



EXCELLENCE IN RESIDENTIAL RENOVATIONS UNDER \$75K

Katnich undaunted by a Fresh Approach

BY ROSS FRAKE

Barbara Katnich likes to tell the story of her clients in the homes she designs and renovates. "Everything I do is based on getting to know my clients," said Katnich, owner of Fresh Approach Home Styling, which has been nominated for two gold Tommies — excellence in residential renovations under \$75,000, and excellence in bathroom renovation \$20,000 and under.

"Everyone has a story and that story needs to be told throughout their own homes — where they've been, who they love, what they do. This all gets brought together in the design process. I think it's a fresh approach."

The name Fresh Approach came to her in an epiphany.

"A fresh approach kind of says it all. I do offer a fresh approach to my designs and my relationship with my clients."

Katnich, who has been self-employed her whole life, has worked at a multitude of jobs and careers before she settled on her Fresh Approach after watching a TV show.

"I've always been an entrepreneur and I'm always striving to be first in everything. I was B.C.'s first female funeral director; opened the first telemarketing company in B.C. sold the first voice mail system in Canada, and I started the first female owner-operated Fulfillment House in Vancouver. So, naturally, I was the first to bring the first accredited home staging and luxury home styling business to the Okanagan."

She had sold her warehousing and distribution business in the Lower Mainland when she came to Kelowna to care for her sick mother in 2003. She was wondering what she would do and while watching HGTV, she saw her future.

"It was a show about home staging, which was not done in Canada before. It was a new concept to help homeowners spruce up their homes so they could get top dollar in a shorter amount of time. It appealed to me because there was a decorating aspect to it, although there is a lot of psychology involved in staging."

Eventually, that led her to interior design and renovations, and she assembled a winning team of trades and sub-contractors who help her turn conception into reality.

"Team is key to anyone's success. I'm proud of my team members. They all go the extra mile."

She is one of the few female project managers in construction in Kelowna although she does interior design, decorating and furniture packages as well.

"We're on the job site at 7 a.m. wearing hard hats and boots and dealing with all the day-to-day problems. We don't dress up or wear high heels; we wear a couple of different hats literally to get it done."

She is justifiably proud of how she got the job done at the two projects that earned her silver Tommies this year.

"I really poured my heart and soul into both of them and I was extremely pleased with the outcome. I think both of them reflect my best work. My clients were very pleased."

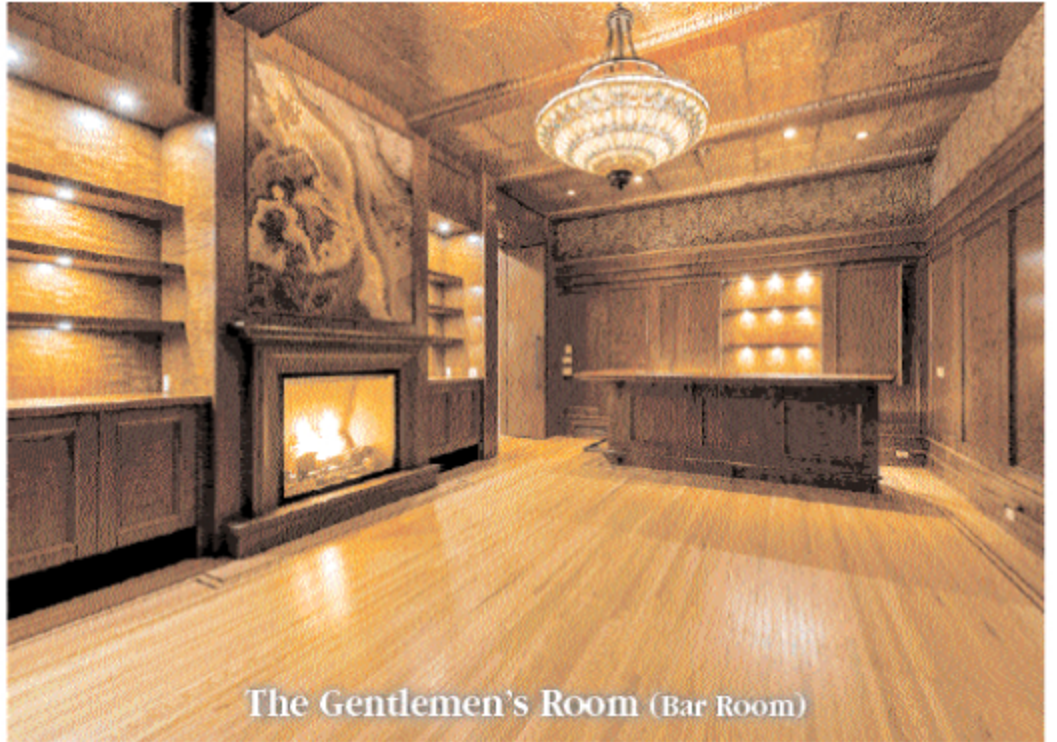
While a lot of contractors do the renovation, tidy up and leave, Katnich sets up the whole place — hanging art, and making the beds.

"I do a big reveal for my clients. They walk in; the bathrooms are all dressed, towels, soaps, spa products. It's like HGTV."

On one project — excellence in residential renovations under \$75,000 — she did the whole house, but didn't show the master suite hidden to her Calgary clients until the reveal.

"The husband went in first and his reaction was 'wow, oh, wow.' Then, the wife went in and she went, 'I can't believe it; this is absolutely stunning,' and she started crying."

"That's the reaction I like, happy tears."



The Gentlemen's Room (Bar Room)

Excellence in Creating an Interior Feature in a Home



Granite Chateau Estate

Excellence in Single Family Home \$3M-\$5M

Proud winner of 6 Silver Tommies.

We would like to thank our clients and trade partners.

KIT2CH

project management | design | construction

www.kitschcorp.com

250.317.5140 trent@kitschcorp.com