

# Follow the MONEY

*There are more products to be sold, and more money to be made by concentrating on the wealthy.*

*“Of course!”*

**T**hat's how J'Nell Bryson's clients almost always respond when she asks if they would like an outdoor kitchen as part of their landscape design project. According to the landscape architect and owner of J'Nell Bryson Landscape Architecture in Charlotte, North Carolina, “An outdoor kitchen is becoming a necessity on high-end homes. In our area it was highly unusual eight or 10 years ago, but today, with high-end clients it's practically expected.”

“If you have a beautiful home with good architecture, the outdoor living space must also be in keeping with the style of the home,” she adds. “To have something flimsy in the backyard just looks out of place.”

“Today it's almost a foregone conclusion that an outdoor kitchen is part of any landscape design project

I work on,” says Jennifer G. Horn, owner of Jennifer Horn Landscape Architecture in Washington, D.C. “Outdoor kitchens are a big priority for upscale homeowners.”

Horn uses a rule of thumb with her wealthy clients, suggesting the cost of an outdoor kitchen should be about 50 to 75 percent of the cost of an indoor kitchen or 15 to 25 percent of their landscaping budget.

“The outdoor kitchen does not need to be as well-appointed as its indoor counterpart, but the elaborate quality and luxury should reflect the indoor kitchen,” she adds.

Interestingly, professionals report that upscale homeowners are willing to embark on pricey Outdoor Room projects no matter what part of the country they live in and regardless of climate restrictions.