



THE CONSUMER'S GUIDE TO BUYING:

KITCHEN CABINETS

HOW TO AVOID THE RIP-OFFS, COSTLY MISCONCEPTIONS & THE
BIGGEST INDUSTRY SECRETS ABOUT BUYING CABINETS ONLINE.

RTA
CABINET STORE

*Wholesale Distributor of Ready-to-Assemble
Kitchen Cabinets & Bathroom Vanities*

Investing in new kitchen cabinets can be a costly and time consuming process. Not only are there literally thousands of different styles, colors, and finishes, but there is also a wide variance in prices, brands, and construction materials. Not all cabinets are made the same, and price doesn't always dictate quality!

We put this consumer buying guide together to highlight some of the misconceptions about buying cabinets and to show you how to avoid some costly mistakes. So let's get right to it. In this buying guide you will learn:

- How to Avoid the 4 Biggest Kitchen Cabinet Rip Offs!
- **6 Costly Misconceptions About Kitchen Cabinets**
- The 5 Dirty Secrets About Buying Cabinets Online That They Don't Want You to Know
- **3 Mistakes to Avoid When Choosing a Kitchen Cabinet Supplier**

HOW TO AVOID THE 4 BIGGEST KITCHEN CABINET RIP OFFS!

Rip Off #1 –Buying cabinets based on brand name

A brand name doesn't always translate into a quality product. Unfortunately the big box stores and the large cabinet manufacturers they deal with do a very good job of marketing and selling you on a name, rather than what the cabinets are actually made of. Don't be tricked into buying a higher priced cabinet just because it is a recognizable name. Often times that same cabinet line is also available under a generic name online or at smaller home improvement stores.

When shopping online, some companies will intentionally change the name of a cabinet line to try to sell them at a higher price. Just because you change the name from Mocha Shaker to Espresso Black doesn't mean that you can charge a higher price! Compare the features, quality, and materials before buying any kitchen cabinets.

Rip Off #2 –Particle Board versus Plywood

If you have ever paid attention to the television commercials you see or print ads about kitchen cabinets, they very rarely ever talk about what the cabinet is actually made of!! They will sell you on the look or design of the cabinet, but rarely ever mention what the structure consists of. This is usually because they are using a cheaper material like particle board or fiberboard for the cabinet box, rather than solid wood or plywood. This can have a HUGE impact on the durability and life span of your kitchen. Both particle board and fiberboard have a tendency to warp or swell when in contact with moisture (hmmm...where would moisture come from in a kitchen??). In addition to swelling, screws/staples/nails will tend to loosen over time since these are not solid materials that the fastener can grip. Once a screw pulls out of particle board it is virtually impossible to ever get it to hold again without creating a new hole.



Rip Off #3 –Free Freight (usually applies online)

There is a lot of competition for cabinets being sold online, so some companies try to confuse you by raising their prices, but offering free freight...who doesn't like something for free, right?? Well, is it really free? Reality is, very rarely is anything ever free, especially shipping. So while it may sound like you are getting a great deal and saving money, they are building that into the pricing somewhere.

Rip Off #4 –False/Misleading Sales

Another psychological tactic that some companies will use is the fake sale or limited time only pricing. Why advertise a price that is unrealistically high, only to discount it every day? It is to psychologically influence you into thinking you are saving a ton of money. I am a firm believer of offering the best price possible all the time, but if someone can beat the prices that we import kitchen cabinets at

then I will gladly match their price to have you as a customer because I think we add so much more value for you over time.

6 COSTLY MISCONCEPTIONS ABOUT KITCHEN CABINETS

Misconception #1 – Higher Price Equals Better Quality

As I mentioned earlier, the big brands do a very good job of selling you on finishes and options, but they very rarely talk about the construction or the quality of the cabinet. They are playing off emotion rather than practicality or function. I would much rather have a durable RTA cabinet that has a plywood cabinet box, than a similar looking, higher priced name brand cabinet that has a particle board cabinet box.

Misconception #2 – “I Can’t Get a Kitchen for Under \$15,000”

Every now and then you will hear someone bragging about how much they spent on their kitchen –“We just put in a \$50,000 kitchen”..... Most people are shocked when I tell them that they can get a kitchen full of cabinets for \$3,000 or less! I would bet that if you put a professionally installed kitchen using RTA Kitchen Cabinets, next to a higher priced name brand kitchen, unless you are expert you probably wouldn’t be able to pick the more expensive cabinet.....so why pay more for it, unless you are looking for bragging rights.

