Professiona Reed Business Information. Professiona Careed Business Information.

FEBRUARY 2007

THE SOURCE FOR PROFESSIONAL SOLUTIONS

A THIRD-FLOOR ADDITION SAVES THE DAY 34

SPECIAL REPORTS

5th Business Results
Survey Shows Growth;
Higher Profits / 21

www.ProRemodeler.com



PERIODICAL

The Value of Peer Groups / 10

How to Implement a

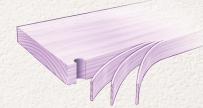
Strategic Marketing Plan / 17

A Hillister

Third-Floor Addition by Landis Construction, Washington, D.C.

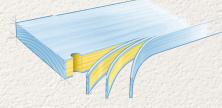
Throw everything you know about wood out the window.

Solid pine AuraLast, the worry-free wood from JELD-WEN, is guaranteed to resist decay and termite infestation for 20 years.



Aural ast® Wood

A unique vacuum/pressure process provides virtually 100 percent penetration of the protective ingredients from the surface to the core.



Dip-Treated Wood

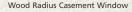
Dip-treated wood is only protected on the surface.

Colors are used for illustration purposes only. AuraLast wood has a clear pine color.











Exterior Premium Pine Door 1871AP



Wood Double-Hung Window





JELD-WEN® windows and doors with AuraLast® wood will stay beautiful and worry-free for years. AuraLast wood provides superior protection against decay, water absorption and termite infestation. Unlike dip-treated wood, AuraLast wood is protected to the core and comes with an exclusive 20-year warranty. That's protection that works with any remodeling project. To learn more about AuraLast wood and all our reliable windows and doors, call 1.800.877.9482 ext. 1015, or go to www.jeld-wen.com/1015.

RELIABILITY for real life°



For Free info go to http://pr.ims.ca/5342-1



table of Contents

FEBRUARY 2007

VOLUME 11 NUMBER 2



FEATURES

SPECIAL REPORT

Growth Market/21

Business results survey shows growing volumes, profits for remodelers

PROJECT SPOTLIGHT

Upward Bound/34

A third-floor addition made the most sense for these homeowners who love their yard



Trade Secrets

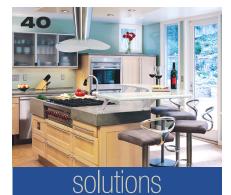
Success Through Consistency

Remodelers' Exchange

The Importance of Peer Groups

Leadership

Strategic Marketing Plan



Portfolio Interior

Kitchen Remodel

10 Portfolio Exterior

Sunroom Addition

17 Construct

Home-Run Plumbing



Product Preview

New Products

40

46

53

Interior Products

Locksets & Hardware

Exterior Products

Decking

67

60

63

Professional Remodeler online

Call for Innovators

Do you have a unique best practice or business model that separates you from the competition? Fill out our form and get the recognition you deserve.

www.ProRemodeler.com

Remodeler Poll

Check page 7 for this month's question, then visit us online to give us your answers and compare your opinion to other remodelers'.

www.ProRemodeler.com

Best of the Best

Time once again to get your entries in for the 2007 Best of the Best Design Awards. Visit us online for more information and a registration form.

www.ProRemodeler.com

departments

From the Editor 5
The Board Room 72

COVER PHOTOGRAPHY BY YERKO H. PALLOMINY



Use CertainTeed products on your remodeling jobs and there's no limit to where your Building Solutions® Rebate Program rewards can take you. 800-233-8990 building-solutions.com



For Free info go to http://pr.ims.ca/5342-3

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • DECKING • RAILING • MILLWORK • FOUNDATIONS • PIPE INTERIOR: INSULATION • WALLS • CEILINGS

from the Editor

staff

EDITOR IN CHIEF

Michael R. Morris

630/288-8057; michael.morris@reedbusiness.com SENIOR EDITOR

Jonathan Sweet

630/288-8170; jonathan.sweet@reedbusiness.com MANAGING EDITOR

Judi Damm

630/288-8193; judi.damm@reedbusiness.com

COPY FDITOR

Sara Zailskas

630/288-8197; sara.zailskas@reedbusiness.com

PRODUCTS EDITOR

Nick Bajzek

630/288-8187; nicholas.bajzek@reedbusiness.com

SENIOR EDITOR, E-MEDIA

Mark Jarasek

630/288-8171; mark.jarasek@reedbusiness.com

SENIOR CONTRIBUTING EDITOR

Wendy A. Jordan

CONTRIBUTING EDITORS

Doug Dwyer, Alan Hanbury, Jud Motsenbocker, Tom Swartz

EDITORIAL DIRECTOR

Paul Deffenbaugh

CREATIVE DIRECTOR

Bill Patton

SENIOR ART DIRECTOR

Larry Nigh

DIRECTOR OF EVENTS/CUSTOM PUBLISHING

Judy Brociek

MARKETING DIRECTOR

Gayle Colbert

PRODUCTION DIRECTOR Karen Ruesch

ADVERTISING PRODUCTION MANAGER

Carl Johnson

CIRCULATION MANAGER

Angela Tanner

VICE PRESIDENT AND PUBLISHING DIRECTOR BUILDING AND CONSTRUCTION GROUP

Julian Francis

PUBLISHING DIRECTOR, BUILDING GROUP

Niles D. Crum

ASSOCIATE PUBLISHER-SALES

Tony Mancini

DIRECTOR OF FINANCE

Bruce Ksiazek

EDITORIAL AWARDS

American Society of Business Press Editors Awards : 2006 Midwest (3) • 2005 Midwest (1) • 2004 National (1) and Midwest (3) • 2003 National (3) and Midwest (4) • 2002 National (1) and Midwest (2) • 2001 Midwest • 2000 Midwest • 1999 National and Midwest: Jesse H. Neal Awards: 2003 National Business Journalism Certificate • 2002 Editorial Achievement Award • 2001 Editorial Achievement Award • 2000 National Business Journalism Certificate (2) • 1999 Editorial Achievement Award • 1998 Editorial Achievement Award

SUBSCRIPTION INQUIRIES

Customer Service, Reed Business Information 8778 S. Barrons Blvd., Highlands Ranch, CO 80126 Phone: 800/446-6551, Fax: 303/470-4280 subsmail@reedbusiness.com

CEO, REED BUSINESS INFORMATION Tad Smith

PRESIDENT, CHICAGO DIVISION

Jeff Greisch









IT'S GUT-CHECK TIME

f you're bringing in more than \$2 million a year and your business is in good shape financially, stop what you're doing and pay attention to what I'm about to say.

Now is the time to consider ramping up your business and grabbing more of your local market share.

The time is ripe for profitable, established, professional remodeling firms like yours to eliminate - once and for all — the amateur unprofessionals who have handicapped our industry since (at least) the 1970s.

We stand at a crossroads in this industry after 10 years of massive growth, and the companies that have profited over that time have a great opportunity to do two very important and exciting things: profit beyond their wildest dreams by expanding the scope of their business and help shed the black eye this industry has endured by exterminating all the shysters, cheats and bad businessmen who have inhabited it.

It's gut-check time. Do you have what it takes to grab this opportunity and run with it?

Imagine what your business would look like five years from now if you decided today to leverage your healthy brand by investing existing capital in expanding your operation. What if I said you could triple your annual salary, create dozens of great jobs for a reputable local company (yours!) and help leave an indelible mark on the future of remodeling?

What we need in this industry are more reputable companies and fewer fly-by-night amateurs dragging down remodeling's reputation. Industry experts have paid lip service to the concept of consolidation in the remodeling industry for years, but now is the perfect time for that to happen for sev-

First, the downturn in new home



Michael R. Morris Editor in Chief 630/288-8057 michael.morris@reedbusiness.com

construction in most markets has forced builders to lay off a lot of experienced, talented building industry professionals - from laborers and lead carpenters to sales people and managers. They would hit the ground running for you and no doubt be proud to work for a respected, growthoriented remodeling firm such as yours. And you can offer them a benefit package and pay rate that smaller remodelers in your area surely can't.

Second, most markets are seeing a large increase in potential remodeling clients who have decided to make improvements, additions or alterations to their own homes rather than build a new house or purchase a larger one.

Third, and perhaps the most important factor in your favor, you have a strategic advantage over your smaller, less-experienced competitors because of the brand awareness, existing systems and sound financial state you've gained after all these years of high volume and profits.

When you look back on this moment five years from now, will you see an opportunity gained or lost? PR



New Eon® ULTRA. Install it today, enjoy referrals tomorrow.

Eon Ultra is the newest innovation in beautiful low-maintenance decking and railing.

- Industry-leading fading and weathering performance with increased resistance to scratches.
- Deep and natural wood grain patterns that closely mimic real wood and provide enhanced traction wet or dry.
- Stronger and easier to install decking and railing systems that now feature an extended residential and

10-year commercial warranty.

- Industry-leading resistance to mold and mildew.
- Available in Chestnut and Sandalwood and exclusive to independent lumberyards.

To find out more about Eon outdoor living products, please call 1-866-DIAL-EON or visit eonoutdoor.com

For Free info go to http://pr.ims.ca/5342-4







Hire with personality

here's only so much a job interview can tell you about a prospective hire.
"People can tell me whatever they think I want to hear when I'm interviewing them," says David Heaney, president of Rockland Architecture and Rockland Builders of Newport, Del.

That's why Heaney uses personality profiles for anyone who interviews for a job with his highend remodeling firm. Six years ago, he started using the DISC Profile after a business consultant recommended it to him. The test uses a series of 28 ques-



tions to determine personality types (DISC stands for Dominance, Interpersonal, Steadiness and Conscientiousness).

"This is one of the most useful tools we use in the entire company," Heaney says. "It's made a tremendous difference in hiring people."

Every position in the company has a specific personality profile assigned to it. For example, salespeople need to either be a strong "I-D" or "I-S," depending on the type of sales. Those who would do cold-calls need to be a strong "D" to deal with constant rejection, while being a strong "S" is better to make sure a customer is completely happy.

"People can change on a temporary basis, but in the long-term they're going to be true to their personality," Heaney says. >> If you have a **Trade Secret** you would like to share, e-mail Senior Editor
Jonathan Sweet at *jonathan*.
sweet@reedbusiness.com.

Selling the experience

or its new marketing campaign, Encompass Design Build decided to look at remodeling from a client perspective.

The business coaches the company was working with told owners Troy Fenley and Chris Neumann

Success through consistency

rowing the company while maintaining quality is one of the biggest challenges remodelers face.

For Gary Moffie, that problem prompted him to create a Standard Operating Procedures manual when he decided to expand The Remodeling Co. in Berenly, Mass. He had started out with just himself and a field worker, but as the company's reputation grew, he needed to add more employees. And he quickly discovered they had different ways of doing things.

"I didn't want to micromanage the guys in the field, but I wanted the work to be consistent," Moffie says.

The manual covers techniques, such as how to install decking with mitered corners. It also

covers management issues, such as how to fill out and submit time cards.

The manual is constantly updated, with 10 to 12 items added a year. For example, last year the company updated the manual to include digital photos of all interior walls before they are insulated to keep a visual record of where plumbing and HVAC are located.

New procedures come from a number of sources, including situations in the field, new laws or regulations, or something other successful companies are doing. Involving the employees in the process is the key to success, Moffie says.

"A lot of it comes from them," he says. "The project supers and the guys in the field all know that this is designed to make their lives easier."



to think more about the experience they offered their customers than the projects. That led to the company's new tagline: "Stay where you are. Have the home of your dreams."

"There are a lot of post-war era homes on decent-size lots here, and people want to stay in their neighborhoods and their schools and keep their short commutes," Fenley says.

So far, they've had a positive response to the first round of postcards that went out around Thanksgiving. A second batch went out in January, along with local magazine advertising and a rebranding of the company's Web site.

ONLINE POLL QUESTION

What is your most successful tool for hiring employees?

To participate in this month's poll and view the results as they are tabulated, visit www.ProRemodeler.com.

Look like a hero, without all the heroic effort.

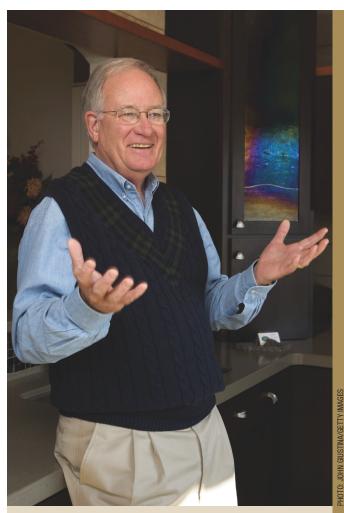
Now you can offer your customers more choices. Including 19 different colors of jobsite-tough clad at standard pricing. More casing and subsill options that can replicate historic details or enhance curb appeal. Plus time-saving, factory-applied casings and jamb extensions—all to make you look good. Visit marvin.com/clad for our free clad brochure or call 1-800-241-9450.





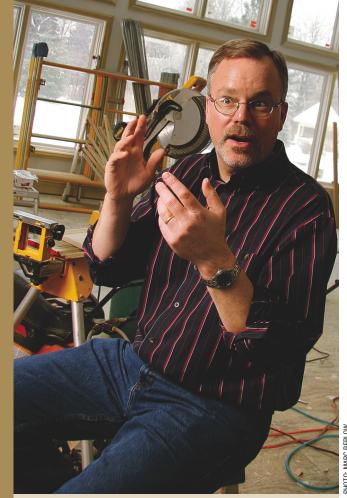
THE VALUE OF PEER GROUPS

A peer group can offer you networking and professional expertise



Leon Noel, Owner Your Kitchen & Bath Design/Remodel

Located in Roseburg, Ore., Your Kitchen & Bath Design/Remodel has been in business since 1983. Leon Noel became owner in 1990. The firm focuses on kitchens and bathrooms. With 11 employees, the company keeps all work inhouse except for plumbing and electrical, which the state of Oregon does not allow firms to handle. Revenue is at \$1.5 million for the year 2006. www.ykbdesign-remodel.com



Brad Hinkson, Owner Hinkson Construction

Hinkson Construction in Bloomfield Hills. Mich., has been in business since 1991. The company is primarily a management firm that subcontracts the majority of its work, which consists of three different factions: full-line remodeling, whole-house renovations and small projects. It has two office employees and two in the field. Revenue falls between \$1.5 million and \$2 million per year. www.hinksonconstruction.com

Who does a remodeler turn to when he runs into problems that keep the company from growing? It could be a CPA, attorney or therapist, or it could be a professional peer group that offers many resources and valuable expertise from fellow remodelers.

Tom: Today's topic is the value of peer groups. Leon, define peer group.

Leon: In our case, I actually call it a group because I belong to Business Networks. It's a bunch of remodelers who are all in the same kind of business who are non-competitive and are able to help one another to get where they need to be.

Tom: OK, Brad, define what you would call a peer group.

Brad: I'm a member of the Remodelers Advantage peer group. For me, it's really my personal board of directors. They help me with running my business. We can share information; I can bounce ideas off of them, share in their knowledge and support. Again, my personal board of directors.

Tom: Brad, how does Remodelers Advantage work?

Brad: There are about 10 other companies in my group from various parts of the country. All are full-service design/build remodelers. We meet twice a year, in the fall and spring, off-site for the meetings. Typically every fall we have a case study where we go and study one of the member's companies. You kind of go in as his board of directors and see how you can help his business run better and how you can make improvements. We also have a monthly phone group. Your big group breaks down into individual phone groups. That way, you can touch base every month to make sure how you're doing in terms of commitments that you've made for your next meeting and what you're going to be working on. That's how our group works.

Tom: Leon, how does your peer group Business Networks work?

Leon: In our case, it's pretty similar. I

have one advantage, and that's the fact that I did belong to RER before I became a member of Business Networks.

Tom: And RER is?

Leon: Remodelers Executive Roundtable is what it was called then.

Tom: Now that's the same thing as Remodelers Advantage.

Leon: That's correct. And we, likewise, meet twice a year. Every month we have an hour or two hour conference call amongst all of us. We share our numbers. We help each other in directions they need, whether it be marketing, margins, all sorts of things. One of the advantages in what we do: we have 11 people in our group — all of them have agreed that they will turn their numbers in every single month. There is something there to look at and be able to review

and give some recommendations to them in the conference calls. Or it might even be individually that we can talk to one another.

Tom: Leon, where did you hear about either the Remodelers Advantage or Business Networks?

