

# Professional Remodeler

JULY 2007

THE SOURCE FOR PROFESSIONAL SOLUTIONS

INDUSTRY EXCLUSIVE

## Start Spreadin' the News

WE'RE SINGING THE PRAISES  
OF THE BIGGEST REMODELERS  
IN 20 TOP METRO AREAS /29

MARKET LEADERS Pullout Poster /13

[www.ProRemodeler.com](http://www.ProRemodeler.com)

CLICK HERE TO

**RENEW**

your FREE magazine  
subscription

CLICK HERE TO

**START**

a FREE e-newsletter  
subscription

Managing Commercial  
& Residential Projects /6

How To Achieve  
Work/Life Balance /68

Sal Ferro has Alure Home Improvements  
hitting all the high notes in New York.

PERIODICAL



## Don't get too attached.

After you finish your beautiful Weyerhaeuser ChoiceDek® project, it'll be tough saying goodbye to your masterpiece. You may never see that deck again, because when you build with ChoiceDek decking there is less chance of callbacks and dissatisfied clients.

There are so many advantages from working with ChoiceDek decking, including the fact that no pre-drilling is necessary, saving you a huge amount of installation time. And your clients will love the lifetime limited warranty, one of the best in the industry, allowing you to leave the job with peace of mind. Say some nice words to your charming ChoiceDek deck, because they are probably the last ones it'll hear from you.

WEYERHAEUSER  
**ChoiceDek®**  
PREMIUM

choicedek.com

800.951.5117

For Free info go to <http://pr.ims.ca/5346-1>

Available exclusively at



Let's Build Something Together™



**JULY 2007**  
VOLUME 11 NUMBER 7



## FEATURES

INDUSTRY EXCLUSIVE

### Market Leaders/29

We profile the largest remodelers in 20 top metro areas

PROJECT SPOTLIGHT

### Center of Attention/38

A local landmark restoration for a new showroom puts remodeler in the spotlight



best practices



solutions



innovations

### Trade Secrets 5

Find Them Before You Need Them

### Remodelers' Exchange 6

Managing Residential and Commercial

### Leadership 37

Recruiting 'A' Players

### Portfolio Interior 42

Home Theater/Finished Basement

### Portfolio Exterior 48

Historic Renovation

### Construct 55

Improve IAQ While You Remodel

### Product Preview 58

New Products

### Interior Products 61

Business Solutions

### Exterior Products 62

Roofing

## Professional Remodeler online

### Growth Strategies

Download our Webcast "Benchmarks for Growth" and find out how to strategically position your company for higher volume and increased market share.

[www.ProRemodeler.com](http://www.ProRemodeler.com)

### Remodeler of the Year

Are you excellent in all aspects of remodeling? Tell us why your remodeling firm merits consideration for this prestigious award. Enter today!

[www.ProRemodeler.com/roy](http://www.ProRemodeler.com/roy)

### Visit Our Blogs

For the latest trends, news and topics of interest to remodeling firm executives, log onto our blogs by Senior Editor Jonathan Sweet and Editor in Chief Mike Morris.

[www.ProRemodeler.com/blogs](http://www.ProRemodeler.com/blogs)

## departments

### From the Editor 3

### The Board Room 68

COVER PHOTOGRAPHY BY MATT PEYTON/GETTY IMAGES



LG HI-MACS<sup>®</sup>  
*Volcanics*

15 Year  
Fully Transferable  
WARRANTY



We've seen it all, but it never shows.

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](http://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-0060-01 2/07

For Free info go to <http://pr.ims.ca/5346-2>



**LG HI-MACS<sup>®</sup>**  
Acrylic Solid Surface

The secret's in the surface.



## 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 EDITOR

**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, David K. Bryan, 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

**Christopher Melody**

### AUDIENCE MARKETING MANAGER

**Angela Tanner**

### VICE PRESIDENT AND PUBLISHING DIRECTOR

**BUILDING AND CONSTRUCTION GROUP**

**Julian Francis**

### 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**



# from the Editor

## AIM FOR STEADY IMPROVEMENT

What have you done in the last year to improve your business?

The best remodeling firms, like all small businesses, take a lot of small steps over time that make their operations run better, increase the quality of their work, and end up growing their business in many ways. This constant goal for steady improvement is what separates companies that struggle during periods of decreased home improvement spending, and those that don't.

If you're in the first group, there are a lot of things you can do to change that. Start by taking an honest look at your company. One way to do this is to put yourself in the shoes of a potential customer. Better yet, what would you think about your company if you were a potential investor or buyer of your company on the open market? Taking an objective look at your business and how hard you're working on improving it is easier said than done.

We are all susceptible to the danger of getting so caught up in our day-to-day work that we end up in coasting mode and don't even realize it. If you're relatively successful, making good money and getting compliments from colleagues, co-workers and customers, the danger is especially high to get caught in a state of stagnation. I've been lucky to have had many mentors during my career who have inspired and coached me to become better, work harder or rise to greater heights even in the midst of what appears to be personal and professional success. Perhaps you have, too.

But when you're the owner of a small business, it can be difficult to find people who can do this for you. You're at the top of the food chain in your company, so the risk of stagnating is greater for you than most.



**Michael R. Morris**

Editor in Chief

630/288-8057

michael.morris@reedbusiness.com

Luckily, mentors in the remodeling industry are everywhere. Your local association is filled with people who can serve as mentors, as are peer groups like Remodelers Advantage and Business Networks. Attend trade show seminars, contact trade publication columnists, seek out business coaches; do whatever it takes to keep from resting on your laurels.

Our recent Web cast, "Benchmarking for Growth," featuring Blackdog Design/Build/Remodel owner Dave Bryan and HartmanBaldwin Design/Build co-owner Bill Baldwin, is another good source of business mentoring from two of the industry's best educators. Dave and Bill had lots of great advice about how to take a successful company and make it bigger, better and stronger for the long haul. You can find it archived on our Web site at [ProRemodeler.com](http://ProRemodeler.com).

