

Kylie Kelce
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Diana Simmons, co-founder
and CEO of Simply Cabinetry

SIMPLY
CABINETRY

Cabinetry SIMPLIFIED

Simply Cabinetry proudly offers more selection and more service, made simple for DIY homeowners and industry professionals alike.

BY JENNY GRAHAM | PHOTOS BY JODY ROBINSON

Diana Simmons, co-founder and CEO of Simply Cabinetry, is many things to many people. Like many mothers out there, she is simultaneously a caretaker, role model, spouse, chef, chauffeur, and, in her case, an entrepreneur and business leader. She helms one of the area's leading cabinetry companies, which she and her husband, Derrick, started in their garage more than 15 years ago. It has since grown to three Philadelphia-area locations: Newtown, Warrington, and Willow Grove.

She recently spoke with *Suburban Life* about the exciting journey that brought her to where she is today. She told us why she loves her career so much, how she balances family and professional life, and how a partnership with Simply Cabinetry allows you to explore endless possibilities, touch and feel the quality, and have a professional expert you can trust bringing your dream space to life.

Q&A

What prompted you to pursue home improvement, specifically cabinetry, as a career?

My entrepreneurial journey with cabinetry began out of a desire to streamline the often-overwhelming process of selecting and purchasing cabinetry. I have firsthand experience navigating the gaps of products and services within the cabinetry market. With a background as a licensed Realtor and Certified Franchise Executive, I recognized the need for a clearer path in this niche, prompting my husband and I to start Simply Cabinetry from our garage in 2007. Our mission was, and remains to this day, to simplify this process for both professionals and homeowners by offering a range of cabinetry that meets diverse needs and budgets.

How can updated cabinetry transform a space?

Updated cabinetry can profoundly transform a space by enhancing both its functionality and aesthetic appeal. The right cabinetry not only optimizes storage solutions but also serves as a central style element of any room. In kitchens and bathrooms, where efficiency and comfort are paramount, well-designed cabinets can create a harmonious balance between beauty and practicality. Updated cabinetry can modernize a dated space, incorporate contemporary trends, and reflect homeowners' personal style, dramatically improving the living environment while increasing the property's value.

What makes Simply Cabinetry's business unique?

Simply Cabinetry stands out because of our dedication to simplicity, quality, and community involvement. We offer a transparent buying experience, from planning through purchasing, with showrooms that provide an open, non-intimidating environment. Our focus on our local community and quality products sets us apart in the industry.

Can you tell me more about the products and services you offer?

At Simply Cabinetry, we offer a comprehensive range of products including cabinetry, hardware, accessories, and countertops designed to meet the needs of both industry professionals and individual homeowners. Our product lines—simple, pre-



We are dedicated to making the cabinetry-buying experience informative, easy, and enjoyable."

—DIANA SIMMONS OF SIMPLY CABINETRY, SHOWN HERE WITH HER THREE SONS

mium, and luxury—provide solutions tailored to each client's timeline, style preferences, and level of customization desired. Each category offers a variety of finishes, materials, and designs, from classic to contemporary.

Our services extend beyond just providing products. We emphasize a full-service approach that includes: personalized design consultations, in which we working one on one with clients to tailor designs to their specific needs and preferences; a simplified purchasing process that streamlines the selection and buying process to make it as stress-free as possible; and educational guidance to help clients navigate their options and the best choices for their specific projects through detailed educational support.

Whether it's a new construction project

or a renovation, our goal is to deliver not just products but complete design solutions that enhance the functionality and beauty of any space. We are dedicated to making the cabinetry-buying experience informative, easy, and enjoyable.

Why partner with Simply Cabinetry?

Partnering with Simply Cabinetry is more than just a business decision; it means joining a mission to simplify the cabinetry-buying experience and becoming part of our family. Our unique franchise opportunity allows you to be in business for yourself, but not by yourself, all while building long-term equity goals. We are committed to education, quality, and innovation, offering franchising partners extensive support and a proven business model to succeed in the competitive market.

You mentioned franchising opportunities. Who would you describe as your ideal partner for such a venture?

Our ideal franchisee is someone who shares our core values—"Own it, Love it, Grow it"—and is passionate about design and client service that wants to build something for themselves. Our end customers are diverse, ranging from DIY enthusiasts to seasoned professionals such as contractors, builders, and interior designers who are looking for reliable, stylish cabinetry solutions while having a partner in their project.

What are your goals for your business going forward?

Our future goals include expanding our showroom footprint nationwide, continuing to innovate our product offerings, and fostering a network of successful franchisees. We aim to lead the market in showroom experience, product quality, and customer satisfaction.

What advice do you have for women like yourself who are seeking a mid-career change in occupation?

For women considering a change, do it; it's never too late! I encourage them to seek out fields that ignite their passion. If you're drawn to design and enjoy empowering others, this might just be your calling. The satisfaction of creating functional, beautiful spaces can be deeply fulfilling. I always say to new team members, once you get into the cabinetry world you never get out.

What inspires you to succeed every day?

Being a mother of three boys is definitely my main drive to succeed. I want them to grow up knowing that we worked hard being an entrepreneur of a business that has affected so many families' homes as well as better the community around us. Another inspiration is my and my husband's desire to foster an inclusive, supportive work environment for our team and partners. I always say, "Work is what you make it, so let's make it awesome!" ■



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