Misconception #3 – Buying cabinets online is too risky

Even with the number of testimonials we have, and the volume of kitchens that we ship every week, we still get customers that are reluctant to make a large purchase online... I get that. In some cases you just need to see, feel, and touch something before you buy it, but that doesn’t mean that you should be scared to buy kitchen cabinets online. We try to do as much as possible to



educate our customers ahead of time to make sure they are comfortable with the buying process and installation process. The key to having a positive experience online is to buy from someone that stocks the cabinets, can supply replacement parts, and is willing to stand behind the product they sell (most websites are really just reselling the cabinets and having them drop shipped from another facility). When it comes to the actual credit card transaction, a good site is more secure than physically handing your credit card info to someone or giving it to them over the phone.

Misconception #4 – You can't buy direct

If you were to poll 10 people on the street and ask them where they would go to get kitchen cabinets, I would guess that 9 out of 10 people would say either a kitchen design center or one of the big box stores. Why go through a middle man? All you are doing is adding another layer of overhead costs, which in turn drives up the cost of your kitchen. Most online importers/distributors are bypassing the traditional channels, and allowing you to go direct to them, which means lower overhead, faster turnaround times, and a less expensive kitchen for you. With all of the tools that are available on the internet, you can even lay out your own kitchen without having to pay a design studio to do it.

Misconception #5 – RTA Cabinets won't hold up because they are not pre-assembled

Very rarely, unless you are hiring a cabinet maker to make true custom cabinets, all of the manufacturers are using pre-cut pieces and just assembling them as needed. The only difference with RTA Cabinets is that they are shipping you those parts to assemble yourself, and passing on the labor savings (which can be the most expensive aspect of any home improvement job). So this is a very common misconception because consumers haven't been properly educated on the most common fasteners that are using in the cabinet industry.

Generally speaking, you have seven common fasteners and in some cases a



combination of more than one- dowels, screws, staples, camlocks, dovetailing, nails, and glue. Dovetailing is commonly regarded as the strongest when used in combination with wood glue, but surprisingly, camlocks are the second strongest fastener. Dowels, nails, and staples can separate over time from vibration and general use because they are not “gripping” the wood..when used in particle board or fiberboard, they tend to separate even faster! Screws work well, but can easily become stripped or even damage the wood. A camlock, is exactly what it states... a “lock”. It will pull the two joining pieces together and lock them tight.

Misconception #6 – All online cabinet suppliers are the same

If you found our website, odds are you noticed there are numerous other companies that have either duplicated or mirrored our site and it's features (they say imitation is the sincerest form of flattery, right?). While everyone tries to claim they are “importers” and have “the lowest prices”, most of them are actually just affiliates or virtual stores for other cabinet companies. We certainly don't



frown upon competition...competition is good for everyone! But it is important to make sure that you are selecting a company that sees you as more than just a transaction. While it is always a work in progress, we invest heavily back into the site. We try to make the buying process as smooth as possible and hopefully educate our customers on how to empower themselves but doing their own remodeling projects. There are good ones and there are bad one's out there, so just make sure that you are selecting a company that is offering a fair price (cheapest doesn't always mean best choice if they can't provide the service), actually stocks their cabinets, is willing to stand behind their product, and can provide the resources you need to make sure your project goes smoothly (hopefully that would be RTA Cabinet Store!!).

5 DIRTY SECRETS ABOUT BUYING CABINETS ONLINE THAT THEY DON'T WANT YOU TO KNOW

Secret #1 – Very Few Online Companies Actually Stock Inventory!

I'm not going to lie... I wish we could get away with not stocking inventory. Carrying a three months supply of anything, takes a lot of planning and a substantial inventory, but it allows us to sell cabinets at a lower price and have the flexibility to make changes to orders since we are importing them. Sadly, most internet companies position themselves as a wholesale distributor when all they are really doing is drop shipping orders or buying as needed from importers (in some cases, actually buying from us!!). Is drop shipping bad? Not at all... but it makes it much harder for the consumer if there is a need for a replacement part or you need to track your order, since that information is not readily available.

