

Designer Profile

HDA, Inc. is committed to making your home building journey an easy one. To assist in the process, we compiled questions to ask nationally renowned designers and architects who have designed homes featured in this magazine. This issue we feature our cover home designer, Jon Rentfrow, manager of *Rentfrow Design, LLC*.



Jon Rentfrow self-published this book called, **experiencing home...** You can see more about the book, and read a short excerpt at www.experiencingyourhome.com.

Jon Rentfrow has a Bachelor's Degree in Interior Design and two years of architecture school. He has been designing homes since 1995 and has been a member of the American Institute of Building Design since 2002. He has served on a number of different Homeowner's Associations over the years by doing their architectural review. He has won more than twenty awards from his local Home Builders Association and recently won an ARDA (American Residential Design Awards) for the Best Published Design.

DA: What does home mean to you?



Jon Rentfrow

JR: To me, home is where we live. It's not just a building, or a house. I think we are seeing a loss of a true sense of home. Our houses have become investments and commodities, 'things' that are too easy to sell and move on to the next size. Just like bicycles. They are our homes when we live in them, when we have experiences in them.

DA: What new concepts in home design are you seeing right now?

JR: I see homeowners becoming more and more intelligent. They are thinking more about how they live, or how they want to live. For example, the laundry room doesn't have to be near the garage and kitchen and they don't have to have a formal dining room, just because they grew up with one. I also see homeowners taking the idea of 'custom' to a whole new level. Like a slide from the main floor living area to the lower floor or a drinking fountain in the mud room.

DA: What is the most important thing for a pre-drawn home plan buyer to know?

JR: Most designers and architects provide different 'types' of drawings in any given set of construction documents. The basics are always there, floor plans, elevations, cross sections. But some sets of drawings may have more details than others or the set may or may not include electrical drawings. Most importantly, most any set of drawings that a consumer may purchase will require an engineer to certify and stamp the structural components of the building.

DA: What is the most common mistake home plan buyers make?

JR: I think many consumers feel that they can make little tweaks and changes to the plan they purchase on their own, or in the field with the builder. What most of them don't recognize is that small changes tend to cause a domino effect of other issues and can definitely cost you more during construction. Best advice, get someone that knows design to make the changes you want before you start to build.

DA: What can we expect from Rentfrow Designs, LLC in the future?

JR: That is a tough question these days. But as I continue to work for more and more clients all over the country I see greater opportunities to help families create their dreams. Additionally, I am starting to design a resort and spa, as well as a few custom homes, in a new project in Northwest Panama.

DA: Anything else you like us, and consumers to know?

JR: I am very excited about my book that I self published in 2008. *...experiencing home... a guide to finding joy in your home*. The premise is, we are losing our true sense of home. As I mentioned earlier, they have become investments and commodities, and for some, they are still just a house. They become our homes when we have experiences in them. They remain our homes, despite the fact that they may need to be painted, cleaned, or even remodeled. But rather than feeling the need to always be remodeling to keep up with the latest design trends, why not just slow down and experience home. The book takes the reader through each space in their home, one-by-one, asking questions to prompt thoughts about what they like and have experienced (or want to experience) in their home. You can see more about the book, and read a short excerpt at www.experiencingyourhome.com. I have tried in the book to bring my expertise of being a Residential Designer and marry it with a passion for understanding how people live in their homes. I have heard from many of my peers, expressing how the book has helped them have discussions with their clients about how they live and want to live in their new home.