Leon: I actually heard about RER back in 1998. I thought to myself, "I'm not doing so well and need a

peer group to help me." I can remember the very first meeting I went to. They looked at me and my gross margins and said "Leon, if you want to put a cross out in front of your building, then go do so, because right now you're just doing this for a hobby." That was an eye opener, and I have never forgotten that statement. Fortunately, as Brad would probably attest to, in the remodeling business we have what we call the "10 and 10" rule. That's what we try to achieve. The only way to do that is by having some good operating skills, standard operating procedures, employee manuals, etc. That's what we all try to achieve.

Tom: Explain the "10 and 10" rule.

Leon: The "10 and 10" rule is 10 percent compensation for the owner and 10 percent on the bottom line pre-tax. The issue of

why I dropped out of RER wasn't anything personal. I thought I got the message, and I was there from 1998 to 1999. In 2000 we went through a major reconstruction here. The street in front of us was torn up for a year, and wow, that hurt! Then, I went to a Les Cunningham seminar. I struck up this conversation and have been a member of Business Networks for four years now. It's been a Godsend for me. My board of directors has helped me. I'm in agreement with Brad on that.

Tom: That's very good. Brad, where did you hear about the peer group?

Brad: Actually, I was playing golf with a fellow remodeler here whose company is very similar to mine in terms of how they operate, their ethics and everything. I just asked him, "What's the best thing you've

done? What's helped your business the most?" He said he'd joined Remodelers Advantage. The next thing I knew, a day later Victoria Downing (current president of Remodelers Advantage) called me and invited me to join a group. I thought about it for a week and decided I would come on board.



Tom Swartz
Contributing Editor

Tom: And, Brad, to follow up, why did you join?

Brad: I really knew that when you're a small business owner you've got to have a certain amount of ego to go to war every day. I really knew that there were some things I didn't know and didn't quite know how to figure those things out. Listening to this guy whom I respected tell me that for him it was probably the best decision he ever made, I thought, "It's worth trying out." It was a completely different environment than I'd experienced before.

Tom: Brad, what goals were you trying to achieve by joining this peer group, and did you achieve them?

Brad: Well, it's always a work in progress. For me, as Leon said, I was running the business by the seat of my pants. We were a smaller company, and I could run it out of my head. But, as we kept growing, it

became harder to do. As we added employees - at one time we had 10 or 11 employees - it was almost impossible. I knew that financially we weren't doing well in terms of any kind of benchmarks; we weren't meeting those benchmarks. We weren't from a compensation standpoint. There were a lot of things that were wrong. We did a lot of things great in terms of customer service. But from the backside, what the clients didn't see - the inner workings of the company - was frankly kind of limp-

ing along. We needed to get systems in place. I thought I understood our financials, but once I got in the group, I realized that I didn't really honestly have much of a clue about what was going on. In

terms of my goals, it was to become a financially sound company, and basically, from a benchmark standpoint, to be one of the top companies in terms of performance. In terms of how we've done, I joined RER in the fall of 2004. We started to see things turn around almost immediately in terms of our job costing and percentage of completion accounting and all of that. Our first full fiscal year with them, which ended in the spring of 2006, was our best year ever since 1991. We saw immediate results.

Tom: Leon, when you set out to do this, it got kind of interesting. Were your goals different than Brad's, and were they different when you joined the first time versus when you joined the second one? Did you achieve goals?

Leon: Ironically, back to the old "10 and 10" rule, it's the first time in my life that I was completely out of the bank and debtfree. I did achieve "10 and 10," but this year has been a little bit different, and that's the control of labor. I was listening to Brad about his 10 or 11 employees, and the labor is where we got a little off skew. This year, again, the revenue is \$1.5 million. I started this company in 1990 and we were only doing \$183,000. We have grown exponentially, but we are in a very small area. Roseburg has a trading area of less than 80,000, and that's going 60 miles in each

direction. It's a very small community, but it's a very close community. Fortunately, we're recognized as being the elite remodeling contractor for kitchens and bathrooms. We're pleased with that.

Tom: Are you having a harder year? Leon: We're having a harder year on the profit because we changed our systems. I've gone through quite a change this whole year. One was changing my CPA firm after 15 years. I changed my bank, our accounting system - we're on Quickbooks Pro. I

"they're going to help me and talk to me about my books." And, you got some good recommendations. Were there any benefits that you obtained that you didn't anticipate?

Brad: Absolutely. I didn't honestly realize before I went how out of balance my life was, my personal life. I was primarily workoriented. I'm married and have five children. They ask some questions about your personal core values, because they tie into your business. It really kind of shook me up.

"We want to help each person in our group succeed and not to fail. That's probably been the biggest benefit."

hired a lady to help. I am in agreement with Brad that many of us contractors do not know how to read financials. We know how to read an operating expense but don't understand a balance sheet and where things are. One of mine happened to be WIP. At one time, I had \$420,000 in WIP and it kept accumulating and accumulating until finally we got over to Quickbooks Pro. Now that is all straightened out but I took a pretty substantial bath on it. Our WIP now is in the area of \$125,000. So you can see, \$125,000 compared to \$425,000 - where did that \$300,000 go?

Tom: WIP. You're talking about your Work In Progress?

Leon: Yes.

Tom: Leon, what benefits did you obtain that you didn't anticipate?

Leon: One of the real benefits is the friendship. We are an extremely close group. I don't want you to get the wrong impression, but there is really love out there. We want to help each person in our group succeed and not to fail. That's probably been the biggest benefit. I'm nearly 70 years old, and I'm looked at as being the "cement" of the group as we all work together.

Tom: Good. Brad, is there any benefit that you have received that you really didn't anticipate? You went in thinking,

I didn't realize I was an emotional mess when I went in there, frankly. So, that was probably the biggest thing, it made me sit down and identify what was really important to me and to prioritize. I went in, I feel, a person that lived a very reactive life, I just kind of reacted to what was going on around me. I consider myself now a more proactive person. I'm not just letting life run me in circles. I'm now managing my life much better than I ever have.

Tom: Brad, you've had the best year your company's had in 15 years. What is the ongoing benefit of remaining with this peer group?

Brad: I think it's the support on both the personal and the business sides. It bridges both. There are some things in our company we do extremely well. Our customer service is outstanding. We're known for customer service and producing great work. There are some other things that, frankly, I've been terrible at, such as marketing. I've always relied on word of mouth and that's worked OK. Right now in Michigan, which I think is second in the nation from the bottom in terms of the economy, I can see now where not having a good marketing program in place has hurt me. So, they have been very helpful in terms of sharing brochures, ideas and all of that so I'm not starting from scratch.



It combines tough, high-quality PVC with recycled, maple wood flour to provide consistent color and texture,

Hidden Fastener System (HFS™), and you've got a deck to boast about. Learn more at 800-233-8990 or www.certainteed.com.

CertainTeed 🖪

Quality made certain. Satisfaction guaranteed.™

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • DECKING • RAILING • MILLWORK • FOUNDATIONS • PIPE

plus excellent resistance to stains, fading and scratches. Add to that the benefits of greater joist spans and our

INTERIOR: INSULATION • WALLS • CEILINGS

For Free info go to http://pr.ims.ca/5342-6

Leon: One of the things that has helped me immensely is that we've always had employee manuals and job descriptions, but we've never had a standard operating procedure. That got implemented last year. All employees have their own employee manual and their own job descriptions.

Tom: Leon, why do you stay with it?

Beginning this year, we're doing reviews, which have never been done before. The employees don't really know how well they're doing and if there's upward mobility.

Tom: With all due respect, now you have that. You've got the employee manual and job descriptions and are reviewing them. So why do you stay with the group?

Leon: Again, I'll go back to

the friendship. I wouldn't want to let my peer group down by dropping out. I think there's a great value to it; maybe it's the coaching, maybe it's the mentoring. I think, too, that if you don't stay in tune with it every single day, you have a chance of slipping back. I don't want to slip back. I want to stay proactive, just as Brad said. In our case, we get 115 leads a year. Our close ratio is 75 percent. But, my job size is very small compared to others. All of those things must be taken into consideration. We've done pretty well with marketing; we do advertising and we're standardized. I just don't want to drop out because I might have a tendency to slip back.

Tom: Leon, let's talk about what I call the true cost of a peer group. These things don't come cheap. By that, I mean you pay something to Mr. Cunningham, I'm sure, and costs as far as traveling and things like that. Can you share that with us?

Leon: Yes, I don't have a problem with that. Also, you have to keep in mind there are opportunity losses because you're away from the operation. Depending on what part of the country you go to, but I'll tell you that, on average, between \$4,000 and \$5,000 for each trip.

Tom: Each trip. So, at two trips a year, you're looking at an \$8,000 to \$10,000 commitment.

Leon: That's correct.

Tom: Plus your time.

Leon: Plus my time. Although that total number is including my time as well.

Tom: So in other words you're not putting a dollar amount to your time. Do you do a lot of your own sales?

Leon: I'm getting more and more because I used to micromanage. I'm the senior citizen here. I do get involved in sales. My group wants me to spend more time out on the golf links because there's

can be gained by larger more established companies from the specific peer groups? Are all peer groups the same?

Brad: The first peer group I was in, Remodelers 20, was more of a social group, more about ego. There were some benefits but the benefits did not outweigh the negatives. One of the benefits is networking with the different companies, whether it's being with peer groups or a remodelers' show or other functions around the country. I've never found a company,

"If you don't stay in tune with it every single day, you have a chance of slipping back. I don't want to slip back."

more to gain there than there is for me sitting here in this office. So I'm in agreement with them.

Tom: Brad, what's your true cost?

Brad: Between dues and travel, two trips a year, dues will be \$4,100 for the year and travel for the two trips will total about \$3,000. That's a little over \$7,000 for the two trips, not counting my time or anything like that. I actually went through and broke down for all the years I've been in RER, Remodelers Advantage and the Remodelers 20 group. The Remodelers 20 group was much more expensive, because I was in a group where some of the companies were doing volume of \$6 million to \$7 million and I was a \$1.5 million company. We were going to places like the Grand Cayman. It was more of a social deal, and it was a fortune.

Tom: That leads me to my next question. You both have a unique take on this subject. Brad, in your case, you had a bad experience, as did I. I had a very poor experience with a peer group and have been real skeptical and have not gone back because it was that bad. You went back and joined one of them. In your case, Leon, you've been a member of two of them. Brad, are they for everyone, and specifically, are peer groups only for the small, less established companies? What

regardless of size, that has it nailed yet. Every company, I find, struggles with something. They might have the production down pat but they struggle with sales. Or the marketing might be great but they struggle with financial results. I think there's value for anybody. What I'm finding with me, which is kind of interesting, even though I've been with Remodelers Advantage only since the fall of 2004, I'm finding with my local remodelers council is that some of the less-established smaller members are now coming to me for mentoring. Asking me, "How should I handle this?" or "How do you do your financials?" I moderated a roundtable discussion on percentage and completion accounting and the WIP report for the local Remodelers Council. As a result, I worked with probably three or four companies in more of a mentoring basis. As you stay in there, you can still gain knowledge and information. If you get to the point where you've reached your volume or expertise you can always move on, at least in Remodelers Advantage, to a professional mentoring group. A higher lever group that will suit where you are now in terms of your company's status. PR

>> For the rest of the discussion on this topic and more Best Practices, visit www.ProRemodeler.com/bestpractices



Real Security Is Knowing Your Key Code Is As Unique As You Are.

The new electronic keypad lock from Schlage® has thousands of possible PIN codes to choose from, so your buyers can be sure theirs is one of a kind. It's also easy to install, fits any standard door prep and bears the best name in security, the one trusted for over 85 years. Which means you can put your worries aside, as well as the house key.

Real Security Sets You Free. SCHLAGE

SCHLAGE www.schlage.com

If we gave you 40% less advertising, would you remembasterpiece, and our composite decking requires 40% fewer deck screwers, and the temple prations. The Gerf ters of Lake Nasser,

Only a **fiberon**® Tropics deck reduces labor for both you and your customers. Our decking requision the walls of the 40 percent fewer deck screws than other leading composites, making it 30 percent faster to instable feature of Wadi Our Tropics and Professional products are more dimensionally accurate and reversible, too, so the walls of the

15 percent less job waste. And **fiberon**® decking is one of the hardest composites made, so

won't complain about wear patterns. Along with our value-oriented Home Select line and pel don't forget three lines of railings. You're sure to find something for all tastes and budget leve absolute artistic peak of

fiberon® decking is the first composite made as much for you as your customers.

Visit us at IBS Booth #W7219 and DeckExpo Booth #431

onument the ideal embodis content of the Nubian ailding we may gain some ignation of Ramesses II, the more than fifteen years old

elp spread the

buildings that complement cult of the three great gods of tah, together with that of the esses II links himself with the the Great Wife of the King, of the great temple and the ade of the small one are there the overwhelming power and

of Soleb was the largest Egyptian ipartite central building with rooms hall with twenty-four columns with billars around it, and the first pylon with the second pylon was built. The artyard, the kiosk in the center at the belisks, and six colossal statues of the avenue of criosphinxes led to the third eat surrounding wall. Of the temple's as survived.

tained a series of scenes showing the h not only Amenophis III but also his r Amenhotep, the son of Hapu, appear, lafts in the hypostyle hall are lists of the Among these names is the designation this may possibly be one of the earliest

er god of the Israelites.

temple is

dromos of

ge number being called

hinxes in the

ads, those in

and a smaller

he breast. The

indicate that

monument to

fiberon & TROPICS

Species shown: Jatoba. Infinite color variation looks more like tropical hardwood, while eliminating color risk and graying. www.fiberondecking.com or (800) 573-8841

of 126 Avenue of sphinxes at Wadi-es-Sebua Nineteenth Dynasty, reign of Ramesses II, ca. 1260 BC.

Originally on the bank of the Nile before being relocated, this temple was linked to the river by a quay. On each side of the temple entrance stood a statue of the king and a sphinx. An avenue of sphinxes led through two courtyards to a pylon in front of which stood two monumental statues of the king holding a staff. The actual temple building was behind this, inside the rock. Like the temple of Derr, the rock temple of Wadi es-Sebua was relocated in 1964 and is now situated 4 km farther to the west.

For Free info go to http://pr.ims.ca/5342-8

FINE-TUNE YOUR MARKETING PLAN

Marketing and brand awareness go hand-in-hand; they both determine how people perceive your company

YOUR STRATEGIC MARKETING PLAN

begins with becoming very clear about what you are selling and what your unique selling proposition (USP) is. To have a successful business, you will need to put a marketing plan in place to generate quality leads to achieve your budgeted sales revenue, gross profit margin, the salary you desire and net profit.

Strategic implies more than what most people's marketing plans include, which is typically a list of ads that can be run or used to generate referrals. Marketing covers every aspect of your business, from how you answer the phones to how you dress. And, is that intentional or by chance? What do your vehicles look like and are they kept clean inside and out? Is the job site clean and organized? What do your signs look like? What vocabulary do you use and what's permitted while interacting with customers? How are jobs staged?

Marketing also includes how the hand-off is handled between the client sale and production; how quickly proposals are turned around; the quality and look of your invoicing, brochures, business cards, letterhead, advertising and their effectiveness; your Web site and the image it projects and how easy it is to navigate; and the design of your office, warehouse, shop and showroom.

This is not meant to be an exhaustive list, but rather to show that marketing is how you package, sell and deliver your product to the consumer — your remodeling client.

Over time, I've tried positioning my company to be everything to everyone and at the same time market specialties, too. It doesn't work well and isn't the most profit-

able way to do business. I'm sure many of you can relate or might have wondered if your strategies are the best way to run your business. It is more beneficial to your

bottom line and quality of life to focus your company either on a specific niche of remodeling or to be a generalist. Don't try to be both under the same company name. The odds weigh heavily that being everything to everyone will not produce the results you desire.

Also, decide on the level of work you will provide: low-,



Doug Dwyer Contributing Editor

it. Maybe your slogan will, too. You will build your marketing and advertising materials around getting that message to your prospective clients with the quantity and

frequency needed via different media to achieve sales and profit objectives.

This can be an overwhelming process. I recommend getting help from a professional in this area. If this is not possible for you, then take it one step at a time and network with other likeminded business people who will be glad to lend a

"Marketing covers every aspect of your business, from how you answer the phones to how you dress."

medium- or high-priced. And, what is the demographic of the customer that will buy that product at that price? Toyota, which owns and created Lexus, doesn't sell it under the Toyota name or off the Toyota showroom floor. This reinforces the concept that marketing touches every part of your business.

