WEB APPENDIX

Dysplacement and the Professionalization of the Home

Annetta Grant

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Web Appendix A - Interview Protocol

Interviews were unstructured, relying on the responses of the participant to guide the flow of topics discussed. Since questions were specific to the particular informant and their story, this protocol describes the intended approach to interviews and provides some sample questions that the interviewer drew upon. Part of the questions helped to build trust between the interviewer and participant. At the start, a number of “grand tour” questions served to get the discussion underway and to provide boundaries around which topics would be discussed in the interview.

Rapport-establishing questions:
- Standard conversation starters, which vary depending on how well the interviewer knows the participant (e.g., introduction, weather, family, work).
- Thank you and tell them about the project.
- (e.g., “Thank you very much for welcoming me into your home and for taking the time today to chat with me. Through the interviews I am conducting, I would like to gain a better understanding of how people make consumption decisions around home renovations.”)
- Share a bit with them about interviewer’s homeownership experience and experience with home renovations. (The goal of this point of introduction is to establish rapport with participants, and also to establish that they are the expert regarding renovations from whom the interviewer had a lot to learn.)
- Explanation of the interview process (e.g., semi-structured interview questions, permission to record, note-taking, the right to withdraw at any point, etc.)
  - The interview will last approximately one hour.
  - With your permission, I would like to record the interview so I can refer back to it in the future, and so I can converse with you during the interview rather than take extensive notes. Your interview will be confidential and your name will not be associated with the data in any way.
  - Would that be okay with you? (Make sure everyone has agreed).
  - I want to remind you that you may refuse to answer a question or stop participation at any time. Feel free to do so at any point during the interview.
- If you would like a copy of the study once it is complete, please let me know and I will be happy to provide you a copy.
- Any questions about the interview process?
- I am going to start the audio recorder.

Background questions about the informant and their home:
- Is this your primary residence?
- How long have you been living here?
- Who do you live here with?
- What other renovations have you done to the house in the past?

Once background information is established, the questions move onto focusing on the renovation. Typically, before the interview, the interviewer had an idea of the extent of the renovations. In this case, the interviewer may say, “So, you are renovating your kitchen. Tell me about it.” Other potential questions about the renovation as part of the conversation:
Tell me about the parts of your home you are renovating.
Tell me about when you first started thinking about doing renovations.
What factors contributed to your decision to start doing renovations in your home?
Which aspects of your home/the room are you renovating?
What parts of the current structure/room are you keeping the same?
How did you get the ideas to renovate your home in these ways? (Further prompt, what types of magazines or television shows did you reference? Websites?)
Have you ever attended a home exhibition show to get ideas? What was that like?
(Throughout the interview, continue to prompt where they first got the idea for the various aspects of the renovation)

Understanding the relationship with hired contractors:
What parts of the job is your hired contractor doing?
How did you choose this contractor?
Do you make trips to the store to pick out materials/appliances?
To what extent does your contractor help you pick things out?
Have you consulted a designer? (Or another professional to help with choosing aspects of the renovation?)
Tell me about a time when you and your contractor disagreed.
Tell me about a time your contractor encouraged you to do something you wouldn’t have thought about. How did that work out?

Understanding product selections:
When choosing between product/material A and B, what factors made you choose product A (or B)?
How did you research these products?
Walk me through an example of how you chose the product.

Getting a sense for the renovations progress:
How do you feel about your renovations so far?
To what extent are they working out as you had hoped?
Walk me through an example of something that changed along the way.
Walk me through an example of something you wish had turned out differently.

Identity work/family:
The goal with these questions is to understand how participants home renovations are tied to their identity, family identity, and how that space is interrelated with their identities, and how they may see that evolving through the renovations
Who mainly lives in the home?
Who mainly uses the rooms you are renovating? (Trying to understand if these rooms are for the family, or guests, etc.)
What are some of the ways you/your family use the room?
How do you hope to use this space after the renovation? Or, how does the newly renovated space provide more space/different use for the family?
What are some of the ways you/your family use the space now that it is renovated?
- What are/were some of the shortcomings with the room pre-renovation?
- Tell me about a time when this room really didn’t work for you.

