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Yorktowne's new Custom Quote program offers quick and easy way to sell cabinet modifications.

Red Lion, PA (January 2006) – Imagine designing a kitchen exactly the way you want it, with customized cabinet modifications, and having a quote complete with drawings ready for presentation within 24 hours.

That's exactly what Yorktowne Cabinetry's new Custom Quote (CQ) Program can do. It allows professional designers to make the modifications they need to satisfy consumer requests, and help clinch the sale. The specifications are simply faxed to a toll-free number, and within 24 hours a quote with a dimensional drawing showing the requested modifications is faxed back.

"It truly is the plus in semi-custom plus," said Linda Hughes, a member of the program's design team and Yorktowne Manager of Market Development. "CQ represents a major advancement in process document management and systems integration organization that literally is unmatched in the industry. It is proprietary to Yorktowne, and offered free to Yorktowne customers."

CQ gives designers the answers they need quickly, with AutoCad drawings to ensure the exact specifications are being met. It also gives them the ability to make additional custom changes beyond Yorktowne's standard modifications that are pre-engineered, published and pre-priced. Yorktowne's pre-printed CQ Request Form lists all of the information required along with guidelines, as well as a drawing pad for notes and additional clarity.

Long Branch (NJ) kitchen designer Michelle Warnken, CKD, CBD, has been using CQ since its test launch in Ma 2005. "It makes thinking outside the box a lot easier," she explained. "Now I use CQ in about 75% of my jobs."

"CQ puts everyone on the same wavelength," Hughes added, "because they are working with the same order process. Yorktowne customers have the peace of mind that, even when a major modification is desired, they can have the drawing and pricing in hand by the next day. Overall, they are getting a more accurately designed custom product based on clear communications, with confirmed technical specifications in a comprehensive program.

In fact, Yorktowne's Custom Quote track record is 100% on time. Within its first six months of operation, Yorktowne received close to 5,000 CQ requests that produced over 2,800 custom product orders.