




A Commitment to Excellence

ICON REMODELING delivers thoughtfully designed, high-quality kitchen and bath renovations through meticulous planning, skilled craftsmanship and clear communication from start to finish.

By Matt Cosentino

When it comes to kitchen and bathroom renovations nowadays, homeowners have plenty of sources for inspiration, from HGTV and social media to the tried-and-true formula of borrowing ideas from their friends and family members. But nothing beats the guidance of a seasoned team of designers and builders who have experience in a wide range of styles and have overcome every obstacle imaginable in creating beautiful spaces that can truly transform a residence.

With decades of experience across residential and commercial construction, Icon has worked in virtually every environment imaginable—from modern Center City condos to traditional Main Line homes and Bucks County farmhouses. Some clients come in with a clear vision, while others need guidance in shaping their space. In both cases, Icon's role is the same: to manage the entire process with clarity, precision and confidence.

"Whatever they dream, we can make it happen," says Project Manager Francisco Hernandez. "After decades in construction,

we've seen a lot—but we still approach each project with fresh eyes and ears."

With nearly three decades in construction, kitchens, bathrooms and basements have long been central to Icon Remodeling's work—spaces that consistently provide the greatest impact on both daily living and long-term home value.

"These are the projects we've spent years refining," Hernandez explains. "Kitchens and bathrooms demand the highest level of coordination, craftsmanship and planning. That's where our experience really shows, and where we've built our reputation."

The Icon difference is based on unique design elements, smarter layouts and the installation of premium materials that will stand the test of time. Just as important is the client experience, which starts with an on-site consultation so the team can get a feel for the space.

From there, they ask important questions and create open dialogue to make sure the design fits the client's lifestyle. Meticulous planning throughout preconstruction leads to a timely scheduling of the job, which is executed with a strict attention to detail.

"We operate as a true one-stop shop," Hernandez says. "We walk clients through layout options, material selections and visual planning tools like 3D renderings so they understand exactly what they're getting before construction begins."

Transparency is a cornerstone of that process. Homeowners receive detailed, accurate proposals with no hidden fees, along with flexible options that allow them to plan their project responsibly.

"There are no surprises down the line," Hernandez adds. "We're very deliberate in how we scope and price projects. Because our work is handled by an in-house team, we maintain tighter quality control, clearer

communication and more reliable timelines from start to finish."

Just as important as the physical result is the experience itself. Icon places a strong emphasis on communication, ensuring clients are kept informed and never left wondering where their project stands. The goal is to avoid the horror stories that so many people have experienced with contractors, and to not just complete one stunning project, but to build a lasting relationship moving forward. That way, the homeowners know they can rely on Icon the next time they have remodeling needs.

"Too often, homeowners feel disconnected once construction starts," Hernandez says. "We believe communication sets the tone for the entire relationship. Our goal is to be responsive, proactive and clear at every stage."

That philosophy is aimed at doing more than completing a single renovation. Icon's objective is to become a long-term partner for homeowners—someone they trust not just for one project, but for future improvements as well. **H&H**

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