While you're at it, check out our industry exclusive Market Leaders coverage (see page 29) of the nation's largest remodeling firms in 20 top markets. They are great examples of companies that understand the value of constant improvement. **PR**



# STOP NOISE FROM COMING THROUGH



## USE THE LOWEST COST SOUNDPROOFING SOLUTION

QuietRock® soundproof drywall is the most cost-effective way to reduce noise on your project.

- Ideal for bedrooms, home theaters and playrooms
- Hangs and finishes like standard drywall
- Can be used directly over existing walls
- Reduces noise 70% or more
- UL-classified.\* Type X fire-rated\*

For help with your project, call 800.797.8159 or visit [www.QuietSolution.com/PR](http://www.QuietSolution.com/PR)

\*Many models. See website for details and trademark information.

**QuietRock®**  
Get Quiet®



## Find them before you need them

It's nearly impossible to find a good employee quickly.

But that's what too many remodelers try to do, waiting until somebody quits to start looking for the next hire. Building a good team takes more planning than that, though, says Neal Fiske, owner of TriplePoint Construction of Gulfport, Fla. Before Fiske owned TriplePoint, he was a national recruiter in the high-tech field, finding employees for giants like Hewlett-Packard.

That process usually involved building relationships over a period of time with talented employees



rather than just quickly making an offer — an approach he now uses in the remodeling field. Fiske meets many contractors through his participation in local associations, and when he hears people are unhappy, he'll talk

to them about where they want to go with their career.

"Sometimes it will lead to something right away, but in other cases it's been more than a year before someone has come to work for us," he says. "I just make sure I stay in touch with them, even if it's just a 'How are you doing?' every once in a while."

Fiske cautions that recruiting from other firms is a fine line to walk, which is why he tries to target only employees he has heard are unhappy with their current company.

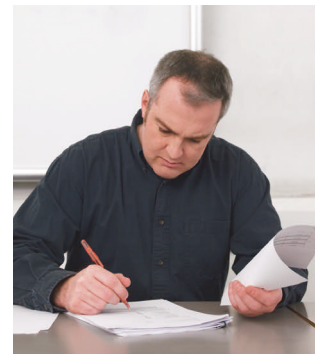
"You don't want to get that reputation of raping and pillaging the competition," he says.

>> If you have a **Trade Secret** you would like to share, e-mail Senior Editor Jonathan Sweet at [jonathan.sweet@reedbusiness.com](mailto:jonathan.sweet@reedbusiness.com).

## The advantage of certification

In the crowded Phoenix remodeling market, standing out as a professional firm can be an important advantage.

That's why Kirk Development Co. makes sure its entire six-person



sales staff has professional certifications. All have either a NARI CR or NAHB CGR designation, and five have also earned NAHB's CAPS certification.

"When we tell customers we're certified, you can definitely tell they feel it's a more professional operation," says company President Tom Sertich.

In many cases, people are already certified when they come to work for Kirk. If they're not, he makes sure they attend certification classes right away, not only to help from a sales standpoint but also to help them better understand the industry.

## Staying successfully small

For Living Improvements, bigger wasn't better. The Stafford, Texas, company has had volumes above \$3 million in the past. Last year, the company had just under \$2 million in business, a change with which President Roland Younger is quite happy.

"We were larger, but it lowered the quality of the work, it wasn't as enjoyable and frankly, the bottom line wasn't as healthy," he says. "We were spread too thin, and guys would hurry through jobs to get to the next one."

It's always a struggle to find good employees, and his core group couldn't get the jobs done and still maintain the quality the design/build

company was known for. That left Younger, his clients and his employees unhappy.

"When you keep the quality of work up, the employees are happier doing it," he says.

After 28 years running his company, Younger realizes he doesn't have to have every job and that the most important thing for him and his employees is quality of life. That's why his employees don't work weekends or late nights.

"It can be tough to say 'no' to clients, but it's so much easier to turn it down when you realize you don't have to have it," he says. "We have a system here, and we know the limits of that system."

### ONLINE POLL QUESTION

## How much are you trying to grow your company this year?

To participate in this month's poll and view the results as they are tabulated, visit [www.ProRemodeler.com](http://www.ProRemodeler.com)



# RESIDENTIAL VS. COMMERCIAL

How do you balance such different projects?



PHOTO BY GARY LAUFMAN

Marty Morse, President, CEO  
Morse Remodeling Inc.

Morse Remodeling in Davis, Calif., is a design/build firm that has been in business for 15 years. Its primary target is large-scale residential remodeling. About 5-10 percent of its other projects are commercial, doing tenant improvement for small independent retailers. The firm has 15 employees, does about \$4 million a year, and is No. 2 in Sacramento on the 2007 Market Leaders list (see pullout poster, page 13). [www.morseremodeling.com](http://www.morseremodeling.com)



PHOTO BY MATT PEYTON/GETTY IMAGES

Ray Accettella, President  
Jarro Building Industries Corp.

Located in East Meadow, N.Y., Jarro Building Industries has been in business since 1965 and covers a 50-mile area that includes the Hamptons on Long Island. The 51-employee firm does residential home improvements and commercial work such as retrofitting office buildings. With annual volume between \$17 to \$22 million a year, Jarro is No. 3 in New York on the 2007 Market Leaders list (see pullout poster, page 13). [www.jarro.com](http://www.jarro.com)



## In a down market, some remodelers will look for commercial projects to keep their employees working and to beef up the bottom line. The problem becomes how to mix and manage those diverse projects.

**Tom:** Marty, define commercial projects and give examples. Ray, how would you define your commercial projects? Give an example or two.

**Marty:** We live in an area that's very much a bedroom community, so there's not a lot of commercial opportunities out there. Usually they're really small independent retailers that are going to do a tenant improvement to their facility or wherever they're relocating. So it's kind of a smaller operation as far as the commercial end of it goes.