Identity work (here the questions focus on trying to understand how their current renovation project goals have evolved from a past renovation)
- Tell me about your experiences with home renovations. So, you are currently engaging in renovations, is this your first home renovation project?
- Did you renovate similar rooms in previous renovations?
- To what extent did those renovations work out for you and your family at the time?
- Give me an example of what you are doing differently in your current project than what you have done in past projects?
- Think of some of the things you like in your last renovation, or in your last home. With regards to what you like in your home, how has that changed since your last renovation? (this question gets at taste/ascetics)

Group Questions (gets at status building, cultural capital, self-presentation):
- Of your friends/colleagues/neighbours, how many are engaging in similar renovation projects?
- How often do your friends/colleagues/neighbours renovate their homes?
- What do you like about their renovations?
- What ideas have you incorporated from their renovations into your own?
- Would guests see [the part of the home under renovation]?
- What other aspects of your home that guests don’t see are renovated?
- What are your friends/family/colleagues/neighbours’ reactions to your renovations when they see them?

Aesthetics:
Aesthetics may arise in different ways throughout the interview. Keeping in mind the theoretical lens for the project is place, these questions aim at developing an understanding of how home owners develop aesthetic preferences and understand them within the theoretical focus for this research on place.
- What other products did you see/consider that you liked as much as this one?
- Where have you seen this product/colour/style?
- How do magazines or TV shows integrate this particular product/color/style?
- What aspects of this product/colour/style helped you decide on this one?
- How have guests/friends/family reacted to this choice?
- What was their reaction before the renovation?

Budget:
- Are you trying to stick within a certain budget for the renovations?
- To what extent have you been able to remain within that budget?
- What are the things have had to compromise on to remain within your budget?
- What made you go beyond your budget?
- Could you give me an example of something you ended up spending more on than you expected?
- How did that become more important throughout the course of the renovation?
- Could you give me an example of something you were able to save money on?

Market value of the home:
In the course of the story, the idea of raising the house value may come up. Consumers often have to balance making changes they want, and making changes that they think will increase their house value. Sometimes they couch the idea of renovations as a way to raise the value of their home even though they do not have immediate plans to sell the home. Other times, they say, this is what I want, I don’t care about the house value. This is a tension to explore:
- What are your extended plans for the home—how many years would you foresee yourself living here?
- What are your plans for eventually selling the home, if any?
- How do you think about the market value of our home as you embark on these renovations?
- How do you know which parts of the home will most increase the market value?
- Which parts of the renovation have others told you are likely to increase your market value?

Questions for couples:
Couples often make decisions together for home renovations. While most interviews are with an individual, some interviews will be conducted with both members of the couple. Without directly asking to give me an example of decisions they highly agree/disagree on, the goal is to draw out these experiences.
- Same set of grand tour questions above.
- To what extent are you on board with each other in terms of the decisions you are making regarding the renovations?
- What other materials/products/ways of doing the renovation did you consider? (This question helps them to refer back to the process of making the decision. For some decisions, they will have thought about other options. Prior to making the final decision, they will have gone through the process of making the decision and potentially had to compromise, or have disagreed. A goal is to find these instances and get them to talk about them.)
- What had you originally planned on doing/hoped to do in your renovations? (Attempting to see if there was a discrepancy between their individual visions for the renovations.)

Questions for individuals following up from a couples interview:
Here, again, depending on the previous interview, the goal is to delve into certain aspects of agreement or disagreement that emerged. These questions will be case specific, but could be similar in nature to the following:
- When I chatted with you and your husband/wife, he/she mentioned that he/she would have preferred x product, can you tell me a little bit about how you decided to go with y product?
- Are there any aspects of the renovation so far that you are less happy with/would have preferred something different?
- Is your family/husband/wife happy with how the renovations are turning out/have turned out?
- Tell me more about what you like about this aspect of the renovation (in the case where they chose something their family/partner doesn’t really like).

