



Phoenix Home Remodeling Publishes Free 15-Minute ?Traffic Pattern Audit? That Can Save Valley Homeowners a Five-Figure Remodeling Mistake

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Phoenix Home Remodeling, a design-build remodeling company serving homeowners across the Phoenix metro, today published a step-by-step guide to the exercise it asks every client to run before a single drawing is made: a fifteen-minute observation of how a family actually moves through a room. The company's experience across hundreds of Valley interior projects points to a consistent conclusion ? the wall a homeowner wants removed is frequently not the problem, and fifteen minutes of structured watching often finds the real one at a fraction of the cost.

The guide, Phoenix Home Remodeling's traffic pattern audit walkthrough, opens with a recent example from Gilbert: a homeowner convinced a wall had to go called back two days after running the audit. The wall wasn't the issue. The refrigerator door swung into the only path between the garage entry and the coffee maker, turning every school morning into a four-person traffic jam. Moving the refrigerator six feet solved more than the wall removal would have ? without touching a single structural member.

?Most homeowners skip this step because it feels obvious. You live there, so you assume you know how you

move. Except you don't, not consciously, because you've spent years quietly routing around the pinch points instead of noticing them," said a Phoenix Home Remodeling spokesperson. "The moment somebody stands still and watches for ten minutes, they start narrating problems they never once mentioned in the discovery call. Twenty pen lines on a page are worth more to a designer than any inspiration photo saved on a phone."

The audit requires no contractor, software, or cost — a phone, a piece of paper, and one busy weekday. Homeowners pick their real rush window, stand out of the way for fifteen minutes, sketch the room, trace every path a family member takes, mark every stop or sidestep with an X, and photograph each door mid-swing. Wherever three or more X's cluster, the guide says, is the thing the remodel actually needs to fix.

The guide grounds the exercise in published standards that turn arguments into arithmetic. The National Kitchen and Bath Association's Kitchen Planning Guidelines call for at least 36 inches of clear width in a walkway and 42 inches in a work aisle for one cook — 48 for two — while the International Residential Code sets the same 36-inch minimum for residential hallways in section R311.6, the code Maricopa County jurisdictions build to. The company also flags the measurement error it sees most: clear width means clear. A 42-inch aisle becomes a 17-inch aisle the moment a dishwasher door drops — a number the company has measured on real jobs repeatedly.

Because whole Valley neighborhoods were built from the same handful of floor plans, the guide identifies four pinch points that repeat across ranch homes in Ahwatukee, Chandler, Gilbert, and Mesa: the garage-entry funnel that dumps traffic into the cook's work aisle, the refrigerator door that gates a cased opening, the hallway bath door that swings into a 36-inch hall, and the dead corner where a pantry should have gone. Three of the four, the company notes, have fixes that never touch framing — relocating an appliance, rehanging a door, or converting to a pocket door.

The budget stakes are what make timing matter. Widening an aisle by four inches is free during design — a different number on the cabinet order — but becomes a change order measured against a 16-to-22-week cabinet lead time once cabinets are ordered. Opening a non-load-bearing wall in a typical Valley ranch is a mid-four-figure line inside a mid-range Phoenix kitchen project generally running \$65,000 to \$110,000; a load-bearing wall pushes into low five figures with a beam, posts, and an engineer's stamp. Both can be the right call, the guide says — neither is if the underlying problem was a refrigerator in the wrong place.

Phoenix Home Remodeling runs audit findings against 3D renderings during its design phase before anything is priced as final, part of the planning-first, design-build process the company uses to eliminate expensive unknowns before construction begins. The company advises homeowners to run the audit this week, measure the three tightest spots, and keep the page — whether they remodel this year or never, it documents something true about how the house works.

About Phoenix Home Remodeling

Phoenix Home Remodeling is a design-build remodeling company specializing in whole home, kitchen, bathroom, shower, and interior renovations. The company uses a planning-first process that completes feasibility, material selections, and 3D design before construction begins, with fixed construction pricing provided only after planning and design are finalized. Licensed, bonded, and insured (ROC# 313636), Phoenix Home Remodeling serves homeowners throughout Phoenix, Chandler, Gilbert, Scottsdale, Ahwatukee, Mesa, Queen Creek, Tempe, Sun Lakes, and Laveen.

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Phoenix Home Remodeling

Helping homeowners remodel without the common contractor nightmares by utilizing our unique Design-Build business model. We pride ourselves on educating and empowering homeowners with vital resources to help as many Phoenix homeowners as possible.

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