**Tom:** Ray, how would you define your commercial projects, and give an example or two.

**Ray:** It is a bedroom community, but there are so many people here that there's a lot of commercial building. We do projects in the medical field, in the faith of worship churches, Catholic, Protestant churches. We do dentists offices, firehouses, schools, things for Catholic Charities and different organizations. What really got us into this in a big way was when the ADA came about and all these commercial places that were considered to be places that the public would use would have to conform and put in bathrooms and ramps for the handicapped. That opened the door for Jarro, and from that we just grew. It really has enhanced our business. We found that when the residential business goes down, the commercial goes up, and vice-versa. What I do is cross-train everyone, especially my supers. A lot of them can manage both types of work. That is a big plus when one part of the industry slows down and the other one picks up: you can take that same individual and they can make a lateral move. We find that to be very effective for us.

**Tom:** Ray, you hit upon several good

things. Marty, do you see the parallel between residential going up and that relationship to commercial?

**Marty:** I agree with Ray. From what I've seen, we'll be doing more commercial projects when the residential slows down. I don't know if that's because we're looking for them, or if it's because investors are putting money into their commercial properties as opposed to any kind of residential boom with homeowners. It seems like that's happened over the 15 years that we've been doing this — definitely. One of the things I wanted to point out is that we use a lot of the same trade partners between the residential and the commercial. When we do that, there are about three or four really important things to consider. We're a design/build firm. One of them is the architect. Ray mentioned the ADA compliance. That is a huge part of the planning process as well as implementation — making sure the design is all up to code. I'm sure it's different throughout the United States. We're pretty strict when it comes to the inspection process here in our local community. Davis is pretty notorious for having really outstanding building inspectors and really sticking by the books. Having our plan laid out in the very beginning has really been a backbone for the projects to move forward smoothly. Another consideration would be my electrician: going back and forth between residential and commercial, and having the knowledge of how to change between the two because of the code differential as well as the drywall and the sheet rockers, and getting into the metal stud framing. Ray could probably elaborate on that some more. Having those trade partners be able to go back and forth between residential and commercial makes a really big difference in establishing the long-term relationships with them.

**Tom:** Good, Marty. Ray, let's just expand on that. Can you expound on the similarities or differences between residential

and commercial when it comes to trade contractors?

**Ray:** Our trade contractors, or "subs" as we call them, overlap on both; the residential and commercial, especially with the plumbing and electrical, as Marty said. The HVAC is a different situation where we get into providing heating and air conditioning. That's more commercial. People in that business want to do residential or commercial. One of the things that I wanted to expound upon is that we do very much the same thing Marty's doing on the west coast. We have a great architect base. People call us with projects they'd like us to bid on. I don't like to bid on anything; I like to be able to provide a service no one else can provide. It's really important to network if you're going to get into this business. We belong to the

AAA, we belong to the National Kitchen & Bath Association and the Long Island Builders Institute, NAHB and NARI. We also belong to a network group here in Long Island where we go to breakfast every Wednesday morning. One person is there from each industry. It's really interesting. There's one lawyer, one doctor, one car dealer, one

accountant, one contractor, one carpet guy, one electric guy. We work together and brainstorm. We're able to get a lot of interesting clients this way.

**Tom:** Marty, what's your relationship with architects? You mentioned it was important and that you're design/build. Have architects become an important part, and do you bid price only or do you work with the architects from a design/build standpoint?

**Marty:** That's a good question. We basically do design/build in the sense that Morse Remodeling basically provides the contract to the customer whether it's commercial or residential. We basically are in contract. It's not an employee; it's a contract that we have and a really close relationship with a local architect. On top of



Tom Swartz  
Contributing Editor



that, we also have recently added to our payroll an interior designer who can actually take the plan and further enhance it doing 3-D modeling on the computer. We can take the “wow” factor into it and show the client that as well. That has been a really interesting progression for the company. I think people really want to see, whether it is commercial or residential, a 3-D model created showing what their new environment is going to be like. We’re going down that path of adding more work force and in-house design.

**Tom:** Is there a particular software that you use for that 3-D model “wow” factor?

**Marty:** We use VectorWorks. I have a design background and wanted to become an architect. I started my com-

pany and never went to school to become a licensed architect. I grew the company as it went. I have a passion for doing that. As I’m sure Ray can testify, time becomes an issue, and just running the company is the biggest thing we are dealing with. I’m picking people and high-quality personnel to be around me. I have just added someone to the arsenal. UC-Davis is the local college campus here. They have a design program and use that program at the university.

**Tom:** That’s great. Let’s change gears.

**Marty,** what is a healthy mix for you of residential and commercial projects that has been successful?

**Marty:** We don’t really market for commercial. Commercial seems to just come across our lap once in a while. It might be an avenue that I will start to look at marketing for as our company keeps maturing and growing. There are probably a lot of potential clients out there who don’t know we exist. We’ve been on a slow growth pace ever since the company’s inception 15 years ago. I’m really not quite at the point where maybe around 5-10 percent of our work is commercial. If I went out and marketed it, I bet I could switch up to 30 percent quickly if we had the manpower and workforce to do it. With our recent downsize, that’s hard to

do. We’ve gotten away from having in-house carpenters. We have project managers now. We are managing trade partners as opposed to managing our own employees. With that transition happening over the last two years, I haven’t been able to go out there and start marketing for commercial. It is something we are definitely looking into. As Ray said, educating the guys to know the difference between the two is the primary nucleus to making sure it happens correctly.

**“It’s extremely important for anyone who is going to venture from residential into the commercial business, that you let your customers know.”**

**Tom:** Ray, you’re a larger company, but what would be a healthy mix when it comes to residential and commercial?

**Ray:** This past year, we finished up with 60/40 percent residential/commercial. Two years ago it was the reverse. It was the matter of the size of the jobs. We built a couple large places of worship. I would like to say it’s extremely important for anyone who is going to venture from residential into the commercial business that you let your customers know because every one of those people you’re doing the work for either works for somebody or owns a company. We get a lot of referrals by letting them know us through our Web page or the literature that we leave when we have the initial meeting that we also do commercial. Inevitably, it opens up the door: “I didn’t know you did commercial!” They’ll have an office and they want to move a wall, etc. It goes hand in hand. To me, commercial is easier than residential. We do more residential, and we’re also a design/build company. However, the architects in New York don’t like to go with a design/build company. Like Marty, we have a designer on staff. Every one of my employees has their own laptop. We all have software that we use.