Once you decide on a niche, you'll need to establish your USP. How are you going to stand out and be different? For example, for many years FedEx used the slogan, "When it absolutely, positively has to be there overnight." This slogan lasted more than a decade before FedEx had to change

helping hand.

If you are interested in more information on putting your marketing plan together, visit *ProRemodeler.com* and look at my article, "Marketing: To Survive or Thrive?" I think you will find it beneficial to your marketing efforts. **PR**

Doug Dwyer is president and chief stewarding officer of DreamMaker Bath & Kitchen by Worldwide, one of the nation's largest remodeling franchises. He can be reached at doug.dwyer@dwyergroup.com.

>> For more **Best Practices**, visit www.ProRemodeler.com/bestpractices

Home.



EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • DECKING • RAILING • MILLWORK • FOUNDATIONS • PIPE INTERIOR: INSULATION • WALLS • CEILINGS

Home Run.



Restoration Millwork[™] from CertainTeed. True craftsmanship is not defined by material, but by the impression it makes. CertainTeed Restoration Millwork, a truly workable PVC trim material that offers unparalleled beauty, uniformity and long-lasting durability. Solid finish trim that looks and feels like top-grade lumber, but performs much better. For more information, visit certainteed.com or call 800-233-8990.

CertainTeed 5

Quality made certain. Satisfaction guaranteed. The same certain.

Small Business Solutions



Needs Analysis Business-Trained Associates

Priority Support

businesses that don't have time to waste. With our Priority Support, you can call us anytime and your call will automatically be routed to the front of the line. And all of our sales associates have been trained to analyze the specific needs of small business clients. At U.S. Cellular, you'll get more than just walkietalkie service; you'll get the attention you deserve. To get your business booming on U.S. Cellular's guaranteed network, call 1-866-USC-4BIZ, or visit

Our walkie-talkie service is perfect for small



www.uscellular.com/business.

Growth Market

BUSINESS RESULTS SURVEY SHOWS GROWING VOLUMES, PROFITS FOR REMODELERS

By Jonathan Sweet, Senior Editor

The "average" remodeling firm		
ears in business	19	
Full-time employees (besides ow	ner) 14	
Part-time employees	6	
Total annual installed volume	\$4,600,000	
Annual jobs	96	
Average job size	\$47,304	

LAST YEAR WAS A GOOD ONE FOR REMODELERS, as *Professional Remodeler's* Business Results Survey found the highest average volume and profits in the survey's history.

The average company in our exclusive industry survey has now been in business for 19 years, has 20 employees and has an annual installed volume of \$4.6 million — all numbers that better the results of the previous four surveys.

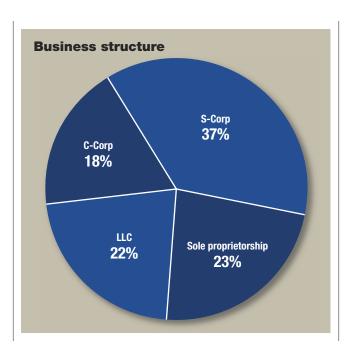
This year's results reinforce the idea that while home builders struggled in 2006, remodelers continued to see a strong market. As more owners stayed in their homes, they were apparently willing to continue to spend money on improving them.

We made some changes to this year's survey. [For the first time we broke the results down by residential remodelers; commercial and residential remodelers; and kitchen and bath specialists, to offer a better look at how these very different companies do business.] There are also some interesting regional differences that highlight what's popular in certain parts of the country.

With nearly 400 respondents, this year's survey gives remodelers a good benchmark to see how they match up with their peers in several areas: company structure, employees, profits, cost of doing business, production, projects, sales and marketing.

Gompany



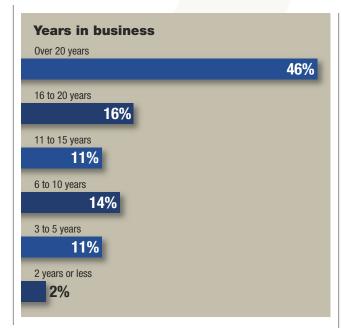


Company Structure

AS IN THE LAST TWO SURVEYS, the majority of respondents (67 percent) described themselves as full-service remodelers, in line with the 66 percent who answered that way in 2005 and similar to the 70 percent in 2003. At the same time, respondents also were much more likely to describe themselves as specialty contractors, with 37 percent answering that way, compared with only 24 percent in 2005 and 17 percent in 2003. (Respondents were allowed to select more than one answer.)

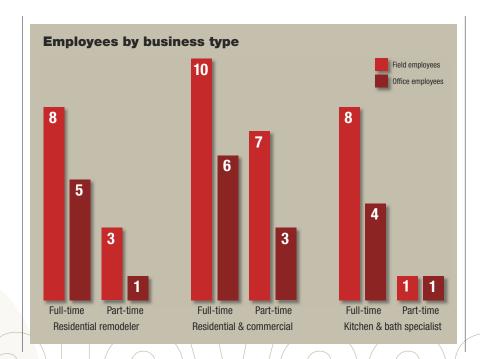
There was some regional variation, though, as those from the Midwest (43 percent) were most likely to be specialty contractors, compared with only 29 percent in the West. When asked about what markets they served, 48 percent answered that they were residential remodeling contractors; 44 percent said they were residential and commercial contractors; and 8 percent identified themselves as kitchen and bath specialists.

Companies this year were more likely to be incorporated than in past studies. Only 23 percent of respondents said they were sole proprietors, compared with 31 percent in 2005 and similar levels in earlier surveys. Of those that were incorporated, 48 percent were S-corporations, 29 percent were LLCs and 23 percent were C-corporations. Companies in the West were the most likely to be sole proprietorships (32 percent), with no other region registering above 22 percent.

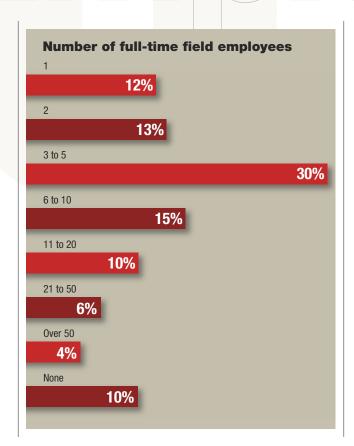


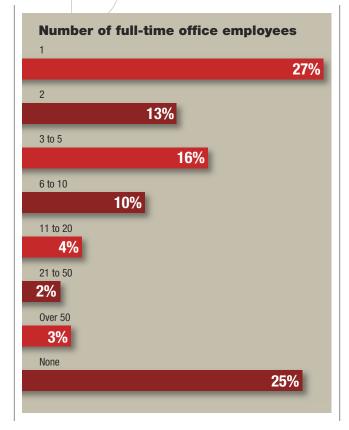
Employees

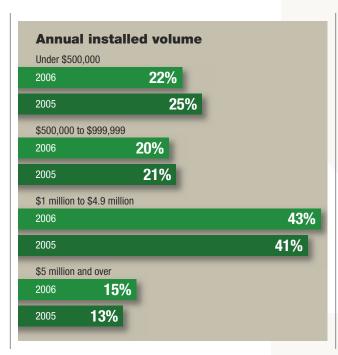
IN TERMS OF EMPLOYEES, this year's survey indicates a reversal of the recent downsizing trend. Companies reported an average of 14 full-time employees (besides the owner) and six part-time employees, up from 10 and 3 in 2005 and 12 and 6 in 2003. Companies are investing a large portion of their labor costs in office operations, with the average company having 13 field employees and seven office employees. Despite the increase in employees, there's still a significant number of companies with no employees, with 11 percent reporting no full-time field employees, 25 percent no full-time office employees, 43 percent no part-time field employees and 57 percent no part-time office employees.



There were significant regional differences as well. Remodelers in the West had larger labor forces, averaging 24 employees compared with 21 in the South, 20 in the Northeast and 16 in the Midwest.







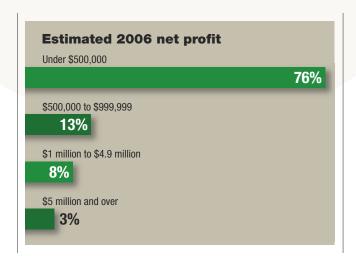
Volume and Profits

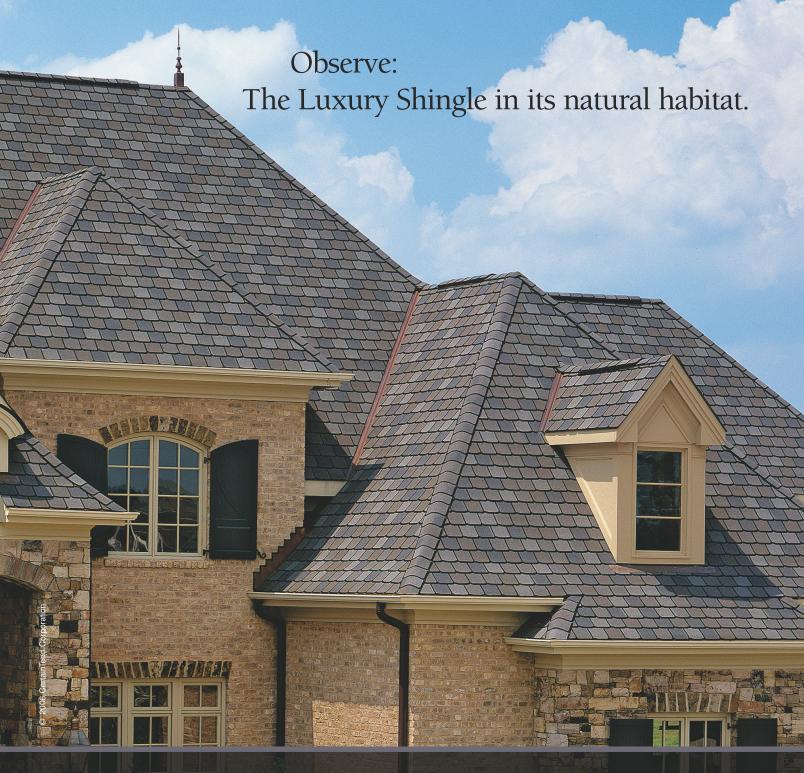
THIS YEAR SAW A BIG INCREASE in annual installed volume, as the average grew to \$4.6 million compared with \$3.4 million in 2005. Volumes varied greatly from region to region, with the highest levels in the Northeast, where the average was \$8,689,000. Average volume was \$3,821,000 in the West, \$3,005,000 in the South, and \$2,972,000 in the Midwest. Not surprisingly, smaller companies were concentrated in the Midwest and South. Just under 49 percent of companies in the Midwest reported volumes of less than \$1 million, as did 44 percent of companies in the South. Overall, a significant plurality of companies (43 percent) had volumes from \$1 million to \$4.9 million.

Nationwide, the average profit was \$2,033,000, but 76 percent of companies had profits of less than \$500,000 and only 11 percent had profits of more than \$1 million. Comapnies in the South had the smallest profits; 83 percent had less than \$500,000. In the Midwest, 78 percent of profits fell below \$500,000, compared with 70 percent in the Northeast and West.

The most financially successful companies were those that offered both residential and commercial remodeling, with installed volume of \$7,112,000 and profits of \$4,057,000. Residential remodelers averaged volume of \$2,857,000 and profits of \$509,000, while kitchen and bath specialists reported volume of \$1,421,000 and profits of \$279,000.

Volume and profits by business type Residential remodeler \$2.857.000 Volume \$509.000 Profits Residential & commercial \$7.112.000 Volume **Profits** \$4,057,000 Kitchen & bath specialist \$1,421,000 Volume **Profits** \$279,000





Centennial Slate™ Luxury Shingles. From CertainTeed, of course.

Blended slate has a one-of-a-kind look. A look we've found a way to match with remarkable accuracy. Thanks to our patented Color Precision Technology,™ Centennial Slate features random variations of color and intensity that appear quite natural to the eye. Plus, deep shadow lines give this ultra-durable Luxury Shingle striking shape and dimension. To learn more, call 800-233-8990, or go to www.certainteed.com.

CertainTeed

Quality made certain. Satisfaction guaranteed.™

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • DECKING • RAILING • MILLWORK • FOUNDATIONS • PIPE **INTERIOR**: INSULATION • WALLS • CEILINGS For Free info go to http://pr.ims.ca/5342-10

Cost of Doing Business

Average costs of doing business

Labor

\$1,060,889

Materials

\$1,023,554

Other direct costs

\$333,237

Owner's salary

\$281,866

Business expenses by region

	Northeast	Midwest	South	West
Labor	41%	38%	38%	43%
Materials	35 %	38%	37 %	34%
Owner's salary	14%	12 %	14%	12%
Other direct costs	9%	12%	10%	9%

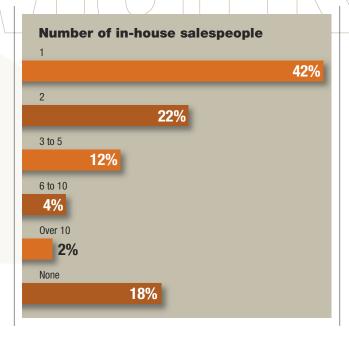
volume, the Northeast didn't have the highest cost of doing business. In fact, both the West (\$3,212,000) and South (\$2,580,000) had higher amounts than the average of \$2,480,000 spent by companies in the East. Companies in the Midwest averaged just over \$2 million.

Given the increase in employees, it's not surprising that labor costs continue to grow as a percentage of expenses. In this year's survey, labor costs averaged 40 percent of the cost of doing business, up from 31 percent last year. Other costs held relatively steady from 2005, with materials costs at 36 percent, owner's salary at 13 percent and other direct costs at 10 percent.

Those trends carried across most regions and business categories except for a few notable exceptions. Kitchen and bath specialists spent 39 percent of their expenses on materials, compared with only 37 percent on labor costs. Sole proprietors also spent almost equal amounts (38 percent) on labor and materials — not surprising given their smaller workforces.

Business expenses by business type

	Residential	Residential & Commercial	Kitchen & Bath
Labor	\$922,188	\$1,345,602	\$335,286
Materials	\$912,621	\$1,229,079	\$592,350
Other direct costs	\$282,906	\$433,652	\$92,376
Owner's salary	\$257,262	\$343,497	\$101,308





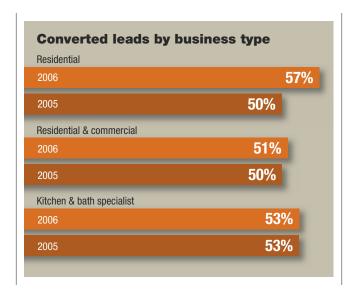
Marketing

AS IN PAST SURVEYS, referrals from past clients (94 percent) and repeat business (89 percent) were the top sources of new business, although at even higher levels than the past. The only other source cited by more than half of respondents was referrals from suppliers, subcontractors and architects at 62 percent.

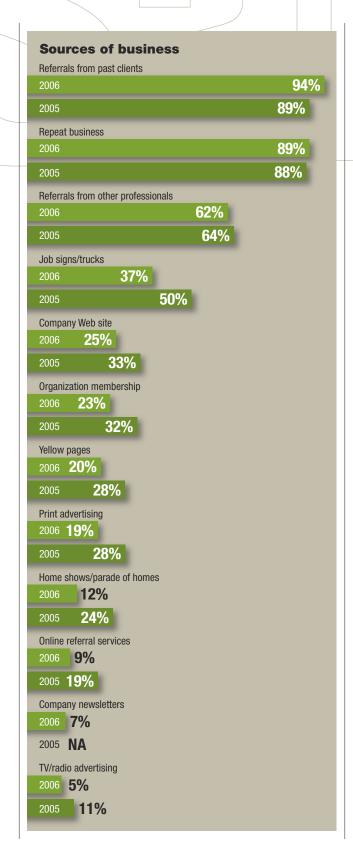
Many other traditional methods of marketing slipped as sources of business, including job signs and trucks (25 percent, down from 33 percent), yellow pages (20 percent, down from 28 percent), print advertising (19 percent, down from 28 percent), home shows/parade of homes (12 percent, down from 24 percent) and TV/radio advertising (5 percent, down from 11 percent). Surprisingly, even more modern methods were less effective, with Web sites at 25 percent, (down from 33 percent), and online referral services at 9 percent, (down from 19 percent).

