



Juliet Dillard uses software to render a 3-D picture of the customers design ideas.

Customize your home with Vowell & Sons' design service

When Joanna Gaines of Fixer Upper or Jonathan Scott of the Property Brothers sit down with clients and a computer, viewers of the popular HGTV renovation series know that ideas are about to take shape.

Weakley County residents can witness the evolution of idea to computer to reality firsthand when they visit Juliet Dillard at Vowell and Sons in Martin.

Visitors to the century-old lumber and building supplier's website will learn that what Dillard uses to help new home builders or remodelers is an "industry standard 20/20 software estimating system to quickly turn your ideas into an easy to see and understand 3-D rendering of your new design."

But building in the virtual world is only part of the process, explains Dillard.

"First, I'm going to set up an appointment to go to [a client's] house before I touch my computer," the Gleason native and now

Martin resident said of what is involved in not just building a room but building a relationship. After the design consultation, measuring the space and determining with contractors what's fixed and what is movable, then the computer becomes the way to deal with lots of options.

"I'll draw it like you ask me to and then I'm going to draw it my way and we'll see what you like best," Dillard said.

"If I'm drawing just a kitchen, it's sometimes hard to see how that will work with the connecting rooms. Sometimes I will draw three or four rooms, so we can see the flow of the rooms, the size and the impact of the design," she acknowledged, adding that she's drawn as many as 18 examples in order to get the right combination.

After five years with the company, Dillard has honed her ability to hear a customer's desires and ensure that they are adding value

to their home by reflecting customized design trends.

"I have my own design sense and style, but I don't have two houses that I've done that look the same," she said. "I don't push my design onto customers. We can talk, and I can see what they are wearing and pretty much nail down their design sense and show them things that will enhance their sense."

What she shows comes from trends and personal experience because Dillard is aware that what is happening nationally is not always trending locally.

"I do see what's trending nationally," she said, offering an example. "White is out nationally - but 9 out of 10 that come see me want white. Nationally people are going country/modern with geometrical lines or going complete opposite with ultra contemporary. In Weakley County, we have not seen very many, if any

See **VOWELL'S**
Page 17



Welcome Home Loans

Nothing beats country living.

That's why our bank is proud to be your full-service mortgage lender. We offer a variety of loan solutions for country homes, ranches and vacant or recreational land. Whether you're a farmer or just love the country life, see us for your "Welcome Home Loan."

We're an equal housing lender.



GREENFIELD Banking Company

202 N. Front St., Greenfield

731-235-2207

www.greenfieldbank.com



Hometown People, Hometown Spirit