

Hidden Gems: Meet NOMI

Today we'd like to introduce you to NOMI.

Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?

Creating something that never existed in the market is always challenging. Many sleepless nights to improve our technologies and systems, train the teams around those systems, and make sure that they are making a significant change is not easy.

Today, we are very proud to watch the process running so smoothly and fast. Getting from the first meeting to construction and a beautiful bathroom while saving half of the time of the traditional contractors is feeling a lot of joy that we made a difference.

We've been impressed with NOMI, but for folks who might not be as familiar, what can you share with them about what you do and what sets you apart from others?

NOMI is a single focus bathroom design and remodeling company that revolutionizes the bathroom remodeling industry.

For almost a decade, Joseph Tsedaka and Berry Kaufman, the funders of NOMI, were in charge of some of the most luxuries and largest residential remodeling projects in the DFW metroplex.

One project changed it all, a master bathroom remodeling of James and Donna (Not their real names), amazing customers in their 50's that just become empty nesters. They shared with the team that many years around the kid's schedule had brought them to forget how it is like to be a couple and how it is like to be in love like they used to be many years ago.



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“Double shower! What? Double shower is your answer,” – Joseph suggested from the other side of the room. The best conversations between couples are in the shower—no kids, no phones, just you and your spouse.

With that in mind, the team took their old bathroom with the tub and shower and designed a relaxing double shower for James and Donna with a smart system that fuses steam and botanical oils, music, mood light, a long bench, and clean lines. A perfect boutique hotel bathroom.

Several months later, the phone in Joseph’s office was ringing, and it was James on the other line – “It’s working. I added a morning shower to my daily routine, and we never skip our evening shower ritual together.”

For many years, our customers told us how much they loved their bathrooms, but at that moment, we knew that we had that ability to improve people’s lives. There is no other room in the house that can affect your life better.

We studied the market and found out that it takes forever to design and remodel a bathroom. 2-3 weeks to get an estimate, 1-2 months to design, and 2-3 months to renovate. The reason for that was straightforward, every company does so many different types of projects, and they don’t have an efficient system to handle a single task like a bathroom. Also, no one company in the market (and around the nation) provides only bathroom remodeling as a service. If they do, it’s a very low-end product that doesn’t fit houses’ value over \$500k.

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We decided to go for it. We are going to be a specialty company and change the bathroom remodeling industry.

For over a year, we developed a process and technology that revolutionized the bathroom remodeling industry. Today, In a single 60 minutes meeting, we can estimate a project down to the penny, generate a detailed scope of work and create a 3D scan of your room with accurate measurements for the design meeting. Next, we design the entire project in a single session and make it ready for rapid construction. The single focus in bathrooms allows our team to be very knowledgeable and efficient for the benefit of our customers.

We believe that the same way that customers are looking for specialty lawyers and doctors, they will look for specialty contractors once they see the differences.

Who else deserves credit in your story?

I'm the visionary person, but Berry is the implementor. his job is to decline 95% of my ideas and to execute perfectly the ones that he thinks can really benefit our customers. Without Berry, all this company was still in my head.

Pricing:

- Guest bathroom starting at \$15k-\$50k
- Master bathrooms are \$40k-\$250k

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