**Tom:** What software do you use?

**Ray:** We use Chief Architect and 20-20.

We have a person who handles all the selections. We find that is very important in both sectors. People are so busy today, they don’t have the time. They need someone to help them walk through the process. We provide that at no extra charge.

**Tom:** You’re talking about customers, Ray, and we’ll just stay with that. How would you say your customers differ between the residential customer and commercial customer? You said that commercial was a little easier, or I would say,

maybe just a different way of approaching a customer.

**Ray:** The commercial customer wants the project done, naturally, to their liking if you listen to their wants and needs. When I say it’s easier, that’s in the sense that the envelope of the building is structurally sound and either concrete or block with steel joisting. You can just remove walls much easier than when you go into someone’s home, where you have to worry about bearing walls and headers and what’s supporting below. A lot of the commercial buildings have concrete floors. Like Marty said, you line everything up — metal studs, plumbing — and put the ceiling in. Some of them get more elaborate. Some of the commercial people really want a “good look” when their potential buyers come in. They want glass block, a skylight, a special conference room with sound equipment in it, and we provide all that. It goes hand in hand. We’re not just high-end though; we do all types of work. We do public service, public works, right on into private enterprise.

**Tom:** Marty, how do your customers differ? Is there a difference between the residential customer and the commercial customer?

**Marty:** I think there are two types of projects, whether they’re commercial or resi-





**MAY YOU  
NEVER BE WITHOUT  
THE RIGHT TOOL  
AGAIN.**

**1 BATTERY RUNS**

**OVER 30 TOOLS**



Ryobi® ONE+™ 18V tools own the sweet spot where performance meets value. One battery runs all 34 of our One+ tools. So who needs 34 batteries and chargers? Nobody. That's why we sell One+ tools without them for less. When you choose ONE+, you can always have the right tool.



Pro Features. Affordable Prices.™



Ryobi® 2 piece  
18V Drill Kit with  
2 batteries & charger,  
all for

**\$89**

Available at The Home Depot®





dential. There are the projects where you're dealing with someone that is occupying a space, and there are projects where you're dealing with an unoccupied space. There are huge differences in how you move forward. If you're doing a small project where an office is occupied, you've got to control dust, sound and circulation patterns. It's the same thing with residential as well. You're dealing with homeowners who have high expectations that you're taking care of them. We typically are really good at dealing with the homeowner: the residential application of going in, busting out walls and putting up temporary locations and making the dust control work for them and accommodating their needs. Although, when we get the jobs where the customers move out of their house, it's a much easier project to manage. In the commercial sector, we mostly do the types of tenant improvements where there is an existing space that needs to be retrofitted to accommodate a new business moving in. We don't have to deal with the customer in that. I have maybe once or twice dealt with people in a working environment and doing a remodel around them. From that perspective, it seems like the commercial is much easier for us because we're not dealing with the customer living in the space.

**Tom:** Marty, you talked a little about marketing. You mentioned that you do more marketing toward the residential side and have not spent as much time with the commercial. Ray, I would ask you: do you market differently, and how and what are the costs of commercial marketing versus residential marketing?

**Ray:** It's interesting. We had a big marketing program. We used to advertise in different trade journals for the commercial and we do a lot of stuff in the local newspaper and House magazine on the residential side. What is really interesting is that the web has changed the whole business. Ten years ago, when I took a potential lead off the Web site, it was either a "tire kicker" or

someone looking for an inexpensive price. Today, my No. 1 lead generator is the Web site. It's phenomenal. There's a whole younger generation; I look at my kids and they don't use a telephone book, everyone uses the Web. I still advertise. I spend \$300,000 – \$400,000 a year on advertising.

**Tom:** \$300,000 – \$400,000, which would equate to about ½ percent or something like that. Ray, do you bid the projects the same or differently? If you have a project out there that's commercial and a little

**“If you're doing a small project where an office is occupied, you've got to control dust, sound and circulation patterns.”**

higher volume or not, do you bid the projects the same or is there a difference between commercial and residential? That would be a question for both of you.

**Ray:** In my case there is a difference. On residential, if it's a design/build, we go, listen, suggest, and we do a preliminary. They take a look at it, it's modified and goes back on the drawing board again. We get it right, make sure we have all their wants and needs, exactly what they want. We home in on pricing it out. Everyone has a budget and we work around that budget. Sometimes we have to compromise what they want, so people may exceed their budget.

On the commercial end, if it's a public works job, I have to bid it. How I get around that is by working closely with the architects, supporting them at their AAA meetings, and giving them referrals. It gives me an edge on the bid process of a public works job.

If it's a private enterprise, that's done differently. While everyone else is giving bids, I can be more creative and say, "there's an easier way to do this, and it's going to give you the same look, and it's less expensive." If someone who runs a corporation or owns a company is looking to do a job correctly but also has a price in mind, you can be creative. Especially with all the products on the market today, there is so much more to

choose from. I say it's a different type of sale from the residential home remodeling to commercial remodeling.

**Tom:** To sum that up, Ray, would it be fair to say that the residential side appears to be more high-maintenance than commercial?

**Ray:** In a way. As Marty said, a lot of the jobs, the homeowner is in the house, and it's very difficult; you've got to be sensitive. You've uprooted them; there's dust; there is cold air coming through because the guys

are going in and out. Whereas commercial, it's really, "I want it done right, but how fast can you get it done?" They're usually not in the building. If they are in the building, then you put up temporary walls and try to do the best.

**Tom:** Marty, do you bid projects the same or differently in residential and commercial?

**Marty:** Primarily, most of the jobs that we do in commercial, as with residential, are design/build, and the process we use is quite similar: preliminary designs, some preliminary budgets, we sign everything, do some value engineering, work on the budget, work on the design and get everything so that we can go forward into a contract and construction/production mode. There is a very defined timeline that we go through. We make it structured so people understand where they're going and where they are in the process. It's not really bidding. We're working to develop that relationship with the client, building up that trust. We do the same thing with the commercial as we do with the residential. However, we have done some government jobs and public works projects where we definitely, by law, have to go out to bid. **PR**

**>> For the rest of the discussion on this topic and more Best Practices, visit [www.ProRemodeler.com/bestpractices](http://www.ProRemodeler.com/bestpractices)**



# FREE



## Remodelers Advantage POWERTIPS

### FREE e-newsletter

52 times a year we'll send you a powerful tip you can use to make your company better, more successful and more profitable. Topics range from marketing to safety, to production, to management, to planning and more! And...it's FREE.