There were some interesting regional differences, though. In the Midwest, referrals from other professionals was cited by 72 percent of respondents, compared with 61 percent or less in the other regions. Twenty percent of Midwest remodelers also noted home shows/parade of homes as a source of business, about twice the rate of the other three regions. Job signs and trucks were rated higher in the Northeast (40 percent) and Midwest (44 percent) than in the West (26 percent) and South (35 percent), while the yellow pages were a larger source of business in the Northeast and South (both 22 percent) than in the Midwest (18 percent) and West (16 percent).

On average, companies spent 5 percent of their annual revenue on marketing, although 35 percent of respondents reported spending 1 percent or less.





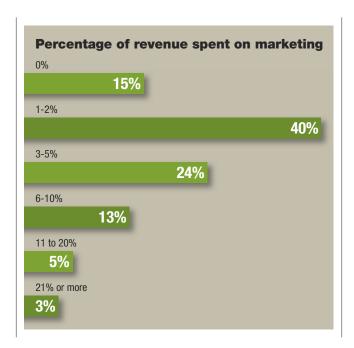




ONCE THE LEAD COMES IN FROM MARKETING, respondents did a pretty good job of landing the projects, converting more than half of qualified leads into a sale. For the purposes of the survey, a "qualified lead" was defined as someone the respondent at least gave a ballpark estimate to, as opposed to every single phone call.

Overall, 34 percent reported converting at least 70 percent of their leads into sales and only 12 percent converted less than 20 percent. Smaller companies reported more success, with companies doing less than \$1 million a year averaging a 57 percent conversion rate, compared with 47 percent for those doing more than \$1 million a year in business.

The average company had just under two (1.92) salespeople, including the owner. In fact, 82 percent of companies reported two or fewer salespeople, with 18 percent reporting no employees dedicated solely to sales. Even with their smaller operations, kitchen and bath specialists averaged three salespeople, compared with less than two for residential and commercial remodelers.





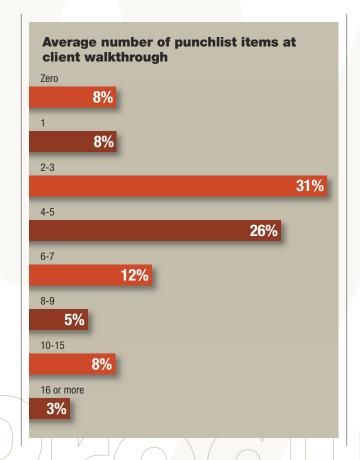


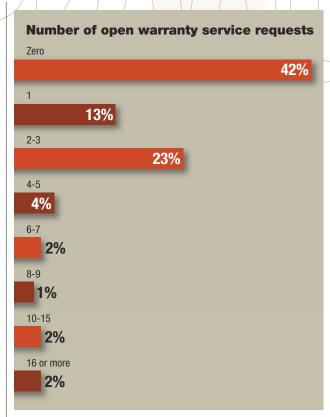


We Have Seen It All. com



The secret's in the surface.



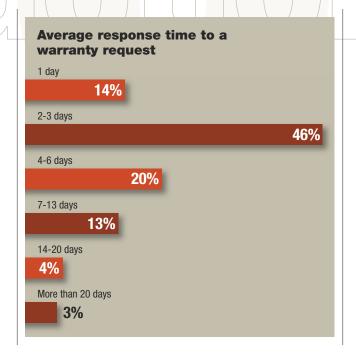


Production

IT'S NO SECRET THAT CUSTOMER SATISFACTION is the key to referrals and repeat business. In a positive sign that remodelers could be working harder on keeping customers happy, respondents averaged 4.8 punchlist items at walkthrough, down from 5.7 in 2005 and 5.5 in 2003. Last year, 21 percent of remodelers said they averaged more than 10 punchlist items. This year, that number fell to 11 percent.

Warranty requests were also down from last year, with remodelers averaging 1.6 open requests at any time, down from 2.0. Forty-two percent of remodelers said they typically don't have any open warranty requests, up from 34 percent. Average response time also improved at 5.0 days compared with 5.8 in 2005, 6.3 in 2003 and 7.8 in 2002. More than 14 percent of respondents said they completed the average warranty request in one day and 46 percent said work was completed in two or three days.

Respondents reported completing 71 percent of their jobs on time, with kitchen and bath projects leading the way, finishing on schedule 76 percent of the time. Larger projects were the least likely to be completed on schedule, with new homes averaging 65 percent on-time completion and whole-house remodeling averaging 68 percent.





LG solid surfaces are made to withstand a myriad of mishaps. Non-porous, antimicrobial and stain-resistant – so your designs stay pure, even if those around them don't.

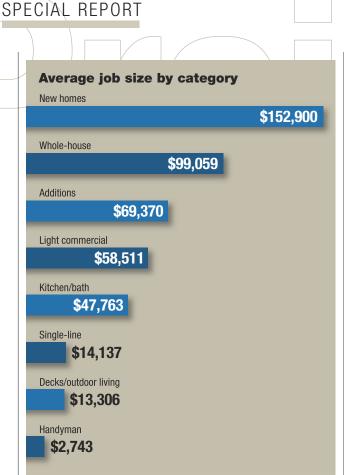
866-LGHI-MACS • WeHaveSeenItAll.com

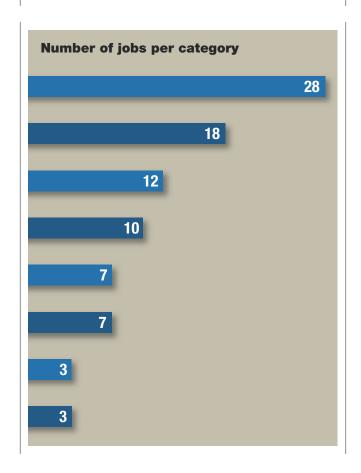
Featured product: LG Volcanics in Cameroon with Merapi inlay, SCS Certified for Recycled Resin [Minimum 4% Pre-consumer] ISO-14021 *SCS-MC-01391 ©2007 LG HI-MACS. LG-0027-03 1/07





The secret's in the surface.



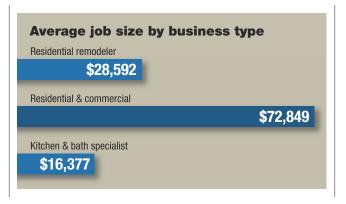




THE AVERAGE REMODELER completed 96 jobs, with significant regional variations. In the Midwest, companies averaged 144 jobs, followed by the South at 86 jobs, West at 76 and the Northeast with 74. The average job size was \$47,304.

Single-line remodeling jobs were the most popular type of project, with an average of 28 over the last year. That trend carried across most regions, except in the West where companies did an average of only six. There the top project type was decks/ outdoor living, with 19, compared with four or less in every other part of the country. For companies that did less than \$1 million a year in business, handyman work was the most common project, with an average of 21 per year, while single-line remodeling jobs were easily the most common (42 a year) for companies over \$1 million.

While only accounting for an average of 12 jobs a year, kitchens and baths were the most popular type of projects by dollar volume, accounting for 22 percent of annual sales revenue. That's because of the average job size of \$47,763 is significantly higher than the \$14,137 for the average single-line job. The only region where kitchens and baths weren't the top project type was the South, where new and custom homes accounted for 21 percent of business, compared with 19 percent for kitchens and baths. **PR**



METHODOLOGY

The 2007 Business Results Survey was conducted in late 2006 and early 2007 to gather financial and performance information about the remodeling industry. The study was conducted by canvassing a random selection of professional remodelers. Results are based on 397 responses.



If you think all window companies are the same, there are thousands of builders and remodelers who would have to disagree.

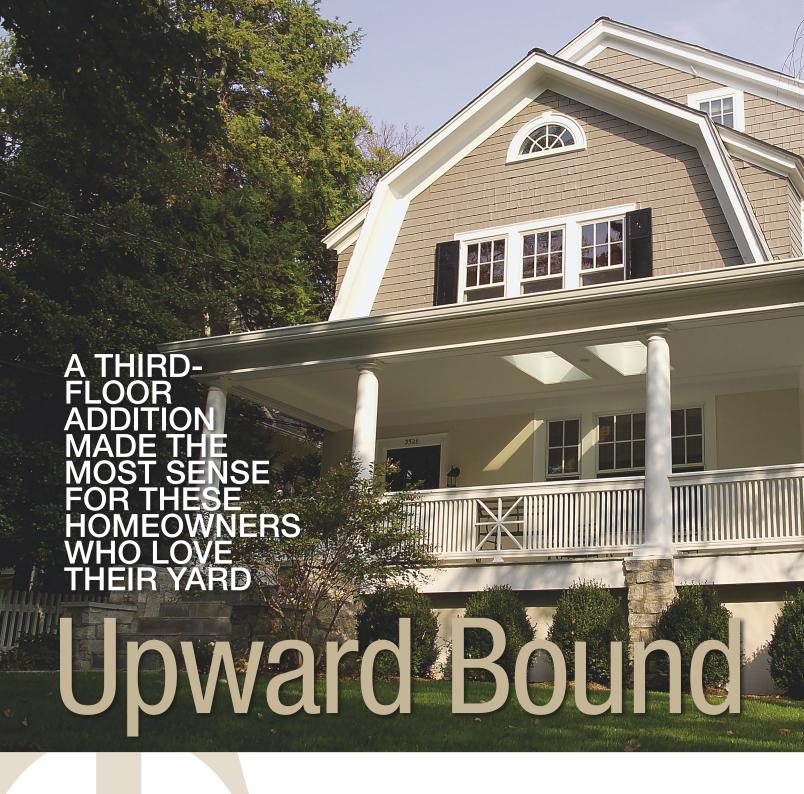
Professionals who choose Simonton Windows know there's a big difference. They know that customer satisfaction is our highest priority—from the moment they place their order with ease, to the moment their shipment arrives on time. They know that once our beautiful windows are installed, the homeowner will be more than impressed. And they know that the performance of our windows makes the greatest impact on their bottom line. Perhaps that's why in the 2006 J.D. Power and Associates study, professionals recognized Simonton Windows as the "Highest in Builder and Remodeler Satisfaction among Residential Window

and Patio Door Manufacturers." So choose Simonton Windows. Not only will you be more productive and profitable, you'll be more satisfied than ever. That's something everyone can agree on. To learn more, call I-800-SIMONTON or visit www.simonton.com.



For Free info go to http://pr.ims.ca/5342-14

Simonton Windows received the highest numerical score in the proprietary J.D. Power and Associates/McGraw-Hill Construction 2006 Residential Window and Patio Door Builder and Remodeler Satisfaction Study.^{5M} Study based on 2,343 responses measuring 10 companies and measures opinions of new home builders and remodelers. Proprietary study results are based on experiences and perceptions of new home builders and remodelers surveyed in May through July 2006. Your experiences may vary. Visit jdpower.com.



By Jonathan Sweet, Senior Editor

THE OWNERS OF THIS 1930S Washington, D.C., house loved their home, their neighborhood and their yard. But they also needed more room for their growing household as they transitioned from a couple living alone to a family with two young children.

They didn't want to move, so adding on became the only option. The homeowners didn't want an addition that would take too much space in their backyard, leaving only one direction to go — up.

"We decided what made the most sense was to add another floor on top of the house," says Paul Irwin, the team leader on the project for Landis Construction of Washington, D.C. "They told us they didn't want to lose too much of the yard, and we just started filling in the blanks from there."

The homeowners were willing to trust Landis Construction's advice because of their experience with the company. The addition was the company's third project for them, having previously





By keeping part of the existing roofline and reusing salvaged granite from the foundation, Landis Construction was able to retain the cozy feel of the home while nearly doubling the livable space.

remodeled the master bathroom, as well as converting the basement into a nanny suite. This project, though, would be the most ambitious, adding two bedrooms, a bathroom and a playroom on the third floor; constructing a wrap-around porch; and expanding the first-floor kitchen.

From the time they made the decision to add a third floor, the design team knew there would be some unique challenges to the project. The new floor system had to be designed to span from one outside wall to the other because they didn't want any additional loads on the existing interior walls. Landis reinforced the exterior walls for the remodel.

"There's a large bay window on the first floor, and we weren't sure how much additional load we could add to it," Irwin says.

To help support the third floor and preserve the window, the company installed a four-inch steel column on each side of the window. The columns ran from the foundation to the third floor, where a large steel beam was placed between them to carry the load. The beam, which weighed more than 1,000 pounds, had to be lifted into place with a boom.

QUICK TURNAROUND

Although the homeowners were moving out, Landis still had to consider how long the house would be open to the elements.

"We were tearing off the roof and that process and the replacement had to happen very quickly so we could protect the finished floors below," Irwin says.

To make things run more quickly, the team had all the structural beams, floor trusses and wall panels designed and fabricated off-site. Then, the project team kept a close eye on the weather, waiting for a week that was forecast to be dry. Irwin credits structural insulated panels from Insulspan for the quick construction of the exterior walls.

"The SIPs really simplified and sped up construction and added insulation," he says. "It was a great product that really helped the whole project."

It took Landis just five days to remove the existing roof and get the home watertight — even with an unexpected problem.

"The project manager got appendicitis just as the structural panels were going up, so I had to go out in the field myself to

PRODUCTS LIST

Appliances: Miele, Sub-Zero Cabinets: Crystal Cabinetry Faucets: Grohe, Kohler Structural Insulated Panels: Insulspan



The first floor remodel included an extended kitchen and a sitting room with doors opening onto the back patio.

supervise the project," Irwin says. "It'd been a while since I've had to do that, but we got the job done."

Once the third floor was constructed, the team wanted access to it without having to bring materials through the rest of the home and to limit foot traffic inside to speed construction.

Company owner Ethan Landis decided to install a temporary staircase in the back yard to provide direct access to the third floor.

"That turned out to be a great idea," Irwin says. "Those stairs were

in service for five months and they took us less than a day to build."

One of the major concerns the clients and designers had was making sure the addition of the third floor didn't make the home stick out in its neighborhood of traditional homes.

"We were concerned from the outset about what the project would look like from the street." Irwin says. "We looked at this three-dimensionally, looking at the models from different vantage points to see how the finished project would look."

To help blend the addition with the existing façade, Landis left about eight feet of the original roof structure intact on the front of the home. That area, where the small semi-circular window is located, was turned into a children's playroom.

"Everything is scaled to their daughter's size," Irwin says. "It's got a little door from her room to the playroom. We even put in a mail slot because they told us one of her favorite things is getting the mail at the front door."

UPGRADES

\$500,000

28.5%

Besides the expansion, the homeowners also used the remodel to make some changes they'd wanted to do for a while.

The home had a side porch, but the homeowner had always wanted a big front porch, so the plan called for the side porch to be expanded into a large porch that would wrap around the front. As construction started, though, the crew discovered that

THE FINANCIALS

uite a few changes to the project during the design and construction added nearly \$120,000 to the tab.

That's an unusually high amount for Washington, D.C.-based Landis Construction, Irwin says, but in this case the client made significant changes during the design process. The majority of the increased cost stemmed from the addition of the wraparound porch.

"As a percentage, it's an unusually high delta for us, but the bulk of the differential is covered by that additional work," he says.

The addition of a third floor also took more engineering and reinforcement, such as steel pillars and a beam, than Landis had anticipated.

Louinate	φυσο,σσσ
Change orders and add-ons	\$117,021
(addition of wraparound porch; ne walk and steps; termite repair; up cabinetry, plumbing fixtures, tile a sink)	graded
Final price of job	\$617,021
Cost to produce	\$440,950
Gross profit	\$176,061
Budgeted gross profit	32%

Budget History

Actual gross profit

"We wound up spending more on those materials than we had planned," Irwin says. "That probably added a couple thousand dollars right there."

The project team also had to partially tear down and rebuild the existing chimney to accommodate the addition, adding several thousand dollars to construction costs.

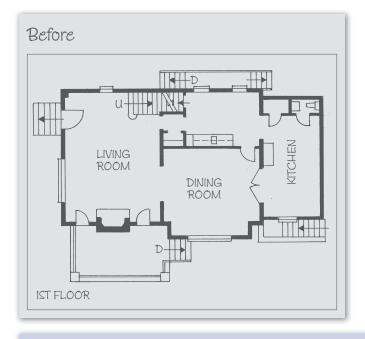
The nature of the project — adding a third floor to a 75-year-old house — lent itself to unpredictability and naturally resulted in higher costs, Irwin says. That said, he would undertake such a project again, but it's important that it's a situation and market where it makes sense, he says.

