today and how they hope to live in the future.

**START WITH LIFESTYLE, NOT FINISHES**

Before selecting colours, materials and finishes, take a step back and consider how your home will function on a daily basis.

Will the kitchen be a gathering place for family and friends? Do you work

from home and require a dedicated office? Are you planning for a growing family or multi-generational living? Do you entertain often or prioritize quiet spaces for rest and retreat?

The answers to these questions should guide your design decisions. While beautiful finishes matter, great design begins with understanding how a space will be used.

Studying your floorplan before your decor appointment can also help identify priorities. Consider traffic flow, storage needs and how each room will support your daily routines. These practical considerations often become the foundation of a well-designed home.

**CREATE A COHESIVE DESIGN STORY**

One of the most common mistakes homeowners make is selecting finishes individually rather than considering how they will work together as a whole.

When designing model homes, I always begin by establishing an overall design direction. Whether your style leans traditional, contemporary or transitional, defining a clear aesthetic creates consistency throughout the home and makes decision-making much easier.

Gather inspiration images and identify recurring colours, materials and details that resonate with you. These references become invaluable during the selection process and help ensure every choice contributes to the larger vision.

Rather than focusing solely on colour, think about how materials



interact with one another. Warm wood tones, natural stone and textured finishes often create a sense of depth and character that feels timeless and inviting.

**INVEST WHERE IT MATTERS MOST**

Every home has spaces that work harder than others, and these areas often deserve the greatest attention.

In today's homes, the kitchen remains the heart of the home. It serves as a workspace, gathering place, homework station and entertainment hub all at once. Because of its visibility and daily use, I often recommend beginning your selection process here.

Consider how cabinetry, countertops, storage solutions and lighting will contribute to both beauty and functionality. Thoughtful planning in these areas can significantly enhance everyday living and add long-term value to your home.

Similarly, primary ensuites, mudrooms and laundry rooms should not be overlooked. While they may not be the first spaces

guests see, they contribute greatly to comfort, organization and the overall experience of living in your home.

**DESIGN BEYOND TRENDS**

While it's natural to be inspired by current trends, the most successful homes are those that feel authentic to the people who live in them.

Timeless materials and classic details tend to age gracefully and provide lasting value. Trends can still play a role, but often work best when introduced through furnishings, lighting, artwork and accessories that can evolve over time.

Ultimately, your home should tell your story, not someone else's.

A thoughtfully personalized home goes beyond beautiful finishes. It supports your routines, reflects your lifestyle and creates spaces where memories will be made for years to come. Long after the selections have been finalized, the most meaningful design choices will be the ones that make your home feel distinctly yours.

**DESIGNER TIPS**

- Start with how you live before choosing finishes and upgrades
- Create a mood board to establish a clear design direction
- Prioritize kitchens, ensuites and other high-use spaces
- Invest in timeless flooring, cabinetry and countertops
- Layer materials and textures to create warmth and visual interest
- Incorporate trends through decor and accessories rather than permanent finishes
- Design with both your current needs and future lifestyle in mind



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