Secret #2 – Replacement parts can be hard to get

I alluded to this just a second ago, but if you are just buying from a random site that doesn't have an inventory, replacement parts could be extremely hard to get. The reason for this is because cabinets are shipped pre-boxed from the factory. Really the only way to get replacement parts is to take it from a full cabinet, and then order the replacement part from the factory (which could take 10-12 weeks). For a company that doesn't carry inventory, they have to rely on a third party (the actual importer) to supply a replacement part. This can be one of the most frustrating parts of the process for a consumer, and the last thing you want to deal with when you are trying to finish up your kitchen!

Secret #3 – Orders are very rarely shipped from the same company you bought them from.

Again, this goes back to whether a company stocks cabinets and can ship them directly or if they have them shipped from a third party. In our case, we ship everything from our facility, so we have control over the packaging and

ensuring everything is on the pallet when the order is shipped. But if an order is shipped from a third party, what happens if something is missing from the order, or something shows up damaged?? The company that sold it has to rely on the company that shipped it to ensure that everything was accurate, so the accountability and paper trail tends to get cloudy. I

have had customers who purchased from another company actually come to us afterwards trying to get replacement cabinets for their kitchen because the trucking company, shipper, and seller were arguing over responsibility. Bottom line: Go with a company that can accept accountability for anything that might go wrong and replace what needs to be replaced out of their own inventory.



Secret #4 – Warranties can often be complicated

We started providing a warranty for our cabinets a couple of years ago even though our factory doesn't, and it looks like everyone else online jumped onboard. The problem is in the fine print... most of the online companies put very specific wording in their warranties that will exclude just about anything under the sun (including damage from the sun!! hahaha). It is important to read over the warranties, and make sure that you won't have any difficulty down the road in the event something goes wrong with your cabinets.

3 MISTAKES TO AVOID WHEN CHOOSING A CABINET COMPANY

Mistake #1 – Selecting cabinets by door style, not materials

It is easy to fall in love with a particular look or finish when shopping for kitchen cabinets, but it is extremely important to look at the materials and construction of the cabinets... buying on look, would be like buying a used car just from the outside and not looking under the hood or at the service reports. Make sure the quality of the materials and the overall construction matches the quality of the

finish. With the number of cabinet lines being produced today, odds are you can find a same or a very similar style from another manufacturer or store that offers all of the structural features you want.

Mistake #2 – Not buying direct

Not all manufacturers/importers have the proper channels in place for you to buy direct, but whenever possible go direct to the source. Not only should there be some savings from it, but the access to replacement parts and the overall buying experience should be better. If you are looking for a hands off approach where someone handles everything for you, and you are willing to pay the premium for it, then by all means go to big box stores.

Mistake #3 – Overlooking the nuts and bolts...how is the cabinet constructed?

I know it may sound redundant by now, but the most important aspects of kitchen cabinets, and furniture in general, is the quality of the materials and how it is assembled. I can guarantee that cabinets made of particleboard, and that are held together with staples/wood dowels and glue, will not have the same life span as cabinets made with plywood and that are secured together with camlocks... it is just a fact! Make sure you take the time to compare materials, assembly process, hardware, and all the important details.



Hopefully we were able to dispel some of the common misconceptions and concerns that you may have had about the kitchen cabinet buying process. By doing some research, you definitely can find a quality product at an affordable price, and add some equity into your home.

While this guide was intended to be educational, I encourage you to take a look at our cabinet lines... order a sample door or even a sample cabinet. If you are not satisfied with the quality, we will gladly take it back. We have had thousands of happy customers over the years, and I am confident that you will be another one. And don't forget to come back to us when you are looking for tips on other projects. While we can't offer every product under the sun, we can still be a resource for information on other projects that you might have. In fact, if you jumped on our email list you should start to receive regular emails with step-by-step instructions on how to do other projects around your house.

On behalf of RTA Cabinet Store, I would like to thank you for taking the time to read this consumer guide, and if we can help you in any way, please don't hesitate to give us a call at 610-337-5934 or you can email me directly at gary@rtacabinetstore.com

Thanks again,
Gary Nealon

ACT NOW!
Click here to start saving thousands of dollars on your next project!

Remember, we have a Lowest Price GUARANTEE

If you get a quote for lower price on the same exact cabinets, (including shipping), from another online cabinet distributor, we will not only match their price...we'll beat it!

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