

# William Frey Construction

**KITCHEN IS KEY**  
FOR WELL DESIGNED HOME

BY RITA GOLDBERG



William (Bill) Frey got his first taste of remodeling over 20 years ago. At the time, Bill was a sales manager for a fortune 500 consumer goods company. Bill and his wife Tina purchased a home in Dana Point with the intent to make improvements and sell it for a profit. Their plan worked and pretty soon they were busy acquiring and rehabbing real estate, following a sensible model of buying well priced homes in upscale neighborhoods. The acquisition formula was predicated on a combination of high land value and low asset value, according to Bill who zeroed in on neglected properties in Orange County's tony coastal communities including Newport Beach, Laguna Beach and San Clemente.

Bill found he had a passion and a talent for remodeling homes so he decided to obtain his General Contractor's license and create William Frey Construction, which, in the ten years since its inception, has grown to one of the premiere home redesign companies in the area.

Using state of the art, advanced construction techniques, a carefully curated selection of top of the line craftsmen, and his well honed visionary talents, William Frey delivers a finished project that consistently exceeds clients' expectations.

William Frey Construction has the ability to expertly remodel any area of your home but has built its reputation on kitchen remodeling. In fact, Bill is so adamant on the importance of a well designed kitchen as a home's centerpiece, that he insists this vital space always be included in the redesign plan before undertaking a project.

"In today's lifestyle, the kitchen is typically the hub of a home," says Bill. "The kitchen tends to be where family members and guests congregate. It is the homework environment, activity area, as well as the cooking and eating space. In the homes I create, the rest of the living space rotates around the kitchen." Bill's designs feature light infused open kitchens that connect to the family room and outdoor entertainment area. He also incorporates handsome oversized elements into his kitchen remodels.

"I favor statement islands for function and drama," tells Bill, who installs islands that can comfortably seat up to 18 people. His countertops are typically fabricated from granite, quartzite or quartz.

"I also use 40 foot steel beams to anchor oversized sliding doors, which when retracted have the effect of opening up the entire house." When contracting with William Frey, expect large picture windows strategically placed to showcase all views or vistas at hand. "Every view



should be captured in a well designed home," Bill insists.

As for the floors, large format, four foot square tiles of highly engineered porcelain, available in a seemingly endless variety of finishes, have been gaining popularity. Engineered veneer finishes are also being used for kitchen cabinetry, favored for the versatility and durability they offer. William Frey has seen a building trend that has been veering away from wood and stone finishes with nearly 80 percent of his clients opting for highly engineered advanced building materials that offer a vast array of aesthetic possibilities. High performance appliance brands

such as Thermador, Wolfe, and Sub-Zero, are de rigueur for today's optimally designed kitchen.

When it comes to redesigns, William Frey Construction implements cutting edge build concepts to create the dream spaces for its on-trend, discerning clientele, according to Bill. "We don't just build the kitchen that our clients have always wanted, we build the kitchen that our clients will always want."

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