There's no purchase necessary. You've got nothing to lose and everything to gain.

### Special Limited Time FREE BONUS Download:

When you sign up for your FREE *PowerTips* e-newsletter you can download for FREE the Remodelers Advantage must-read e-book, *101 PowerTips*. In it you'll find tips that can power your business to the next level, one small step at a time.

- ▶ Great Customer Service
- ▶ Marketing Strategies
- ▶ Life and Work Balance
- ▶ Human Resources
- ▶ Money Matters
- ▶ And more

Sign up today to get your FREE *PowerTips* e-newsletter and your FREE download of our e-book *101 PowerTips*! Just go to

[www.RemodelersAdvantage.com/PR.asp](http://www.RemodelersAdvantage.com/PR.asp)

### WHY ARE WE GIVING AWAY THE STORE?

We want to give you a taste of what **Remodelers Advantage** has to offer:

- ▶ Books & reports
- ▶ Tapes & CDs
- ▶ Remodelers Advantage Roundtables
- ▶ Business consulting
- ▶ Peer counseling groups and networking
- ▶ Membership programs
- ▶ Member-only newsletter
- ▶ Seminars
- ▶ Remodelers University
- ▶ Discounts
- ▶ and a whole lot more



# Remodelers ADVANTAGE®

*The Guidance You Need.  
The Results You Deserve.*

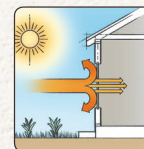
[www.RemodelersAdvantage.com](http://www.RemodelersAdvantage.com)  
**301-490-5620**



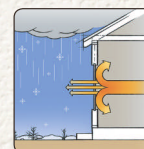


Premium Vinyl Single-Hung Windows with Premium Wood Exterior Patio Door

JELD-WEN offers a wide range of windows and doors that include energy efficient Low-E glass.



In warm weather, Low-E glass reflects the sun's energy and reduces heat gain in the home.



In cold weather, Low-E glass reduces the amount of heat lost by reflecting it back inside.

*We were energy efficient before it was cool. Or hot.*



IWP® Aurora® Custom Fiberglass A1202 Door with Insulated Glass



Premium Vinyl Casement Window



Custom Wood Radius Casement Window



IWP Aurora Custom Fiberglass A252 Door

For years, JELD-WEN has been known for creating energy efficient windows and doors. These products are available with standard or optional Low-E glass to keep homes warmer in the winter and cooler in the summer. Low-E glass is just one more reliable feature from JELD-WEN, an ENERGY STAR® Partner since 1998. To learn more about our energy efficient windows and doors or to find a dealer near you, call 1.800.877.9482, ext. 7015, or visit [www.jeld-wen.com/7015](http://www.jeld-wen.com/7015).



**RELIABILITY** *for real life®*

**JELD-WEN®**  
WINDOWS & DOORS



A man with dark hair, wearing a dark suit jacket over a light-colored shirt, stands with his arms crossed in front of a theater at night. The theater has various signs, including "the year of MAGICAL THINKING", "a play by JOAN DIDION based on her memoir directed by DAVID HARE", "It will take your breath away.", "THE HOTEL", "MISSABLE THEATER", "JACKSON", and "US LINE".

# Market Leaders 2007

WE PROFILE  
THE LARGEST  
REMODELERS IN 20  
TOP METRO AREAS

By Jonathan Sweet, Senior Editor

Sal Ferro, president of Alure Home Improvements in Plainview, N.Y., recorded the highest 2006 volume on our Market Leaders list, at \$49.9 million.

THE 2007 MARKET LEADERS list represents the top remodelers in 20 of the largest remodeling markets throughout the country in the first of what will be an annual feature in *Professional Remodeler*.

We compiled the Market Leaders list through a combination of our own research and information provided by the companies on the list. Companies whose annual volume could not be verified were excluded, as were large national or regional remodelers that serve multiple markets.

The list uncovers some interesting regional variations. For example, the list for many markets in the northern half of the country and on the coasts feature larger firms. On the other hand, many southern markets seem to be much more fragmented with a large number of smaller companies dominating the local remodeling landscape.

You'll find profiles of the top remodeler in each market on the following pages. Pull out the poster in this issue for a complete list of the 100 Market Leaders or go online at [www.ProRemodeler.com](http://www.ProRemodeler.com).



## ATLANTA

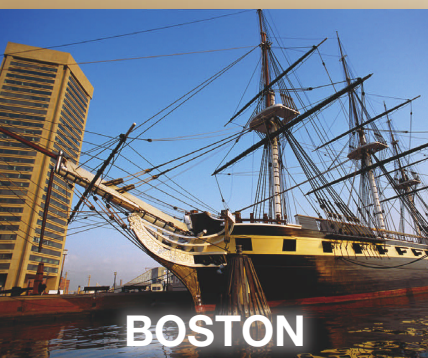


### REMBRANDT REMODELING INC., Marietta, Ga.

**Full service remodeler**  
[www.rembbrandtremodeling.com](http://www.rembbrandtremodeling.com)  
**Principal:** James B. Bishop, president  
**2006 volume:** \$8 million  
**Projected 2007 volume:** \$10 million  
**2006 projects:** 400  
**Employees:** 30 field, 25 office

**Target market:** Homes of any age with a household income above \$50,000  
**Major challenge:** "Finding qualified leads is becoming increasingly more difficult. The cost to produce a lead has gone from \$30 for a telemarketing lead in the old days to \$300 for a lead today. We have to look at it constantly to manage our costs."  
**Top opportunity:** "Our new EnergyClad siding system is something the marketplace has not seen. We've made a James Hardie siding system that has a lifetime finish warranty. People don't want vinyl siding anymore, and they want energy efficiency, so I see this becoming the majority of our business."