"We knew going in that the third floor addition was expensive space because of the engineering and design issues involved," Irwin says. "It's still a success, though, because we didn't greatly reduce the size of their yard. Because of where it was located, the decision to go up was a good one." termites had seriously damaged the porch roof.

"We had anticipated reusing that as part of the new porch, but instead we had to tear it off and replace it," Irwin says.

To make sure the porch blended with the rest of the home, the crew not only matched the trim but also salvaged some of the granite from the existing foundation to use on the porch footings.

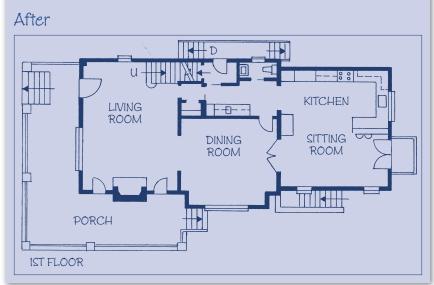
"The exact materials used in the original porch weren't available, but we were able to match the details, with the same column size







Designers took advantage of the previously unused space in the front attic to create a playroom, while the kitchen was redesigned to incorporate hardwood floors and custom walnut countertops.





STERLING_® Accord_™ Bath/Shower Module

The STERLING Accord bath/shower module made with durable Vikrell_® material is built to take a lot of abuse. It's also beautifully designed, easy-to-clean, and simple to install. It's the perfect choice for every family.





Accord's Real Tile Look

The Vikrell Difference:

- Solid material color-molded throughout
- Four-piece modular design that's great for remodeling and new construction
- Supportive structural ribs eliminate "bounce" in floor
- Caulk-free, seamless design installs directly to stud walls
- · Easy-to-clean high-gloss finish

Find your nearest plumbing store at SterlingPlumbing.com/wheretobuy or call 1-800-STERLING.

For Free info go to http://pr.ims.ca/5342-16



Inspired by the realities of life.

PROJECT SPOTLIGHT



To minimize wear and tear to the finished portion of the house, the crew built a temporary staircase that provided easy access to the third floor from the back yard.

and same railing types," Irwin says.

A unique feature of the porch was the addition of skylights in the roof above the front window. The homeowner worried the new porch would leave the living room too dark, so she asked for skylights to add natural light.

The homeowners decided to expand and redesign their kitchen, extending the back of the house to create more room.

"It was a small galley kitchen that was very chopped up with four doors leading to other rooms in the house," Irwin says. "We turned that into a butler's pantry that acts as a circulation space and pushed the kitchen out the back."

One of the homeowners' requests was custom wood countertops.

"This was the first time we'd ever done a substantial amount of wood countertops, so it was a learning experience for us," Irwin says. "We did a lot of research and worked with the homeowners, who selected black walnut for the counters."

Landis sent an employee to a lumber yard in Pennsylvania to hand-select the pieces that would be used for the counter. A woodworker in Maryland crafted the wood, which was brought to the job site for installation. While it's not something Irwin anticipates installing on many projects because of the high cost and maintenance, the clients

SNAPSHOT

Paul Irwin
Landis Construction
Location:
Washington, D.C.
Type of Company:
Design/build
Staff model:



25 office, 40 field

2006 sales volume: \$8.9 million Projected 2007 volume:

\$10.5 million

Annual jobs: 30

Biggest challenge: Increasing the livable space without greatly reducing the size of the back yard Contact: www.landisconstruction.com, paul@landisconstruction.com

said they were very happy with the final appearance. Landis recently returned to the home to extend the kitchen counter peninsula. The same woodworker came to the home to make the new counter out of the same black walnut. The finished product matches the original countertop flawlessly, Irwin says.

Attention to detail like that, as well as a good relationship with the client, led to a successful project, he says.

"There are always going to be issues, but these were good clients with good taste, so it was an enjoyable project," he says.

When all was said and done, the Landis team managed to accomplish the clients' goal of additional living space that seamlessly blended into the existing home and neighborhood. In total, they almost doubled the size of the home by adding 1,200 square feet of finished space, along with the 360 square foot porch.

And the project is still paying dividends for Landis; several new clients selected the company because of it.

"We've gotten some press for it and it's won several awards, so it's really gotten the attention of potential clients," Irwin says. **PR**

>> For more **Solutions**, visit

www.ProRemodeler.com/solutions



Durable enough to handle whatever comes its way.

Accord™ Bath/Shower Module Beautifully designed. Easy to clean. And unbelievably tough. The perfect bath.

Inspired by the realities of life.







An elegantly appointed and ergonomic layout allows a pair of serious cooks to more fully enjoy the fruits of their growing garden

KITCHEN REMODEL

REMODELER AND ARCHITECT: Carnemark
Systems & Design, Bethesda, Md.
PROJECT LOCATION: Washington, D.C.
AGE OF HOME: 70-year-old brick colonial
SCOPE OF WORK: Reorganization of kitchen to
gain elbow room and entertainment space; a
70-foot addition and relocation of an adjoining
powder room to gain 45 square feet

THE CLIENTS, BOTH ORGANIC COOKS,

wanted a kitchen for their Washington home that nourished their desire to create meals using homegrown ingredients. From a functional point of view, this required more space. Aesthetically, they wanted a look that represented their nature-based perspectives.

An avid cook himself, Jonas Carnemark, president of Carnemark Systems & Design, knew that all serious cooks have a place in the kitchen — usually the sink or stove — where they most like to orient themselves. "While most people like to sit at the sink and look out the window, I knew these



PRODUCTS LIST

Appliances: Bosch, Sub-Zero, Wolf Cabinets: Siematic Doors & Windows: Andersen Faucets: Grohe Flooring: Expanko Lighting: Lightolier Paints & Stains: Benjamin Moore Sinks: Franke



The reoriented kitchen allows an unobstructed view of the back yard and garden while cooking at the island.

clients, like a lot of real cooks, spent most of their time at the stove, so I tailored the views to how they orient themselves in the kitchen, to being at an island where you can see the entire back yard," he says.

His design removed all of the mechanics

and cabinetry that ran along the kitchen's north wall, and he also reoriented a powder room that was anchored at the northeast corner. The kitchen's north wall then became a series of 2-feet-high windows that evoke a conservatory-type feel, provid-

The View from Behind Bars

n the old kitchen, the horizontal rail of a basement entry that ran parallel to the kitchen's north wall impeded the clients' admiration of their expansive, mature garden. Beyond barring the view of their garden, the basement entry also left an awkward and unnatural negotiation between the spaces; to get to the garden from the kitchen, the clients had to first step down into the basement stairwell and then step up into the garden.

Relocating the powder room to behind the kitchen's south wall and pouring a below-grade floating concrete slab under the northeast corner of the addition gave Carnemark the opportunity to move the basement stairway to the west side of the home. Carnemark then regraded the yard to bring it level with the exterior door, hauling four truckloads of dirt away from the site to create a standard 4-inch short step onto the terrace from the kitchen.

In the end, the existing basement access remains (the new entryway runs underneath the kitchen rather than parallel to it), the clients gained storage space in the old stairwell space and the island has plumbing from shared lines with the powder room. And, most importantly, the clients got a more gracious entry into the yard.

ing a panoramic view of the lush garden. A cooks' island in the center of the kitchen gives the clients a straight-on view of the back yard.

Natural and minimally compromised materials— concrete countertops, cork flooring and maple cabinetry— are used throughout the kitchen to reflect the clients' sensibilities. A furniture approach, whereby none of the wall cabinets touch the ceiling or floor, guides the design of the new cabinetry, giving the clients the space and volume they desired.

This "demi-tall" cabinet height also allowed for more expansive backsplashes and quirky, personalized touches, such as the small window at the northwest corner that gives the homeowners a view of a





Regardless of panel temperature, CertainTeed Cedar Impressions® siding is always a perfect match. Forget about outside temperatures to install our shakes. The brightest number on our exclusive PanelThermometer™ is the only guide you need. As long as you align the same panel temperature lines to match the current temperature on the thermometer strip, you'll always achieve proper spacing. And with a great selection of styles and colors, you'll also achieve a perfect fit for all your homes.

800-233-8990, code 1105 www.certainteed.com/1105



Quality made <u>certain</u>. Satisfaction guaran<u>teed</u>. TM

INTERIOR



The concrete sink for herbs incrementally increases from 2- to 4-inches deep, which accommodates a pot filler faucet and provides a visual and functional connection to the clients' garden.

mature Japanese maple tree that they were unable to see from the original kitchen.

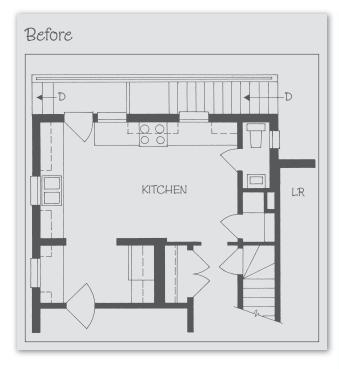
Carnemark believes designing kitchens with definitive storage (a stainless steel garage houses the microwave and other countertop appliances); food preparation areas; and cleaning and entertaining zones helps program and orient people to the space.

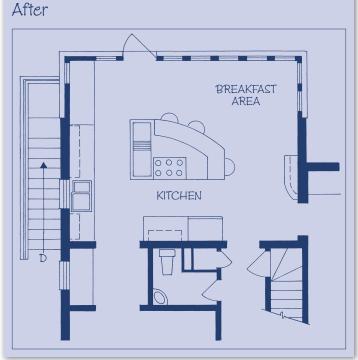
"In design, you want to create spaces with feelings, not just walls," he says. "Shapes like the canopy hood help frame the island and delineate that space — the curvatures of the shroud creates a psychological definition of space. And when you're entertaining, you don't have to do that awkward square dance when you need to get by people. The kitchen is both inviting, but it can also keep people at bay when you're working."

Part of a larger whole-house project, the \$190,000, 404-square-foot kitchen represents approximately 25 weeks of work time. **PR**

- Meghan Haynes

>> For more **Solutions**, visit www.ProRemodeler.com/solutions





DON'T DELAY! ENTER TODAY!



Remodeler Best of the Design Awards





Professional Remodeler's 2007

Best of the Best Design Awards
recognize outstanding design, quality
construction and exceptional value
in remodeling.

The **Best of the Best** program distinguishes remodelers' work nationally, so your projects will be judged against the best work of companies from coast to coast. Projects are eligible to receive a Platinum, Gold or Silver award in each category entered.

To be eligible, projects must be completed between May 1, 2006 and May 1, 2007. Mark your calendars: **completed entry forms** and fees are due May 31, 2007. Entry notebooks are due June 15, 2007.

Winners will be recognized in *Professional Remodeler* magazine, on ProRemodeler.com and at the Remodeling Show in Las Vegas.

Brought to you by:

Remodeler.

For more information and to enter, e-mail Judi.damm@reedbusiness.com

EXTERIOR





Simple room shapes satisfy the homeowners and produce a sunroom that exceeds expectations

SUNROOM ADDITION

porch with outdoor kitchen

REMODELER AND ARCHITECT: SawHorse,

Atlanta

PROJECT LOCATION: Marietta, Ga.

AGE OF HOME: 20-year-old French Country

SCOPE OF WORK: Remove the existing sunroom
and replace with a 600-square-foot addition that
includes a family room, storage area and covered

OWNERS OF THIS FRENCH COUNTRY

home were not pleased with their less-thanthoughtful existing sunroom addition, which amounted to what SawHorse project manager John Patterson calls a "giant, cedar octagon plant room." It did not blend with the home's stucco exterior, and because its only connection to the home was through a set of double doors, it didn't carry natural light throughout the home.

For their new sunroom, it was essential that the homeowners have a flat area for their young grandchildren to play. Their lush garden and dense surrounding forestry would be a backdrop, and they also wanted

The sunroom addition and enlarged breakfast room blend seamlessly with the existing home.

PRODUCTS LIST

Doors: Simpson, Tucker Fireplace: Majestic HVAC: Amana Lighting Fixtures: Halo, Lithonia Paints & Stains: Duron Roofing: Tamko Windows: Monarch, Velux





he vaulted ceilings challenged how the remodeler would connect the addition to the existing home. It was so much of a challenge the homeowners had already brought the project to several other remodelers and architects — none who could provide an adequate solution — before meeting with SawHorse. "The area of the second story adjacent to the new sunroom contained a bedroom with windows, prohibiting a typical tie-in," SawHorse Project Manager John Patterson says. However, SawHorse's architect was able to address this by creating an elaborate cricket roof that links the existing roof to the addition's roof, creating two separate rooflines.

Although this resulted in a two-inch drop where the tie-in meets the second story, Patterson insists this floating element is very gradual and does not affect the proportions of the interior spaces. "The segue from one area to the next looks like it's all original, which is what you always want in a remodeling project — the new should be obvious," he says, noting that their ability to provide this solution led to repeat business with this customer.

"We barricaded them in a dustless comfort zone, and they appreciated the care we took to keep them protected and comfortable," Patterson says. "They didn't have a complete perspective of how the rooflines worked until the very end."



Though the clients' primary objective was to create a casual play area for their young grandchildren, the floor-to-ceiling stone fireplace and its custom built-in cabinetry give the family room formality and presence for "grown-up" entertaining.

to incorporate a grilling area for entertaining.

The new sunroom is both leisurely and

The new sunroom is both leisurely and lofty. It features vaulted, 15-foot ceilings with two skylights. Together with the French doors that lead to the patio and the Palladian windows that anchor each end of the family room, the much-needed natural light streams in. Oak flooring and custom fans finish the space.

The portico provides an additional and less-formal entrance to the home, a nice alternative to entering from the garage, which is what the customers had done previously. An extra closet allows what the owners call a "plastic explosion" of toys to be contained for easy access.

"With this addition, and by enlarging the breakfast room, we created a nicer flow for the entire lower level and a better connection with the back yard, which had a really nice water feature that can now be appreciated while inside the house," says Saw-Horse Interior Designer Maribeth Gaines. The \$235,000 project was completed in









Quality: Inside and Out. Put in a quality window and everything looks brighter. Which is why investing in windows from Silver Line — now an Andersen Company — is the clear choice. You'll make a wise investment. Your customers will trust they have too.



www.silverlinewindow.com

For Free info go to http://pr.ims.ca/5342-19

Silver Line will be at The International Builders' Show in Orlando.

Visit us to see Quality: Inside and Out!

EXTERIOR



about four months.

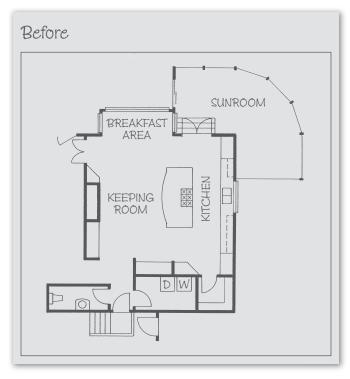
"Projects like this are great not just because of the results, but because they show how clients, project managers and builders can work together well," Patterson says. "These clients where engaged and gave us objectives throughout, which helped us know that we were constantly meeting expectations, not just at the beginning of the process. We worked together as a team." **PR**

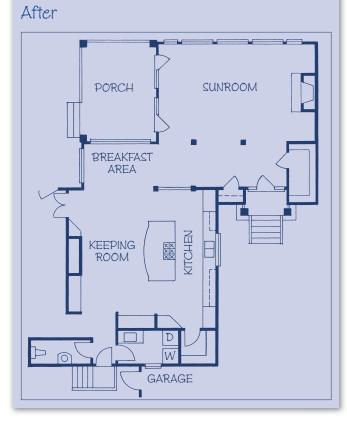
- Meghan Haynes

>> For more **Solutions**, visit www.ProRemodeler.com/solutions

Using columns to separate and define the

transitions between rooms lends the space a sense of grandeur visually but also facilitates the homeowners' need to monitor children playing in the family room without leaving the kitchen.







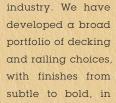
Show your clients how great outdoor living can feel with Trex®

When your clients want the best outdoor living has to offer, let them know that they want Trex. No other product comes close.

THE CUSTOMER HAS SPOKEN

Trex offers a natural beauty and barefoot comfort that no composite product can match. It's why Trex is asked for by more people than any other name in the





a wide variety of rich, inviting colors and options. So no matter what style your clients ask for, you can always deliver the quality that only comes with Trex.