Scenario in which participant is telling me about a product he/she wanted that his/her partner did not want:
- Tell me about the product.
- What aspects of the product really attracted you to it?
- What product did your partner think you should get instead?
- What aspects of the product did he/she really like?
- How did you choose this product over the other/another product?
- Did your partner feel that way about the product choice?
- How happy are you with your choice?
- How happy is your partner happy with the choice?

During the interview, I may pick up on responses given by the informant and prompt further discussions by asking questions such as:
- In your previous response, you mentioned “X;” can you expand on what you mean by that?
- Could you give me an example?
Web Appendix B - Coding Summary

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<thead>
<tr>
<th>Emic Data Observation</th>
<th>Higher Order Code</th>
<th>Etic Code</th>
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<tbody>
<tr>
<td>- Homeowners describe how they want their home to have unique aspects</td>
<td>- Home is unique to me</td>
<td>Home as a Place of Unique Identity</td>
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<tr>
<td>- Homeowners describe how they want their home to reflect how they see themselves</td>
<td>- Home aligns with my identity</td>
<td>(The home is a site where homeowners should and do express their unique identities)</td>
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<td>(e.g., single professional, family-oriented parent)</td>
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<td>- Homeowners describe how the home provides a place for them to express their unique</td>
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<td>and personalized identity</td>
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<td>- Homeowners describe an evolving identity and the changes to the home that will</td>
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<td>enable enacting their newest identity</td>
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<td>- Homeowners add unique colors and features to areas of the home that are less</td>
<td>- Unique but not too unique</td>
<td>Implantment Rituals of Singularization</td>
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<tr>
<td>frequented by visitors and more easily changed (e.g., powder room)</td>
<td>- Home-Body-Mind alignment</td>
<td></td>
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<tr>
<td>- Homeowners follow media guidelines for a professionalized home, but add a unique</td>
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<td>component</td>
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<tr>
<td>- Marketplace portrayals of outside other scrutinizing the inside of one’s home</td>
<td>- Stranger’s scrutiny on the home</td>
<td>Marketplace Gaze</td>
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<td>- Marketplace gaze particularly criticizes unique features in one’s home</td>
<td>- Homeowners worry about future buyers</td>
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<tr>
<td>- Marketplace data describing that a comfortable home mimics a more public place (e</td>
<td>- Homeowners worry about others’ scrutiny</td>
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<td>g., a spa or a hotel)</td>
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<td>- Marketplace data provides homeowners with the recommendation to streamline the</td>
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<td>home with neutral colors and to avoid bold colors or personalization</td>
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<td>- Marketplace data emphasize incorporating industrial kitchen pieces in the home</td>
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<td>(e.g., industrial appliances, and unincumbered counterspace)</td>
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<td>- Marketplace data portray the homeowner in the professionalized kitchen as a more</td>
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<td>adept and proficient host</td>
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<td>- Marketplace data portray the homeowner being celebrated by friends and family for</td>
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<td>achieving their dream home</td>
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<td>- Homeowners’ renovations closely follow media portrayals of the home, which</td>
<td>- Marketplace Standardization</td>
<td>Implantment Rituals of Professionalization</td>
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<td>include “neutral” color tones to create a “spa-like feel”</td>
<td>- Marketplace Expertise</td>
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<td>- Homeowners show their adeptness in a professional-grade kitchen</td>
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<td>- Homeowners describe the ideas they get from media (e.g., television shows,</td>
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<td>magazines)</td>
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<td>- Homeowners describe how others got their home wrong (e.g., multiple colors in the</td>
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<td>home)</td>
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<td>- Marketplace data emphasizes that one should maintain market value of the home</td>
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<td>through</td>
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<td>- Homeowners envision how others will respond to their renovations, and get</td>
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<td>professional help to guide that vision</td>
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<td>- Homeowners describe how professionals make recommendations for their homes that</td>
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<td>ultimately do not align with what they wanted or who they are</td>
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<td>- Homeowners describe hardships in their old homes (e.g., unable to properly host</td>
<td>- Unease</td>
<td>Disorientation</td>
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<td>family and friends)</td>
<td>- Disorientation</td>
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<tr>
<td>- Homeowners are embarrassed by their homes, avoid inviting people to their homes</td>
<td>- Comparison with others/with media</td>
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<tr>
<td>- Homeowners worry about the unique features of their homes</td>
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### Home as a Place of Unique Identity
- Janice describes how her evolving identity should be reflected in her home, and not updating is embarrassing: "Usually my style changes over time. In one of the places that I actually built, again, like the townhouse, this was many years ago, before wedding one and wedding two, I can't remember. But everything I did in that unit was very southwestern and that was the big style at the time, the stubble on the walls and the peachy color. Oh! When I think of it now, I'm almost embarrassed to admit it. As you move and change, your style changes. And so now when I look at the old dining table and chairs that I have, I cringe. But you can sit at them and eat dinner so they'll do for awhile. I have some ideas of what I really want there, which is very different. It's a lot more modern than what they are."