## BOSTON



### FBN CONSTRUCTION INC., Hyde Park, Mass.

**Full service remodeler**  
[www.fbnconstruction.net](http://www.fbnconstruction.net)  
**Principal:** Robert Ernst, president  
**2006 volume:** \$6.5 million  
**Projected 2007 volume:** \$8.6 million  
**2006 projects:** 75  
**Employees:** 15 field, 12 office

**Target market:** "Homes in need of construction services, owned by discerning and financially secure clientele."  
**Major challenge:** "Bringing new and appropriate systems into existing culture to manage information flow."  
**Top opportunities:** "Leveraging our excellent reputation and skills at making important business connections to drive revenue and profit."

## CHICAGO



### NORMANDY BUILDERS INC., Hinsdale, Ill.

**Full service remodeler**  
[www.normandybuilders.com](http://www.normandybuilders.com)  
**Principals:** Reginald Marzec, president; John Steindl, vice president; Andy Wells, vice president/general manager  
**2006 volume:** \$21.4 million  
**Projected 2007 volume:** \$28 million  
**2006 projects:** 165  
**Employees:** 11 field, 40 office

**Target market:** Young professionals making more than \$100,000, who have children  
**Major challenge:** "Controlling expectations. No matter what you do, somebody always expects more. Our client base has a lot of money and is very demanding. It's also a more demanding world today," Wells says.  
**Top opportunity:** Growing referrals. "Referrals are the bulk of our business, but we'd like to make it even more because advertising is becoming much less effective," Wells says.

## CLEVELAND



### AMERICA'S REMODELER INC., Cuyahoga Falls, Ohio

**Full service remodeler**  
[www.americasremodeler.com](http://www.americasremodeler.com)  
**Principal:** Steve Colopy, president  
**2006 volume:** \$3.9 million  
**Projected 2007 volume:** \$4.5 million  
**2006 projects:** 30  
**Employees:** 19 field, 8 office

**Target market:** Homes in a 100-mile radius valued at more than \$120,000, with homeowners who have been in the home one to five years and have an income of more than \$60,000.  
**Major challenge:** "Attracting professionals to work for us in a field that's not glamorized by colleges and universities."  
**Top opportunity:** "We live in a great area that has consistent home values and growth."



## ELITE REMODELING, Frisco, Texas

**Full service remodeler**  
www.elitehomeremodeling.com  
**Principal:** John M. Todd,  
president and owner  
**2006 volume:** \$2.7 million  
**Projected 2007 volume:**  
\$3.4 million  
**2006 projects:** 97  
**Employees:** 4 field, 5 office

**Target market:** Homes within 15 miles of the company's showroom and design center, and values between \$200,000 and \$500,000

**Major challenge:** Improving quality of construction and managing gross margin percentage. "We are challenging ourselves to deliver our constructed gross margin to within 1 percent of our sold gross margin."

**Top opportunity:** Business growth through the opening of new locations and the expansion of the business into handyman services.

## BOA CONSTRUCTION INC., Denver

**Full service remodeler**  
www.boaaaa.com  
**Principal:** Timothy G. Pleune,  
president  
**2006 volume:** \$16 million  
**Projected 2007 volume:**  
\$18 million  
**2006 projects:** 200  
**Employees:** 30 field, 10 office

**Target market:** Homes at least 30 years old, within five miles of the office, with a household income more than \$200,000

**Major challenge:** Ownership transition. One partner recently retired, with his stock being sold to other people in the company. BOA is now in the process of transitioning Pleune's stock to the employees as well, so he can retire. "We didn't want to sell outside the company because of all the confusion of doing something like that."

**Top opportunity:** Growth in infill of urban core neighborhoods.

## ROLAR INC., Troy, Mich.

**Full service remodeler**  
www.rolarinc.com  
**Principal:** Robert E.  
Ciepielowski, president  
**2006 volume:** \$9.8 million  
**Projected 2007 volume:**  
\$11 million  
**Employees:** 8 field, 5 office

**Target market:** Any project within a 50-mile radius of the company's headquarters

**Major challenge:** Finding good employees and managing the costs of benefits for those employees

**Top opportunity:** "Being able to provide a full service for any customer and completing work in-house if necessary."

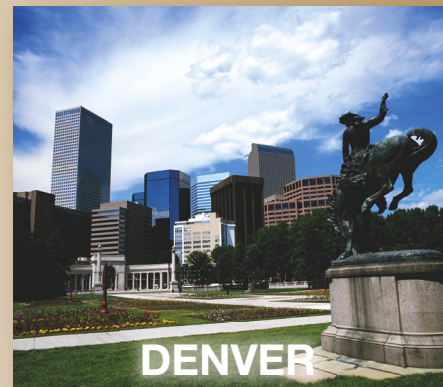
## CRAWFORD RENOVATION, Houston

**Design/build remodeler**  
www.crghomes.com  
**Principal:** Ben Crawford,  
president  
**2006 volume:** \$10.7 million  
**Projected 2007 volume:**  
\$13 million  
**2006 projects:** 30  
**Employees:** 6 field, 8 office

**Target market:** Properties that are at least 10 years old within 10 miles of the office (45,000 households), with home values of more than \$300,000

**Major challenge:** Ramping up staff to handle increased workload as demand for services increases.

**Top opportunity:** Building a 20,000-square-foot design center to showcase work and increase presence in the market.







## THE KITCHEN CONNECTION, Los Angeles

**Kitchen/bath specialist**  
[www.thekitchenconnection.com](http://www.thekitchenconnection.com)  
**Principal:** George H. Steinkamp, CEO  
**2006 volume:** \$27.5 million  
**Projected 2007 volume:** \$29.9 million  
**2006 projects:** 2,202  
**Employees:** 110 field, 82 office

**Target market:** Homes of any age and any value in Southern California  
**Major challenge:** "Incorporating new machinery and technology into our business without impacting sales negatively."  
**Top opportunity:** "Wider assortments of product offering that we manufacture without having to purchase from a third party vendor."