THE PROOF IS IN OUR RECORD

Hands down, Trex has the longest record of proven performance in the field. Trex never rots, warps or splinters, so it requires little maintenance. We're so confident in the durable beauty of Trex, we back it





with our 25-Year Limited Warranty. You'll find Trex cuts, routes and fastens easily,

for an outstanding workability. We've also made installing Trex railing a snap with our time-saving TrexExpress™system.

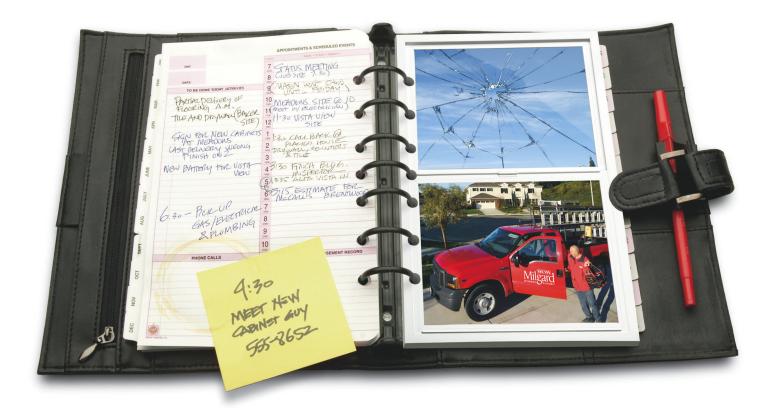


And you can even shape and bend Trex to create dramatic, sweeping curves.

WE'VE GOT YOUR BACK

When you choose to build with Trex, we will provide all the tools you need to build your business too: a dedicated help-line, a powerful lead generation machine, effective marketing materials, a rewarding incentive program, along with comprehensive field support and training. It's the best trade partner support program in the business. For the best trade partners in the business: ours.

Learn how easy it is to build your business with Trex. Visit trexpartners.com today or call 1-800-BUY-TREX, ext. 6336.



A service claim shouldn't put a hole in your schedule. That's why Milgard crews handle all our warranty work.

Visit milgard.com or call 1.800.MILGARD.



"Highest in Subcontractor Satisfaction Among Commercial Window and Door Manufacturers"

Most window warranties cover parts. But they don't cover labor. Which means you're the one who's heading out to service the warranty claims. Milgard has a full lifetime warranty that covers parts and labor. If your customer ever has a warranty claim, we take care of it. A specially-trained Milgard crew will go to the site and make things right.

Milgard Windows & Doors received the highest numerical score in the proprietary J.D. Power and Associates/McGraw-Hill Construction 2006 Commercial Window and Door Subcontractor Satisfaction Study. Study based on responses from 476 subcontractors measuring 7 manufacturers surveyed in May through July 2006. Your experiences may vary. Visit jdpower.com.

solutions Construct

PLUMBING'S NEXT GENERATION

Home-run plumbing offers flexibility to remodelers, homeowners



By Scott T. Shepherd PATH Partners

PLUMBING CAN BE A MAJOR HASSLE

for professional remodelers. Pipes take up space and limit where walls can go and which walls can come down. It also can take days for a plumber to reroute conventional piping. Some of these systems leave little room for plumbing upgrades or make it difficult for homeown-

ers to reach shutoff valves. So, what better options do you have?

How about home-run plumbing?

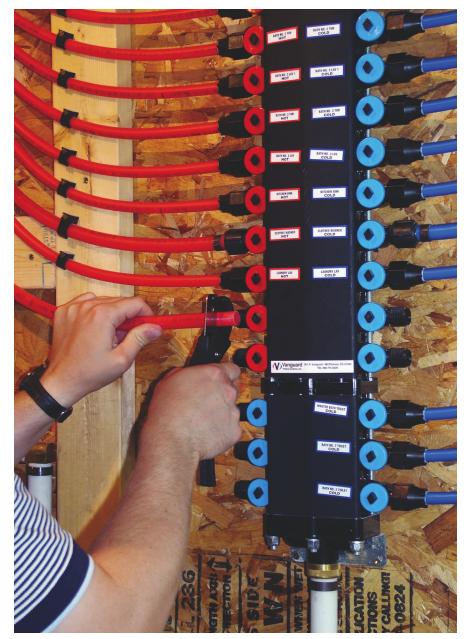
For You and Your Client

Home-run plumbing is a simple and affordable plumbing upgrade using PEX — cross-lined polyethylene piping — that

Plumbers string PEX piping from the central manifold directly to individual fixtures.

simplifies the job for the contractor, particularly during additions. Home-run plumbing speeds construction, which can lower costs — and inconvenience to your client — on all remodels that include replac-

Construct solutions



A plumber connects a hot water supply pipe made from PEX to the central manifold. Compared to copper piping, PEX piping can save 20 percent on the installation.

ing old piping or making other major plumbing modifications. You also have the benefit of knowing that you've delivered a higher-quality product.

This innovative plumbing system uses a central plumbing manifold — essentially, a plumbing fuse box — to feed hot and cold water through flexible supply lines to individual fixtures. Here's how it works:

- The manifold provides a central point of water flow, with the option of shutoff valves to each fixture. The manifold accepts all common supply line sizes, down to % inch.
- Parallel supply lines, one to each fixture, require few or no fittings. That means less work for the plumber and more consistent water pressure for the homeowner.

Put to the Test

s PEX piping really better than copper?
That question confronting remodelers was also on the minds of PATH and the NAHB
Research Center. In 2005, the two collaborated with Nebraska builder Fernando Pagés Ruiz to compare installation, material cost and performance at Pagés Ruiz's Liberty Village project in Lincoln, Neb. They tested four homes with identical floor plans and identical demands on the plumbing system. Two homes used copper, and two homes used home-run plumbing. The results were definitive: the home run system significantly reduced installation time over copper, which required additional labor for fittings.

For material costs, copper was marginally less expensive due to the central manifold and the limited local availability of PEX. However, installation and material costs for home-run plumbing were still 28 percent less.

In performance testing, PEX delivered hot water an average of 30 percent quicker to the lavatories farthest from the hot water heaters.

Results of the Liberty Village evaluation are available at www.pathnet.org. Click on "Practices."

• The supply lines comprise PEX, which means the flexible piping can easily be threaded around structural members, through walls and through crawl spaces. Although PEX needs to be fastened at intervals, it still results in a lot less cutting and welding or gluing for the plumber. That means less time spent on the job.

According to research by the Partnership for Advancing Technology in Housing (PATH) and the NAHB Research Center, PEX piping performs better and costs less to install than copper (see sidebar, "Put to the Test").

Installation

It is important to properly install and care for home-run plumbing.

First, install the central manifold in a convenient and accessible location, such as a basement wall or a service closet. This allows easy access for shutoff to



More Competitive Bids On Your Business Purchases Less Bull

Streamline your business purchasing process by using BuyerZone to get fast, competitive bids from top local and national vendors.

Join the millions who have saved time and money by relying on BuyerZone's Request for Quotes service across more than 125 categories of business purchases. Best of all, it's free.

Buy smarter and start saving today!

Visit www.BuyerZone.com

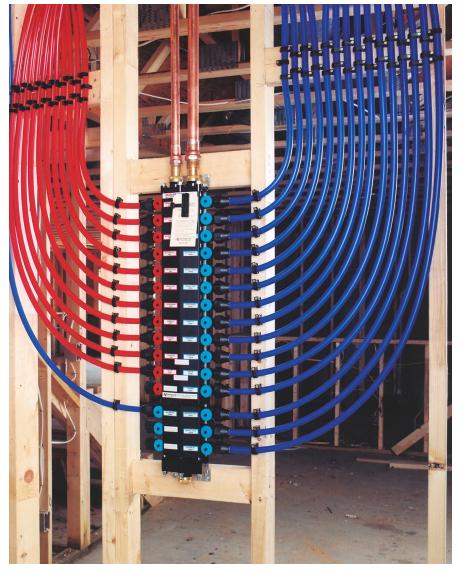
Use BuyerZone to get FREE price quotes for the following types of purchases:

- Construction Equipment
- Construction Software
- Office Equipment & Furniture
- Trailers & Containers
- HR & Benefits
- Air Compressors
- Equipment Leasing
- Security Systems
- Marketing Services
- Telecommunications ...and more



A division of Reed Business Information.

Construct solutions



The central manifold allows individual water supply pipes made from PEX to go directly to the fixture. Hot water is delivered up to 50 percent faster than with traditional copper supply piping.

individual fixtures.

Install manifolds near the water heater.

Minimum clearances of 36 inches vertically and 18 inches horizontally are needed between a thermoplastic manifold and a water heater.

Ensure that PEX piping has 12 inches vertical clearance and 6 inches horizontal clearance from other heat sources, such as light fixtures, gas flues and heating appliances. PEX can melt, distort or crack if exposed to excessive heat, so during installation, shield it from high-temperature

sources, such as torches used for soldering other equipment. PEX also should not be exposed to freezing temperatures or sunlight. Protect it from abrasive surfaces, which can damage the pipe as well. Follow the manufacturer's installation instructions, and check your local code provisions.

Around Corners

Too often, plumbing constrains remodelers from recommending designs they want.

"We were looking for the design flexibility home-run plumbing gives you in a

remodeling project," says Tommy Strong, a project manager for Brothers Strong Residential Design and Build in Houston. "The existing structure can be very restricting, and copper is difficult to work with in small spaces. Above all, flexible piping is ideal in retrofits or additions where you are working with the existing piping," he says.

Strong cites one job where the company was hired to expand a one-car garage into a three-car garage with a living space, including two full bathrooms on the second floor. Using copper would have been much more difficult and labor intensive to extend the piping from the old part of the home into the new bathrooms.

"There were several tight spots as we were trying to get from old areas to new areas," Strong says. "We probably would've had to make some design compromises if we used hard piping, such as building out some fir downs or lowering the cathedral ceiling a little bit. With PEX, we didn't have to worry about that."

It only took one day to install the plumbing for the two-bathroom addition. Other plumbing configurations using PEX can save time, including remote manifold, trunk and branch and combinations of the three. Each has its own cost/benefit combinations, so review your options.

Costs and Savings

The financial bottom line often keeps remodelers from trying less traditional construction technologies. But with homerun plumbing, money shouldn't be an issue.

PEX piping and a manifold usually cost less to install than conventional plumbing because there is less cutting and no pipe to solder or glue. There is less chance of leaks after pressure testing and easier access to joints for repairs. The entire test-out time should also be shorter.

However, Brothers Strong president Michael Strong warns that not all plumbers are willing to share those cost savings with you.

"One of the problems that we are struggling with is that our plumbers are

FRANCHISING

CHUCK GABBERT

Owner: C.T. Gabbert Remodeling and Construction, est. 1978

Owner: DreamMaker
Bath & Kitchen franchise,
Peoria, Illinois,
est. 1989

From Local Independent Business Owner to National Leader: Peoria Native Learns the Power of Franchising

Chuck Gabbert credits much of his success to the fact that he "just didn't know any better" when he launched C.T. Gabbert Remodeling and Construction in 1978. A native of Peoria, Illinois, he got married, bought a house and went into business all in one year. In 2003, Chuck was named DreamMaker Bath & Kitchen's Franchisee of the Year at the company's national convention. In 2004, Professional Remodeler magazine named him a Benchmark Market Leader for having one of the best practices in the nation. By 2006, he made the "Big 50" list in Remodeling magazine.

When you decided to open your own remodeling business, what challenges did you face?

Chuck: Since I was broke, I figured I had nothing to lose, but it turned out that I had plenty to learn. I learned that pounding nails was the easy part. When

DreamMaker is very particular in choosing its franchisees because they know that the value of the brand lies with its franchise owners.

I started, I was surprised by the amount of time needed to do paperwork, run estimates and work with my wife, Becky, keeping the books. Job costing was the toughest part of the business, making sure that I calculated the cost of the work properly to show a profit at the end of the day. I knew I could build anything, and I loved the satisfaction of standing back at the end of the day and being able to see what was accomplished. You just don't get that same feeling from shuffling papers. But I hired good people, accepted good construction jobs and we slowly



prospered. From kitchen remodels to additions to entire new houses, my business and my managerial experience grew. By 1987, I had bought an 11,000 squarefoot building for the operation. Every risk paid off. But when I considered my long-term future, I questioned my retirement options.

So, it was a life after business that made you consider franchising?

Chuck: Yes. When the owners of construction companies retire, they don't sell their business. They put it up for auction. People don't want to buy your business. They want to buy your equipment. In 1989, I decided to strengthen my position by buying a franchise that complemented my remodeling business and would be worth something when I was ready to move on.

How did you choose DreamMaker Bath & Kitchen?

Chuck: I looked at DreamMaker as a product, like McDonald's or Subway. I figured I could buy it, build it into a strong business, and maybe sell it when I wanted to retire. The value of the DreamMaker name as a brand is priceless.

DreamMaker is very particular in choosing its franchisees because they know that the value of the brand lies with its franchise owners. That

assures me that they are protecting my investment in the company and ultimately my reputation. I've built my livelihood on doing quality work, and I have that in common with DreamMaker's franchisees around the country. So many of us turned our family business into a DreamMaker Bath & Kitchen franchise, and we all agree that it was one of our best business decisions.

How has your business changed since you became a franchise owner?

Photo: Chuck Gabbert and daughter, Kari

Chuck: We specialize in kitchen and bath remodeling projects from \$15,000 - \$50,000 and it's done so well for us that, by 1990, we bought the 6,000 square-foot building next door to make more room for ourselves. In 2001 we added a 2,500 square-foot showroom for our customers. Our kitchen and bath business has grown five-fold since then. Using the systems that I learned through DreamMaker's franchise training has helped us turn around estimates faster and work more efficiently. DreamMaker's national buying power also gives me access to better products at better prices for our customers than I could get on my own.

What's been the biggest benefit of being a DreamMaker Bath & Kitchen franchisee?

Chuck: I now have access to a peer network of DreamMaker franchisees that I can turn to if I have questions. Nobody with a DreamMaker franchise is a direct competitor in my market, but they all know what it's like to operate my business. It's the best of both worlds.

About DreamMaker Bath & Kitchen:

Located at 1020 N. University Parks Drive in Waco, Texas, DreamMaker Bath & Kitchen has approximately 105 independently owned and operated franchises nationwide.

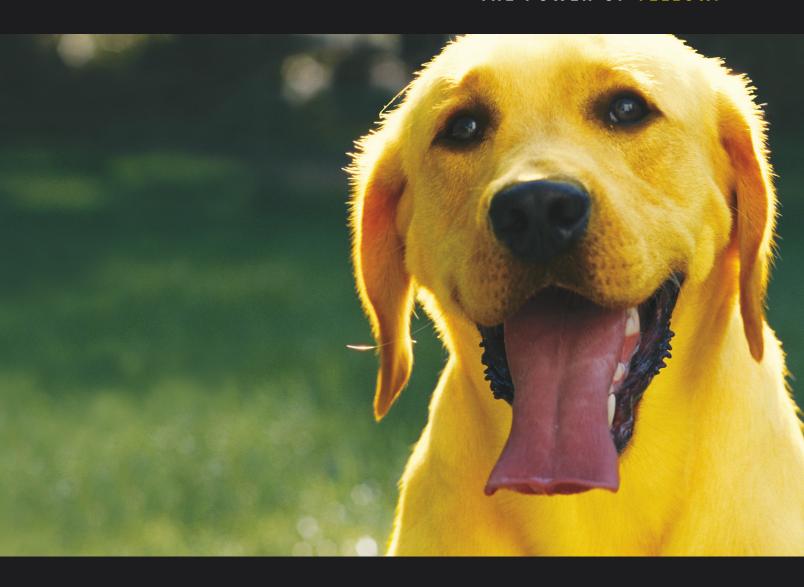


DI WORDDWID

For more information, please call 800-253-9153

www.DreamMaker-remodel.com

THE POWER OF YELLOW.



Faithful and true — no matter what. Every day, Pella will be right beside you — providing window and door solutions with a level of service and integrity that will make a positive difference to your bottom line. Learn more about why The Power Of Yellow is a remodeler's best friend.

866-829-9047 www.pella.com/pro



solutions

Construct

not giving us the price break for the plumbing installation when we know the labor is a fraction of normal costs," says Michael Strong.

When plumbers give estimates for a project, Strong says they often claim it's going to take longer because it's non-traditional technology.

However, the marketplace is full of plumbers with some — if not extensive — experience with PEX piping. You might need to let your plumber know that you understand the cost and time savings available through PEX and you expect to see those savings in the estimate.