- Real estate agent explains that homeowners want their home to reflect them and their tastes: "Because there, no-two-person has the same taste. So if someone's coming in… now the difficult thing is that when people come into a house, and the kitchen has been updated and the roof has been done, and cosmetically it looks like a magazine, the appeal is huge. The problem is that if someone has done the kitchen just for selling, and someone walks in and hates the kitchen and they know that that kitchen isn't to their taste, and they would feel that, OK for us to redo the kitchen is going to be… they know that the price of that kitchen is built into the price and they're paying for that, the idea of ripping out a perfectly good new kitchen is wasteful. And so it's difficult."

- Andrea describing that she wants her home to be unique in that it should be unlike any showroom: "And I said, "I want a spa look on this." So she chose, found, and I said, "I don't want to see this if I walk into another show room." And so she did find something very unusual for us, for our bathroom."

### Implantation Rituals of Singularization
- Olivia describes wanting to make the home theirs: "And then the basement/lower level. So that was, the house was really opened up at that time. And then we moved in we knew immediately that there were few things that we wanted to do to make the main house more suitable for us. So lightening the main floor was a big part of that."

- Elizabeth forgets about market value to have her and her husband's dream home: "[…] but the way it turned out and everything and it was such a huge project, I mean, the amount of money we spent on it was more than what we bought the condo for. And we probably... I mean, in today's market, we would never get the money back. But we loved it because it's comfortable when... It's really beautiful. It's really lovely. Yeah, I know it is [really lovely]. It really is. We can't complain. It's very nice. So, yeah. And so, you know, it's one of those things we didn't go into it to sort of make it such that we could turn around and sell it for a whole bunch of money. We just wanted to make it so that it was kind of, like. We never really had... We had a lovely home, but this is sort of like our dream home kind of thing. Yeah."

- Heather envisions her home-body-mind alignment by envisioning herself physically in the home: "But I think it will sort of define the workspace a little bit. Like this'll be more like a good place to go and do chopping, and cutting, and mixing and right there I bought Euro Cargo, so you'll have pull-out drawers for your compost, and your recycling, and your garbage right beside the sink. And then the dishwasher will go here. So what's nice about it is I can unload the dishwasher right into these areas. So I'm trying to think about how to use the space. Yeah. And this if I'm working here and chopping vegetables, well, then I can put the compost right there. I'm not like walking across the room to do that."