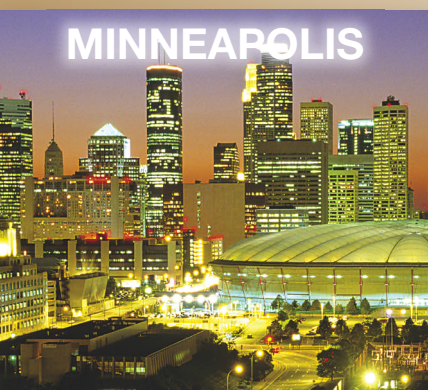


PHOTO: EXPLORE MINNESOTA TOURISM

## BUDGET EXTERIORS INC., Bloomington, Minn.

**Full service remodeler**  
[www.budgetexteriors.com](http://www.budgetexteriors.com)  
**Principal:** Kenneth J. Thompson, president  
**2006 volume:** \$9.9 million  
**Projected 2007 volume:** \$10.8 million  
**2006 projects:** 1,188  
**Employees:** 30 field, 25 office

**Target market:** Homes that are at least 10 years old with a household income of more than \$60,000  
**Major challenges:** The Do Not Call list has changed marketing from telemarketing to door-to-door canvassing and job-site flyers, coupled with home shows and other events. It's also a continual challenge to find quality salespeople.  
**Top opportunity:** "Homeownership is at the highest percentage ever."



## ALURE HOME IMPROVEMENTS, Plainview, N.Y.

**Full service remodeler**  
[www.alure.com](http://www.alure.com)  
**Principal:** Sal Ferro, owner/president  
**2006 volume:** \$49.9 million  
**Projected 2007 volume:** \$60 million  
**2006 projects:** 1,970  
**Employees:** 53 field, 46 office

**Target market:** Homeowners that are 35 to 55 years old with a household income of more than \$100,000  
**Major challenge:** "Maintaining strong growth in spite of difficult economic climate."  
**Top opportunity:** "There are so many opportunities out there. Leveraging a strong team of management and employees will prove to be our best business opportunities."



## GARDNER/FOX ASSOCIATES INC., Bryn Mawr, Pa.

**Design/build remodeler**  
[www.gardnerfox.com](http://www.gardnerfox.com)  
**Principals:** Brook Gardner, president; Mark Fox, vice president; Mark Pennington, secretary/treasurer  
**2006 volume:** \$36.4 million  
**Projected 2007 volume:** \$40 million  
**2006 projects:** 644  
**Employees:** 66 field, 40 office

**Target market:** Homes of any age or style in Philadelphia and its suburbs and a variety of commercial fit-outs and renovations for the hospitality, medical, retail and general office markets  
**Major challenges:** "An ongoing challenge is to find quality leads and convert them to revenue, particularly considering the size of the organization that we have developed over our 20 years in business," Pennington says. "Additionally, providing residential clients with customer service that meets their expectations is a continual challenge considering the emotional process of home remodeling."  
**Top opportunity:** Capitalizing on 20 years of growth and business.



## LEGACY CUSTOM BUILDING & REMODELING INC., Scottsdale, AZ

### Full service remodeler

www.legacyaz.com

**Principal:** Mark J. Olson, president

**2006 volume:** \$9.5 million

**Projected 2007 volume:** \$10 million

**2006 projects:** 66

**Employees:** 20 field, 15 office

**Target market:** Any home in the Phoenix metro area

**Major challenge:** "It's always personnel. Our growth is limited by the number of competent people we can attract and retain on the sales side and on the construction side."

**Top opportunity:** Continued population growth, with 100,000 people moving into the area every year. "There are a huge number of homes in that five to 10 to 15 year age group that people are buying and wanting remodeled."



## KITCHEN MART INC., Sacramento, Calif.

### Kitchen/bath specialist

www.kitchenmartinc.com

**Principals:** Jim Bartol, CEO, and Dave Hollars, president

**2006 volume:** \$9.5 million

**Projected 2007 volume:** \$11 million

**Employees:** 75 field, 13 office

**Target market:** Homes 15 to 30 years old within a 40 mile radius, with a household income of more than \$120,000

**Major challenges:** Competing with low bid, unlicensed contractors ("kitchen cowboys") and the rising gas prices that make it expensive to keep a fleet of 40 trucks on the road.

**Top opportunities:** The company's 75 percent referral base and 33 years in business.



## MOSBY BUILDING ARTS, Kirkwood, Mo.

### Design/build remodeler

www.mosbybuildingarts.com

**Principal:** Scott Mosby, president/owner

**2006 volume:** \$6.2 million

**Projected 2007 volume:** \$8 million

**2006 projects:** 40

**Employees:** 35 field, 20 office

**Target market:** Clients in metropolitan St. Louis and southern Illinois who want quality and customer service rather than the lowest bid

**Major challenges:** Having to turn down potential customers because the company doesn't bid with other companies; having to schedule sales calls with limited sales resources; and educating consumers.

**Top opportunities:** Universal design and green remodeling/energy efficiency.



## MARROKAL CONSTRUCTION CO., Lakeside, Calif.

### Design/build remodeler

www.marrokal.com

**Principal:** Gary Marrokal, president

**2006 volume:** \$15.9 million

**Projected 2007 volume:** \$18 million

**2006 projects:** 95

**Employees:** 11 field, 18 office

**Target market:** Homeowners who are 35 to 55 years old, with a household income above \$150,000 and homes within 50 miles of the office

**Major challenge:** "We use trade professionals for all aspects of our projects, and maintaining a labor pool of like-minded, customer-friendly trades has been a challenge."

**Top opportunity:** "As the new home market recedes and people are staying put, we have a great opportunity to enhance their homes as well as their lives."