Materials cost is also comparable. For a manifold plumbing system, the price tag varies depending on number of ports, whether they include gate valves and the materials they contain. Some systems run as little as \$35, while high-end manifolds can exceed \$200.

However, local supply of PEX and manifolds heavily influences cost competitiveness. Ask your suppliers if they keep it in stock. And if they don't, ask why not.

Homeowner's View

Presenting your customers with a new product might require you to provide a little education, too.

"It's still a new enough technology where you can't walk into a house and start plumbing with it and not have the homeowner be part of that decision-making process," Michael Strong says. But homerun plumbing should be an easy sell, considering its numerous benefits to homeowners.

The most exciting feature for many clients will be the speed with which hot water gets to the faucet. Tests show that PEX delivers hot water 30 percent faster than standard piping (see sidebar, "Put to the Test). Those extra minutes can mean a lot to homeowners rushing through their morning routine.

If your clients have an old plumbing system, shutting off the water to one leaky pipe means shutting off the whole system. With a centralized shut-off valve at each

Resources

- PATH Case Study: "Houston: Home Run Plumbing with Cross-linked Polyethylene (PEX) Piping and a Plumbing Manifold" www.pathnet.org/sp.asp?id=19162
- PATH Tech Set #1: Resource-Efficient Plumbing www.pathnet.org/sp.asp?id=14055
- VIDEO: PATHtv: "Water Distribution: The Flow of Innovation"
 - www.pathnet.org/sp.asp?id=10787
- Toolbase: Cross-Linked Polyethylene (PEX)
 Water Supply Piping
 www.toolbase.org/Technology-Inventory/
 Plumbing/cross-linked-polyethylene-pex
- ToolBase TechSpecs: Home Run Plumbing www.toolbase.org/pdf/techinv/ homerunplumbingsystems_techspec.pdf

supply line, plumbing emergencies, repairs and upgrades are much easier to handle.

Plus, emergencies should be far less common because most plumbing leaks occur at the joints in fittings. PEX home-run systems require few or no fittings, so leaks are less likely.

PEX piping also expands and contracts more easily than copper or other plastic piping. This means it's less likely to freeze and burst if your client forgets to turn off the water before going away on vacation.

Since PEX piping insulates better than metal pipes, the cold water pipes won't sweat as much on humid days, and your clients might even save a little money heating water.

The next generation of piping is here. With little or no extra investment, you can have more flexibility in your next project and improve the plumbing for your client. **PR**

Scott T. Shepherd writes about better building practices on behalf of the Partnership for Advancing Technology in Housing (www.pathnet.org). PATH is administered by the U.S. Department of Housing and Urban Development. Learn more at www.pathnet.org.

>> For more **Solutions**, visit

www.ProRemodeler.com/solutions

THE POWER
OF PERSUASION.



Pella's beautiful Mahogany, Alder,
Douglas Fir and Pine windows and
doors have the amazing ability to
turn house hunters into homebuyers.
That's The Power Of Yellow."

Call 866-829-9047 or visit www.pella.com/pro.



VIEWED TO BE THE BEST.*

For FREE info go to http://pr.ims.ca/5342-25

© 2007 Pella Corporation

NEW PRODUCTS



DANZE

The Victorian-inspired Opulence two-handle, wall-mount faucet from Danze features a 12-inch spout. The range of products in the collection includes the deck-mount pot filler; a wall-mount pot filler; pull-down and pull-out faucets; and single-handle options. Colors include chrome, antique copper, satin black, oil rub bronze and stainless steel finishes.

For FREE info go to http://pr.ims.ca/5342-125

FLOOD

Featuring the company's Acrytol formula, Flood's FloodPro Supreme Performance premium finish is a waterborne system that penetrates deep into wood. The stain can be used on surfaces and conditions such as exotic hardwood and high-altitude applications and is guaranteed to last five years on exterior vertical surfaces and three years on decks.

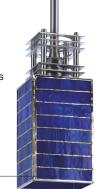
For FREE info go to http://pr.ims.ca/5342-127



MEYDA TIFFANY

Tiki Mini Pendants from Meyda Tiffany, handcrafted of fine art glass, sport a brushed nickel finish. The pendants are featured in cobalt, kelp and flame. Each mini pendant is 30 inches tall and 5 inches wide. The company also offers various other collections, including the Old Forge and Art Glass windows.

For FREE info go to http://pr.ims.ca/5342-126





BONSAL

One-piece, pre-formed niches for use in tile installation projects by Bonsal are, according to the company, easy to install and are ready to tile in minutes. The products are available in four styles — square, narrow combo, soap and wide combo — for applications in the bathroom or recessed shelving.



YORK

Keeping with the compact HVAC unit trend, York's mc2 AC unit features a variable speed motor and a quieter operation volume at 72dB. The unit outputs single-stage heat and is 13 SEER. The unit has a five-year warranty on the compressor and a five-year limited warranty on its functional parts.

For FREE info go to http://pr.ims.ca/5342-129



MILWAUKEE

Corded Rotary Hammers featuring Milwaukee's Anti-Vibration System (AVS) for the 1-inch SDS category have three modes of operation — hammer-drill, drill and chipping. Following the cordless V28 Rotary Hammer, the corded hammers have a keyless SDS chuck for tool-free bit changes and a variable speed trigger and reverse switch.

For FREE info go to http://pr.ims.ca/5342-130



JACUZZI

The Home Spa towel warming drawer from Jacuzzi can hold up to four towels in the drawer by draping them over the specially designed heatgenerating poles. The towels are warmed to 120 degrees in 15 minutes. The product is offered in a standard 36-inch or 24-inch size and can be incorporated into existing cabinets.

For FREE info go to http://pr.ims.ca/5342-131

LATICRETE

Hydro Ban by Laticrete is a thin loadbearing waterproofing and anti-fracture membrane that inhibits mold growth and does not require the use of fabric in the field, coves or corners. It bonds directly to drains and pipe penetrations and allows for flood testing in only 24 hours. It is backed by a 10-year system warranty.





Masonry Box
Flange Frame

Fin with

Fin

J-Channel

It used to be that window installer Reggie Neilson got very frustrated putting in those heavy, bulky hurricane windows. But now, thanks to new integral frame options on Simonton's StormBreaker Plus® windows, it's quick. With less adjusting. Less hassle. And a whole lot less aggravation. Ranked "Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers" by J.D. Power and Associates, Simonton windows have impressed thousands of professionals. Not only

for their ease of installation, but for their beauty and strict adherence to hurricane codes. Available with masonry

flange for masonry construction, box frame for retrofit, fin for brick, and fin with J-channel for siding, Simonton StormBreaker Plus® windows will improve your productivity and the disposition of workers, like Reggie. To learn more, call 1-800-SIMONTON or visit www.simonton.com.





For Free info go to http://pr.ims.ca/5342-26

Simonton Windows received the highest numerical score in the proprietary J.D. Power and Associates/McGraw-Hill Construction 2006 Residential Window and Patio Door Builder and Remodeler Satisfaction Study. Study based on 2,343 responses measuring 10 companies and measures opinions of new bome builders and remodelers surveyed in May through July 2006. Your experiences may vary. Visit jdpower.com.

Interior Products

LOCKSETS & HARDWARE

BALDWIN

The tubular locking system family from Baldwin includes sectional and emergency egress entrance sets, deadbolts and knob and lever sets. Interior passage, privacy and keyed sets are available as well. Named after a 17th-century New York village, the Bethpage locking hardware has 17 finishes forged out of brass.

For FREE info go to http://pr.ims.ca/5342-133



MARKS USA

The Hi-Security locks from Marks USA has a combination standard pin tumbler cylinder with a side-bar locking mechanism corresponding to a security feature designated by uniquely shaped side pins corresponding to a factory-milled groove on the key. Cylinders currently available include mortise; rim; a combination mortise and rim; key-in-knob; and deadbolt.

For FREE info go to http://pr.ims.ca/5342-134



Crafted from brass, Accents decorative storm door latches and levers are available in Hickory Hardware's Cumberland, Villa, Georgian, Serenade and mortise styles in polished brass and satin nickel finishes. Accents coordinates with the company's Wright Products Impressions line of entry door hardware and fits most wood or metal out-swinging storm doors from ³/₄-inch to 1½-inches thick.

For FREE info go to http://pr.ims.ca/5342-135



L.E. JOHNSON PRODUCTS

The latest privacy 1¾-inch pocket door locks from L.E. Johnson Products feature automatic latching; push-button latch disengagement for easy door opening; and one-touch privacy locking with emergency release. The locks fit standard 2⅓-inch bores and can be used in single or converging pocket door applications.



LOCKSETS & HARDWARE

SCHLAGE

The electronic keypad locks and deadbolts from Schlage, a division of Ingersoll Rand Security, feature a four-digit code system on blue LED-lit keypad. The owner has two preprogrammed access codes and can store an additional 17 codes. The line has eight finishes in two different designs and runs on a nine-volt battery.

For FREE info go to http://pr.ims.ca/



OMNIA INDUSTRIES

The latest hardware collections from Omnia Industries includes the 9454 line, part of the company's Vintage cabinet hardware collection. The pulls measure 3%-inches wide and project 15% inch. Finishes include satin nickel, oil rubbed bronze, vintage copper, vintage iron and the company's MaxBrass no-tarnish option.

For FREE info go to http://pr.ims.ca/5342-138



Coverings Chicago!

At Coverings 2007, you'll uncover an international marketplace of tile and stone solutions that is unparalleled. You'll also:

DISCOVER NEW PRODUCTS AND SUPPLIERS. Preview the hottest products, trends, tools and fabrication technologies from over 1,200 of the world's leading manufacturers and suppliers.

FIND NEW SOLUTIONS. With over 70 free seminars, you will learn new techniques and solutions to enhance your tile and stone business, while being inspired by masters in the field.

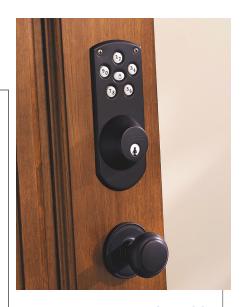
CONNECT WITH BRILLIANT MINDS. Coverings brings together the leaders, innovators and rising stars in our industry at the hottest networking events in the country.

Only Coverings has the resources you need to drive your business into the future. Plan now to join us in Chicago. YOU CAN'T AFFORD TO MISS IT.



REGISTER TODAY AT WWW.COVERINGS.COM.
BE SURE TO ENTER VIP CODE CTEO2 WHEN REGISTERING ONLINE.

For FREE info go to http://pr.ims.ca/5342-27



WEISER LOCK

Locksets from Black and Decker's
Weiserlock brand now feature the
company's iron black finish, available in
the company's following product lines:
Augusta Handleset, Aspen levers, Troy
knobs, Family and on the D9000 Series
Deadbolt and the latest addition, the
keyless Powerbolt (shown). The finish is
guaranteed not to scratch, corrode or
tarnish over time.

Interior Products

LOCKSETS & HARDWARE



AMEROCK

The Mulholland and Eydon collections (shown) from Amerock feature finishes such as oil-rubbed bronze and weathered nickel copper for cabinets or drawers. The Mulholland line features curves and the Eydon has a worn look with rugged textures. Coordinating hardware for appliance doors is also available.

For FREE info go to http://pr.ims.ca/5342-140



ATLAS HOMEWARES

The stainless steel Zephyr bath collection from designer Adrienne Morea and Atlas Homewares features coordinating towel bars, rings, robe hooks and a toilet paper holder. The back plates are 2 by 3 inches except those for the 24-inch towel bar, which are 2½ by 3 inches. Each piece includes concealed mounting hardware.

For FREE info go to http://pr.ims.ca/5342-141



We've got you covered like no one else!

Hopefully you know by now that KOMA is the most durable trim preferred by builders and contractors. Because unlike wood, KOMA is weatherproof, impervious to rot, and resistant to insect damage. Now we're the cleanest too, because our trim is now available in a protective wrap for spotless installation every time.

Ask your dealer about wrapped KOMA.



Visit our website for more information and to find a dealer near you.

www.komatrimboards.com 1.800.330.2239



KOMA is a trademark of Kommerling USA, Inc. 3402 Stanwood Boulevard • Huntsville, AL 35811



One coat. No primer. Spray or brush onto any masonry surface. Beautiful sanded matte finish. 30 colors to choose from. Backed by a 10-year limited warranty. Not only will Boral® ReCote™ rejuvenate your next remodeling project — it will rejuvenate your business. See it today in your Boral® showroom, your one-stop shop for a variety of great masonry products and unbeatable service.

- o 1.800.5BORAL5
- $\circ \qquad \textbf{W}\,\textbf{W}\,\textbf{W}\,\textbf{.}\,\textbf{B}\,\textbf{O}\,\textbf{R}\,\textbf{A}\,\textbf{L}\,\textbf{B}\,\textbf{R}\,\textbf{I}\,\textbf{C}\,\textbf{K}\,\textbf{S}\,\textbf{.}\,\textbf{C}\,\textbf{O}\,\textbf{M} \\$

DECKING

Easy care drives composite growth

While treated lumber and cedar continue to have their place in the decking market, composites are leading the way.

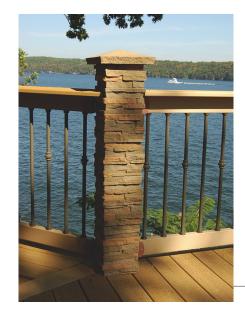
"That's where all the growth is coming from," says Michael Morrow, president of Outdoor Living/Archadeck of St. Louis, one of the leading deck installers and dealers in the country. "Eighty percent of our business now comes from composites."

Customers are asking remodelers for composites, largely thanks to exposure on the the Internet, television and in print. Consumers are doing their research, Morrow says.

"Composites fit with today's homeowners and their maintenance-free attitudes," he says. "They've got vinyl siding, they've got vinyl windows — they want their deck to be that easy, too."

For remodelers, composites don't require much of a learning curve when it comes to installation. The biggest challenge for most installers new to composites is getting used to hauling the boards, because their higher density makes them heavier than wood, Morrow says. Because of that higher density, Morrow recommends that his installers and his customers predrill before inserting screws to avoid "mushrooming" that can detract from the final look of the deck.

One other area of concern: although composites will not change shape due to moisture gain or loss, the lengths can be affected by severe thermal gain and loss. A 16-foot board will shift about ¼ inch in a 100-degree swing, which is not out of the ordinary in some northern parts of the country throughout the year.



DECKORATORS

Made in 6- by 6-foot sections, the latest post covers from Deckorators include the Stacked Stone Collection made in the company's canyon, gray and Sedona colors. Each post cover is 24 inches tall and is made of a high-density polyure-thane epoxy with a proprietary molding process that mimics the look of stone. Connectors accommodate a variety of rail angles, and the product features a 25-year warranty against cracking, splitting or warping.

For FREE info go to http://pr.ims.ca/5342-142

A.E.R.T.

Cherry and earthtone colors have been added to A.E.R.T.'s MoistureShield composite decking line. The material has a deep wood grain texture and is made of recovered wood fiber and recycled polyethylene plastic. Colors also include Cape Cod gray, seasoned mahogany, rustic cedar and classic natural. The company provides a 50-year limited warranty.

For FREE info go to http://pr.ims.ca/5342-143





ELKCORP

According to the company, the CrossTimbers composite decking and RailWays composite railing from ElkCorp resists sagging, splintering, warping, insects and rotting. The beams span 24 inches and are treated with non-toxic chemicals. The decking can be assembled with the company's EZ-Build or Sabre concealed clip fasteners and is available in four colors. The line carries a 20-year limited warranty.

Exterior Products

DECKING



TREX

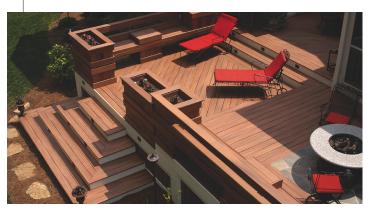
Remodelers can choose from either a wood grain pattern or a smooth contemporary look with Trex's Accents reversible deck boards. The product line is made in reddish-brown, Winchester grey, saddle (tan) and woodland brown. The boards are made out of reclaimed wood and recycled plastic and the colors reach their final shades after eight to 12 weeks of outdoor exposure.

For FREE info go to http://pr.ims.ca/5342-145



The Exotics from Fiber Composites' Fiberon family is a composite deck line designed to mimic exotic tropical wood. Two options are available: the Jatoba, which copies the grains of woods such as ipe and cambara, and the Mahogany, made to look similar to natural mahogany, redwood or Brazilian cherry. The line features a 20-year limited warranty.