### Market-Reflected Gaze
- Heather casting judgement on her neighbour’s renovations: I have a friend who did her kitchen a few years before we did ours and they have some very nice elements to their kitchen and they were smart, they put solid wood cupboards on. But, you know, I'd say they're the opposite of us. They have good quality cupboards but they went sort of... you know, their stove is very typical stove, the floor is not natural, it's like a full tile floor and then the color scheme, I don't like, like they went for a creamy cupboard and then they went with like a rust accent and sort of like a copper backsplash. I just didn't feel like the...I just didn't feel like it goes that well and I think they use a black countertop too. It was a huge improvement over what they had and I think it's functionally okay but I don't think it's as nice as mine. I'm sorry.

- Gabrielle describes worrying that the entranceway would not be pleasing to guests and arranges it in a way to avoid criticism: "And I worried about it being a bit of an eyesore for guests coming in. But we hired the same company, design company, and they did a nice job with the finish and the cabinetry. So when the closets are closed it looks very nice. And as a family, we tried to hang up our coats and stuff so it stays tidy. And so even though you can see it from the front entrance I think it's an attractive space. And we have a French door with glass that we can close but it keeps the light shining through from the front room to the entrance that keeps it bright but still can close it off. And also when we have guests, it's easy access to hang up their coats too. So that renovation has worked well."

- Elizabeth integrates tips from HGTV and is cognizant of what other people think of her home: "I have no problem at all. I just love it, you know, even five years after. Because I think the cupboards...from what... I’ve watched a fair bit of HGTV. And the fabrics are a light gray in the kitchen at the top and then at the bottom around the island is walnut and then the finishing, you know, in our family room and we have an area that's separated between the family room and the living room, we put up a wall and part of it is walnut and then we have these huge glass doors, so, yeah, it hasn't...to me, it hasn't dated. People come and see and say, "Oh, it looks like you just had it yesterday." So, yeah, the colors are still great."
### Home as a Marketplace Asset

- Real estate agent describes the importance of a neutral bathroom for resale: "Bathrooms, I always say that bathrooms are not, I think are a good thing to just do a white bathroom, you know, keep it neutral so that people feel that they can, even if it’s not their perfect one, they feel that they can come in and live in it, and if they need to make any changes. I’ve just got a condo that I’m just listing and it was a lady that passed away and she had insts. Have you ever seen those that you, stand up in them and you fill the bathtub up so that if someone’s has mobility issues they can have a bath but they’re actually kind of sitting in this stall... Well, she bought it on tv. So basically it’s a dated condo but my concern was, ok, someone’s going to walk into that bathroom and say, ok, I can’t use it at all. So unless you’re willing to buy it and do a redo immediately you’re not even going to entertain the idea. If it was an older bathtub and at least it was clean, you know, a coat of white paint, then you could live with it and renovate it eventually, so... I’ve told these people that they should just do a cheap and cheerful new bath stall and new counter, and spend probably spent five to make ten.”

- Andrea describes making decisions for the bathroom based on resale value even though it did not align with their family’s usage: “Just, my daughter’s bathroom for example, the one- she’s on the second floor with us. Her bathroom is really tiny. And it had a bathtub and a shower in it. And we kept the bath in it because we thought if we sell it down the road to a family they going to want a tub to put young children in. So we kept that but she had very little counter space, very little storage space.”

- Denise reflects on how her home is a good offer for future buyers: “A couple of them [light fixtures] I just went and... And from senior leadership team. Some of their houses I've seen before. And two of them, they just have... They wouldn't fit. She was right. She was right. And I don't even know if I would have kept it, but the fact I bought because I kind of knew that they would fit with the style. And a fellow that she [Monica, Elizabeth’s interior designer] dealt with at the lighting place, he knew her so I said, "Well, what do you... And when do you get ready for this, Gabrielle? Gabrielle: For...? Interviewer: Just to have a similar kind of color throughout the house or to know that you could go within the same family of tones. Gabrielle: [...] I think it was just kind of a bit of instinct there perhaps and from looking at magazines and Houzz pictures and things.”

