



NICHOLAS HALL

HALL'S HARDWOOD & CABINETRY

HOW DID HALL'S CABINETRY GET STARTED?

"I was always a DIY guy. It really started in college when I didn't have enough money to buy furniture for my apartment, so I resorted to the lumber section at Home Depot. I bought a handsaw, a hammer, and a box of nails and started building the things I needed to get by. Some time later, I joined the Marine Corps, started earning a somewhat steady paycheck, and bought my first house. With that came a lot of work that needed to be done, and I've always had a pretty strong 'I can figure this out' attitude.

I started doing little projects here and there. Coffee tables, wine racks, basic wall paneling, and eventually I had a shop of my own in my two-car garage. That shop needed cabinets, and that's where the obsession really started. I wanted to learn everything I could about cabinetry: how to build it, how to install it, what materials to use, what hardware I needed to know about, and how to design and produce it efficiently. I spent countless hours learning software, driving hours to meet other shop owners, and even calling people I met through Facebook just to ask questions about how they ran their cabinet shops. I did that for years while I was still serving in the Marine Corps. Eventually, the obsession became too much to ignore. I decided to resign my commission and take the cabinet shop full time and I haven't looked back since."



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WATCH EVERY BUILD COME TO LIFE

WHAT DO YOU ENJOY MOST ABOUT THE WORK YOU DO?

"There are really two things. The first is my team. I have a few employees now, and being able to build a culture that is productive, enjoyable to be a part of, and ultimately improves the lives of the people who work for me is tremendous. Seeing people grow alongside the business is an amazing feeling. The second is doing right by our clients. I understand that I'm a steward of their money. They're investing a lot of time, energy, and money into these projects, and we take that responsibility very seriously. Being able to step back at the end of a project, see what we created, and see how happy the client is with the result is a pretty incredible

WHAT TYPES OF PROJECTS ARE YOU MOST PROUD OF?

"I'm probably most proud of the projects that stretched us to our limits. They're the ones where we said, 'Yeah, we can do that. No problem,' while internally thinking, 'We've definitely never done anything this big or difficult before.' Sometimes you bite off more than you can chew, and then you just have to keep chewing until it's gone. You figure it out, solve the problems as they come, and make it happen. Then, when it's finished, you get to step back and think, 'Wow. Maybe we're capable of more than we thought.' Those are the projects that really push the shop forward."



HOW DO SURFPREP PRODUCTS FIT INTO YOUR WORKFLOW OR PROCESS?



"We use SurfPrep products literally for hours every single day. We use the sanders, the abrasives, the sanding sponges, you name it. Every door, filler, moulding, and piece of hardwood that goes through our shop is going to get touched by something from SurfPrep at some point in the process. And we're a production shop. These aren't tools that get pulled out once or twice a week. We run them for hours and hours every day, and they hold up. That's exactly what we need. We're really thankful for the relationship we have with SurfPrep and, more importantly, thankful to have high-quality products that can stand up to the demands of our shop."

WHAT'S ONE THING THAT SETS YOUR SHOP APART?

"We firmly believe in the idea of "Unreasonable Hospitality." Building beautiful cabinets is certainly a skill, but the reality is that there are a lot of talented people who can build beautiful cabinetry. What we believe sets us apart is the experience our clients have while working with us. That starts with their very first interaction with our company, whether they came to us through a referral or filled out a form on our website, and continues all the way through the final walkthrough when we're going over every last detail of their project. There's communication throughout the entire process. There are drawings and renderings. There are clear expectations. We try to eliminate as much uncertainty as possible. Our clients are making a significant investment in their homes, and that level of communication and hospitality gives them confidence that both their project and their investment are being taken care of."

ANY ADVICE FOR OTHER SMALL SHOP OWNERS OR CRAFTSMEN?

"I would say this: it's incredibly hard. And if you don't find it hard, you're probably doing something wrong. Most people quit when it gets hard, so if you just weather the storm while it lasts, you're going to come out ahead and be fine, and you're going to be better for it. But at the same time, it's incredibly worth it. I truly believe that if you consistently do the right thing by your customers and by the people you lead, everything else has a way of falling into place. That's something I try to practice every day, and I've been fortunate enough to see the results of it."