For FREE info go to http://pr.ims.ca/5342-147





TEKNOR

TEK Deck Pro by composite deck manufacturer Teknor combines a UV absorber with a biocide. The line uses the company's Masterbatch technology, which incorporates pigments whose high infrared reflectance level reduces heat buildup in deck components that can cause polymer degradation.

For FREE info go to http://pr.ims.ca/5342-146



ROYAL CROWN

The Harmony Select Decking and Railing System from Royal Crown uses the company's Celucor blend of wood fibers, vinyl and cellular PVC capped in a thermoplastic resin. The boards have a variegated wood grain appearance and are offered in deep red mahogany and weathered gray. According to the company, the boards are colorfast and are covered by a warranty.

Product and Literature Digest

COMMERCIAL **CASEWORK**

CabParts produces easily assembled, frameless, modular cabinet boxes. custom-sized casework, drawer boxes, adjustable shelves, slab-type doors and drawer fronts plus a modular, wall-hung closet/storage/organizer system, Service nationwide has been provided since 1987.

The CabParts product line is specifically suited for use by Cabinet and Millwork Shops, General and Remodeling Contractors, Building Maintenance Departments, Design/Build Firms, Architects and Project Managers.

Outsourcing your casework requirements from CabParts means:

- increased profitability
- higher productivity
- better cost control
- consistent quality

www.cabparts.com

Confirmat Joinery Dowel Joinery



RESIDENTIAL **CASEWORK**

Your Case Work Made Easy



For the full story on CabParts or to download a FREE digital catalog please visit our website www.cabparts.com or give us a call at 970.241.7682







For FREE info go to http://pr.ims.ca/5342-200



For FREE info go to http://pr.ims.ca/5342-201

COLUMNS BY OUTWATER



We Stock More Varieties of Columns Than Rome and Greece Combined!







Wood • Fiberglass • Aluminum • Polyurethane

Free 1,100+ Page Master Catalog!

LOWEST PRICES...WIDEST SELECTION... ALL FROM STOCK!



ARCHITECTURAL PRODUCTS BY OUTWATER Call 1-888-772-1400 (Catalog Requests) 1-800-835-4400 (Sales) • Fax 1-800-835-4403

www.outwater.com New Jersey • Arizona • Canada

For FREE info go to http://pr.ims.ca/5342-202

Expand Your Line, Increase Profits, With **Vinyl Window** Wells

- Easy to Install
- 30 Year Warranty
- Meets ICC (SRR310)

3 Styles • Any Size • Optional Caps

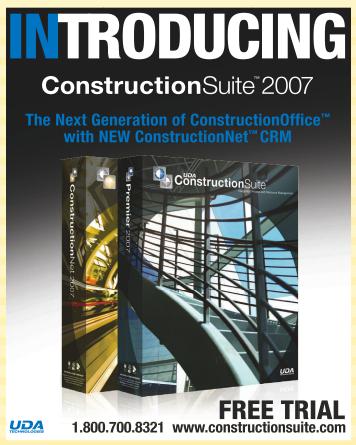
Gordonville, PA | 717-768-0618

WINDOW WELLS

For FREE info go to http://pr.ims.ca/5342-203



Product and Literature Digest



For FREE info go to http://pr.ims.ca/5342-205

Glass Rail Accents



Designing a beautiful deck has never been easier than with Maine Ornamental's Tiffany-style Glass Rail Accents. These striking glass accents turn any outdoor project into a work of art. Rail accents are available in Tiffany-style Sunflower, California Grape, and Mission.

www.postcaps.com/prf Ph: 866-910-9096

Maine Ornamental

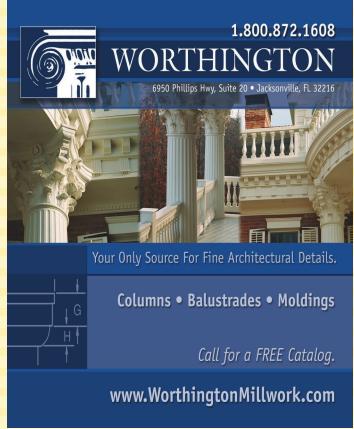
For FREE info go to http://pr.ims.ca/5342-207

Professional Remodeler

For information on advertising in the **Product and Literature Showcase Contact Shelley Perez** Ph: 630-288-8022

Fax: 630-288-8465

E-mail: shelley.perez@reedbusiness.com



For FREE info go to http://pr.ims.ca/5342-206

Marketplace



For FREE info go to http://pr.ims.ca/5342-251

Don't Forget To Advertise in Marketplace Place your ad in **PROFESSIONAL REMODELER** Call Shelley Perez at 630-288-8022 Fax: 630-288-8465

For FREE information on any Professional Remodeler advertisers, go to http://proremodeler.ims.ca

Advertiser Index		
Advertiser	Page No.	Web Site
+ Boral Bricks	66	http://pr.ims.ca/5342-29
BuyerZone	55	http://pr.ims.ca/5342-22
CertainTeed Building Solutions	13	http://pr.ims.ca/5342-6
Certainteed Building Solutions	4	http://pr.ims.ca/5342-3
Certainteed Restoration Millwork	18,19	http://pr.ims.ca/5342-9
+ CertainTeed Roofing	25	http://pr.ims.ca/5342-10,11
CertainTeed Siding Collection	43	http://pr.ims.ca/5342-18
Coverings 2007	64	http://pr.ims.ca/5342-27
CPI Plastics	6	http://pr.ims.ca/5342-4
Dream Maker Bath & Kitchen by Worldwide	57	http://pr.ims.ca/5342-23
Fiberon	16	http://pr.ims.ca/5342-8
JELD-WEN	IFC-1	http://pr.ims.ca/5342-1
Koma Trimboards	65	http://pr.ims.ca/5342-28
Latitudes	73-IBC	http://pr.ims.ca/5342-30
LG HI-MACS	29,31	http://pr.ims.ca/5342-12,13
Marvin Windows & Doors	8,9	http://pr.ims.ca/5342-5
Milgard Manufacturing	52	http://pr.ims.ca/5342-21
Pella Corp.	58,59	http://pr.ims.ca/5342-24,25
Professional Remodeler	45	
+ Professional Remodeler	62,66	
SBR/Simonton Windows	33	http://pr.ims.ca/5342-14
+ SBR/Simonton Windows	62	http://pr.ims.ca/5342-26
Schlage Lock Co.	15	http://pr.ims.ca/5342-7
Silver Line Windows	49	http://pr.ims.ca/5342-19
Sterling Plumbing	38,39	http://pr.ims.ca/5342-16,17
Therma-Tru Patio Door Systems	74-BC	http://pr.ims.ca/5342-31
Trex	51	http://pr.ims.ca/5342-20
USG	2	http://pr.ims.ca/5342-2
US Cellular	20	http://pr.ims.ca/5342-15
+ REGIONAL		

Professional Remodeler (ISSN 1521-9135) (GST #123397457) Vol. 11. No. 2 is published monthly by Reed Business Information, 8878 S. Barrons Blyd., Highlands Ranch, CO 80129-2345, Reed Business Information, a division of Reed Elsevier, is located at 360 Park Avenue South, New York, NY 10010, Tad Smith, CEO: John Poulin, Chief Financial Officer; Jeff Greisch, President, Chicago Division; Circulation records are maintained at Reed Business Information, 8878 S. Barrons Blvd., Highlands Ranch, CO 80129-2345. Phone 303/470-4445. Periodicals Postage Paid at Littleton, CO 80126 and at additional mailing offices. POSTMASTER: Send address changes to Professional Remodeler, P.O. Box 7500, Highlands Ranch, CO 80163-7500. Rates for nonqualified subscriptions: U.S.A., \$77.90 1-year; Canada, \$97.00 1-year; Foreign surface, \$128.50 1-year. Single copies are available for \$10 US and \$15 foreign. Please address all subscription mail to Professional Remodeler, 8778 S. Barrons Blvd., Highlands Ranch, CO 80129-2345. Professional Remodeler is a registered trademark of Reed Elsevier Properties Inc., used under license. Printed in U.S.A. Reed Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever,

CONTACT INFO:

Associate Publisher/Director of Sales

Tony Mancini

610/205-1180, Fax 610/205-1183 armancini@reedbusiness.com

Regional Manager Northeast

CT, DC, DE, ME, MD, NH, NJ, NY, PA, RI, VT, VA, WV

John Huff

630/288-8189, Fax 630/288-8145 john.huff@reedbusiness.com

Regional Manager Southeast

AL, FL, GA, MS, NC, SC, TN

Shannon Darmody

630/288-7963, Fax 630/288-8145 shannon.darmody@reedbusiness.com

Regional Manager Great Lakes IN, KY, MI, OH, Eastern Canada

Jeff Elliott

616/846-4633, Fax 616/846-4802 ielliott@reedbusiness.com

Regional Manager Southwest

AZ, AR, Southern California, CO, HI, LA, NM, OK, TX

Tony Mancini

610/205-1180, Fax 610/205-1183 armancini@reedbusiness.com

Regional Manager Midwest

IA, IL, KS, MN, MO, NE, WI Tim Gillerlain

630/288-8168, Fax 630/288-8145 tim.gillerlain@reedbusiness.com

Regional Manager Northwest

AK, ID, MT, NV, ND, Northern CA, OR, SD, UT, WA, WY,

Western Canada

Emily Clay 503/675-3861

emily.clay@reedbusiness.com

Inside Sales

630/288-8022, Fax 630/288-8145

shelley.perez@reedbusiness.com

Business Development

KT McNamara

563/332-9231, Fax 630/288-8145

ktmcnamara@reedbusiness.com

Events/Custom Publishing Director Judy Brociek

630/288-8184, Fax 630/288-8145

jbrociek@reedbusiness.com

Administrative Support

Rebecca Breskman

Administrative Assistant

610/205-1179 rebecca.breskman@reedbusiness.com

Arlean Talley

Administrative Assistant

630/288-8183

arlean.talley@reedbusiness.com

Advertising Production Manager

Carl Johnson, 630/288-8078

Advertising Contracts

Stephanie West, 630/288-8419 stephanie.west@reedbusiness.com

Director of Electronic Media

Karthi Gandhi, 630/288-8145

karthi.gandhi@reedbusiness.com

Editorial & Publishing Office

Professional Remodeler

2000 Clearwater Drive, Oak Brook, IL 60523

Phone: 630/288-8000, Fax: 630/288-8145

For custom reprints and electronic usage, contact Reprint Management Services at: 800/290-5460, x.110 or via e-mail: professionalremodeler@reprintbuyer.com



the Board Room

MYTHS, MISTAKES AND MISINFORMATION

ost of us learned the trades from watching others rather than formally being taught. Most of us learned business from old wives tales — stuff we heard at lunch, over a beer or during tirades from a previous boss. Well, guess what: most of what you heard about business is wrong, as you might agree after looking over the following myths.

Myth No. 1: I am the most expensive remodeler in town; I can't possibly charge more.

In most markets, there will be several hundred firms offering similar services to yours, and I guarantee that you are not the most expensive. Few contractors tell you what they actually charge; the people telling you you are expensive your potential clients - are comparing you to only three or four other bids, hardly a scientific sample - and I guarantee the average buyer is a liar. They smell blood and know you will drop your price to get the job.

Raise your prices 10 percent tomorrow, and you will see profits soar. You will gain the ability to truly service a client and provide superior quality. Then you might be the most expensive, but you will be worth it.

Myth No. 2: I will lose money if my crew works overtime.

What a pile of sheep dip that is! We have 800 billable hours and do \$1.6 million in annual volume, which means that for every hour we work, we produce \$200 of billable sales. That sale has a 40 percent margin attached to it, which means that after paying labor, burden, materials and subs we create \$80 gross profit. Every hour that we incur overtime costs us only about 6 percent more than regular hours because most of our worker's benefits (workers comp, health insurances, vacation and holidays) are not applied to overtime premiums. With a \$40-an-hour cost of labor on regular hours and \$42.40-anhour on overtime, we lose \$2.40-an-hour on jobs for those few overtime hours. We created \$80, and we lost \$2.40 of it for overtime hours. It is not much of a sacrifice to get a job done quicker, on schedule and have a better paid and more beholden workforce.

Myth No. 3: I don't have time for job costing and book-keeping.

A healthy appreciation for cash is a necessity because if you run out of cash and don't have credit, you will be out of business. Most companies die from indigestion and not starvation, so they are still working hard when they "die."

You need to budget and then project job costs to see which ones actually make money, what margins are created, which should be avoided and how long they take to complete. Job costing shows which areas of a project you should do in-house; which to sub out; which carpenters take more than your budget for drywall or siding; which lead can complete a particular job for the profit that you envisioned before it started. Anything less is just guesswork, a recipe for failure.

There are 35 more myths on my list, but these should get you to realize that the common thinking and consensus of the industry will barely get you to average. And how many of us wake up each morning just hoping to be average?



Alan Hanbury Jr. Advisory Board Columnist **Birth Date: May 12, 1952 Company: House of Hanbury Builders Inc. Location: Newington, Conn. Industry Involvement: NAHB** Remodelors Council chair, 2001; **NAHB Education Committee** chair, 2003 **Favorite Business Book: "The 7 Habits of Highly Effective People"** by Stephen Covey If I Weren't a Remodeler...: I would be sane! Pet: Mandi, a 9-year-old yellow lab **Favorite Sports Teams:** Red Sox, Patriots, UConn men's and women's basketball **Favorite Musical Groups:** Jackson Brown, Billy Joel, Doors, **Van Morrison Favorite Comedian: Rodney Dangerfield Favorite Meal: Porterhouse steak** Childhood Idol: My dad, the most honest, upright man I know

Editorial Advisory Board

- Vince Butler, CGR, CAPS, GMB, Butler Brothers Corp. Therese Crahan, NAHB Remodelors Council Bob DuBree, CR, CKBR, CLC, Creative Contracting Craig S. Durosko, CR, Sun Design Remodeling Specialists Doug Dwyer, DreamMaker Bath & Kitchen by Worldwide
- Dennis D. Gehman, CR, CLC, Gehman Custom Remodeling Alan Hanbury, CGR, CAPS,
 House of Hanbury Mary Busey Harris, NARI Adam Helfman, CR, Fairway Construction
- Alan Hendy, Neal's Remodeling Mike Gorman, Tech Knowledge Allison lantosca, F.H.

Perry Builder • Wendy A. Jordan • Greg Miedema, CGR, CGB, CAPS, Dakota Builders • Larry Murr, CGR, CAPS, Lawrence Murr Remodeling • Mike Nagel, CGR, CAPS, RemodelOne Design/Build Construction • Bill Owens, CGR, CAPS, Owens Construction Contracting Co. • Randy Ricciotti, Custom Design & Construction • Carl Seville, CR, SawHorse • Scott Sevon, CGR, CAPS, GMB, Sevvonco Inc. • Scott Strawbridge, Strawbridge • Mike Tenhulzen, CGR, CAPS, Tenhulzen Remodeling • Paul Winans, CR, Winans Construction Inc.



When scenery is important, Latitudes decks with glass balusters help you see clearly.

Latitudes offers everything you need to design and build truly extraordinary decks. Enhance any outdoor living space with these long-lasting, easy-to-care-for products. Latitudes composite decking and railing products come in a range of styles, colors, and finishes. And with the Equator hidden fastener, you'll appreciate the seamless look. Finish your Latitudes project with your choice of ornamental options like clear balusters and ornamental post caps. The designs are virtually endless, which make homeowners very happy – and interior designers a little jealous.





888-270-0750 www.latitudesdeck.com/prf For Free info go to http://pr.ims.ca/5342-**30**

More new reasons to have the #1 door for your projects.

Classic-Craft®, Camino™ Glass Classic-Craft®, Full Plank Door Classic-Craft®, 8' Mahogany door Fiber-Classic® Bella™ Glass Blackstone™ Glass Classic-Craft®, Augustine™ Glass

> From stunning new decorative glass and door styles to enhanced door systems, Therma-Tru remains true to its commitment in performance and design excellence.

Now more than ever, Therma-Tru offers the widest selection of beautiful fiberglass door systems for many architectural styles.

Let a Therma-Tru distributor or dealer show you how the #1 door company opens up more business opportunities for you. Visit: www.thermatru.com





The Most Preferred Brand in the Business™

Fiber-Classic®, Salinas™ Glass