- Elizabeth chooses what the designer would choose: “A couple of them [light fixtures] I just went and bought because I kind of knew that they would fit with the style. And a fellow that she [Monica, Elizabeth’s interior designer] dealt with at the lighting place, he knew her so I said, "Well, what do you think Monica would...what would she think?" She said, "Oh, I think she would like it." So, I kind of knew if I liked it and I talked to this guy that she probably would like it too.”

- Elizabeth describes her interior designer insisting on a standardized style: “She [interior designer] didn't want me to have my curio cabinet in the dining room and I said, "Okay, fine, but..." I mean, on the living room or dining room and I said, "Okay, fine, but I want the curio cabinet." So, it's actually in the den in sort of a corner area with all my little things. And my husband, you know, from various places that we have brought things, like, when he went to Dubai, he might have got some special thing or I have a lot of Swarovski crystal things. So, you know, those kinds of things. Well, it's glass and it is really ornate. And the wood color is not right and that's a light... It's a sort of a sandy brown. Not cherry, but it's a lighter wood color and it's got all these little scrolly things and everything. Like, it wouldn't fit. She was right. She was right. And I don't even know if I would have kept it, but the fact my husband insisted that he wanted it.”

### Implantation Rituals of Professionalization

- Gabrielle describing that she has gained style “instinct” from magazines and websites: “Gabrielle: [I] put in some kitchen cupboards in the laundry room so that it makes like a pantry so I have a nice counter and a really nice color. Interviewer: Okay. And where do you get your ideas from this, Gabrielle? Gabrielle: For...? Interviewer: Just to have a similar kind of color throughout the house or to know that you could go within the same family of tones. Gabrielle: [...] I think it was just kind of a bit of instinct there perhaps and from looking at magazines and Houzz pictures and things.”

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### Disorientation

- Heather describes feeling embarrassed about her unrenovated kitchen: “Heather: Well, yeah, before, like I said it, because of the confined...the way it was laid out, the confined of it, and it was not...you know, it was dated and awkward, it was not a place people would gravitate to unless they were, you know, trying to offer me some help. And I probably would have not wanted people in the space either because it would have been harder to function and more awkward to function and also probably as a sense of, like, pride. It wasn't a very nice place to be in, in my mind. [...] I felt like everybody else had a nicer kitchen than I did. I think that's it, it was just, you know, for whatever reasons and it wasn't necessarily a game of who's got a better...you know, like keeping up with the Joneses, but they all seem to have more functional and more up to date kitchens because of whatever. And it doesn't mean that I liked their house better than my own or anything like that, it seemed like they had a better deal when it came to the kitchen. So, I wasn't up in my kitchen game at least.”

- Denise describes that despite her home renovations, her home does still not live up to others’ homes: “That not everybody has, I mean, for most of us, we don't have dedicated home offices a lot them from senior leadership team. Some of their houses I've seen before. And two of them, they just have gorgeous homes, way bigger and way more elaborate than my house. And that, I like. You know, I'm almost... As much as I love my home and what I've done to it, it's a bit intimidating because I see some of the homes these ladies have. Now, there is one in particular. It's completely mortgage poor, but I look at her home and I just go, "Wow. This is beautiful. This is amazing how you had built this!"
don't have that. So I don't tend to, you know, bring everybody over to my place to see my home because....to make comparison to yours, like, you're kick ass."

- Gabrielle is always cognizant that even with renovations, the thread of disorientation, or the home being “dated” others will judge it. "It was like, you know, one of those things were...or even the marble or the granite countertops that I have. I got the idea from my sister in law because she had a similar type of granite and it's very popular in almost all of the shows I see, there's often the same kind of countertop or a knock off anyway, sometimes it's marble or something like that. So, some of those things, so I wonder whether that will get dated after a while because somebody will come up with some other thing and people will be like, "Oh, my God." [...] the stuff that we chose is fairly classic and I think it works well with the feel of the house, with the rest of the house, like, I don't think it's jarringly different or, you know, a big change, so I guess we'll wait and see."