## AMERICAN HOME RENEWAL, South San Francisco, Calif.

### Exterior remodeler

[www.renewal.com](http://www.renewal.com)

**Principal:** Marc Stelzer, CEO

**2006 volume:** \$14.3 million

**Projected 2007 volume:**

\$15 million

**2006 projects:** 500

**Employees:** 27 field, 7 office

**Target market:** Homes that are 30 years old within five miles of office, with a household income more than \$200,000

**Major challenge:** Finding excellent installers

**Top opportunity:** The company works with several homeowners associations to make sure its products are approved, so when someone in a neighborhood wants work done, American Home Renewal is the first company recommended.



## STATE ROOFING, Monroe, Wash.

### Exterior remodeler

[www.stateroofing.com](http://www.stateroofing.com)

**Principal:** Lance Smith, president

**2006 volume:** \$18.6 million

**Projected 2007 volume:**

\$19.5 million

**2006 projects:** 1,450

**Employees:** 102 field, 43 office

**Target market:** Single-family homes that are at least 10 years old and that the current owner has occupied for at least 10 years in the Puget Sound area

**Major challenges:** Increasing customer expectations, dealing with the no-call list and finding qualified employees.

**Top opportunity:** Unique roofing products, such as exclusive lines of metal and rubber roofing. "It allows us to have some separation from others in the roofing market. Not too many roofing contractors have exclusive roofing products they can offer."



## HOME-PRO INC., Oldsmar, Fla.

### Exterior remodeler

[www.homeproext.com](http://www.homeproext.com)

**Principal:** Randy F. Angelocci, CEO/president

**2006 volume:** \$15.3 million

**Projected 2007 volume:**

\$17 million

**2006 projects:** 471

**Employees:** 8 field, 16 office

**Target market:** Homes with a value of more than \$150,000 and household incomes of more than \$100,000

**Major challenges:** Maintaining growth of at least 10 percent per year and generating more leads.

**Top opportunity:** Increasing product lines the company carries, as well as branding throughout the area by "making sure our name is everywhere."



## CASE DESIGN/REMODELING INC., Bethesda, Md.

### Full service remodeler

[www.casedesign.com](http://www.casedesign.com)

**Principal:** Fred Case, owner/CEO

**2006 volume:** \$49.7 million

**Projected 2007 volume:**

\$52.6 million

**2006 projects:** 4,539

**Employees:** 161 field, 155 office

**Target market:** "The target Case client is a well-educated, affluent professional (most likely a baby boomer) who has a household income of more than \$120,000."

**Major challenge:** "Staying abreast of the changing dynamics of client's needs and maintaining the high level of service that they have grown to expect from our company."

**Top opportunity:** "As the remodeling industry continues to expand, an abundance of new business opportunities will emerge in areas such as green remodeling and new financing products, and with key groups like minorities, seniors and Generation X."

>> For more Solutions, visit [www.ProRemodeler.com/solutions](http://www.ProRemodeler.com/solutions)



A man in a blue denim shirt and jeans is leaning against a wall made of stacked stone. The room is sunlit, with long shadows cast across the wooden floor. The stone wall has a rustic, layered appearance with various shades of brown and tan.

**“The stone you use says something about the designs you create.  
I choose the stone that says something memorable.”**

Flexibility. Rich, bold colors. Varied textures. Cultured Stone® gives you endless design options. So if you want to create something that makes a statement, something that people will remember, why would you choose anything else?



**CULTURED STONE®**

**The Preferred Name In Stone™**

**Shown: Chardonnay Pro-Fit® Alpine Ledgestone.** To find out more about Cultured Stone® products, visit [www.culturedstone.com](http://www.culturedstone.com) or call 1-800-255-1727.

The product colors you see are as accurate as current photography and printing techniques allow. We suggest you look at product samples before you select colors. Printed in U.S.A. July 2007.  
©2007 Owens Corning. Cultured Stone® is a registered trademark of Owens Corning.

For Free info go to <http://pr.ims.ca/5346-8>



# Classic Style



## Modern Performance



A classic never goes out of style. It simply gets updated. EcoStar roofing tiles combine the classic elegance of slate and shake with endless design options. Made from only the finest recycled materials, EcoStar tiles are an environmentally friendly alternative to traditional slate and shake roofing. Plus, with a standard 50-year warranty, EcoStar tiles offer proven, modern-day performance that's guaranteed to last.

Roofing For Your Lifestyle **EcoStar**<sup>™</sup>  
CARLISLE

BLDR4096-EC12/06 © Copyright 2007. EcoStar is a trademark of Carlisle

800-211-7170 • [www.ecostar.carlisle.com](http://www.ecostar.carlisle.com)

For Free info go to <http://pr.ims.ca/5346-9>



# RECRUITING 'A' PLAYERS

## Four things to consider while building your dream team

**MANY BUSINESS LEADERS** have a vision that one day their business could run without their working full time. The motivation for this varies. It could be to spend more time with their kids as they grow up; to start another business; to do volunteer work for their church or other organization; to take a much needed vacation or travel the world.

The reasons will differ, but this motivation is critical to thinking differently about recruiting. One key element is for you to envision giving up some of your current duties, even if it is years down the road. This foresight will cause you to look at recruiting people with greater potential than what is needed for the current role you need filled.

This is a distinction most leaders don't consider early enough. Yet the leaders who get the greatest results in the shortest period of time do understand the importance of proper planning and recruiting. It is similar to the saying used by many business experts, "to begin with the end in mind."

With the right frame of mind and motivation, what are some of the practical considerations to recruiting "A" players?

**1. How to find them:** There are three basic ways to find new employees. First is observing prospects. This is where you and your team observe people you encounter on a daily basis to see if you discover someone who may have the qualities you seek. Second is to ask for referrals from people you know in business or create a referral program that rewards people for giving you a lead that results in a hire. Third is using advertising or recruiting companies. I have found all of these to be effective, yet I prefer the first two because the expense and time invested is typically less, and you often have

better insight into who prospects really are. It takes utilizing all three to fill every position you have available.

**2. How to interview them to make sure they are a right match:** First have a clear, written profile of the qualities, characteristics, skills and experience needed for the position. Then, have a planned and disciplined interview process. Some key elements: collect resumes and rank candidates based on how well they fit your profile; do an initial phone interview to decide if you want to meet them in person; interview the candi-



Doug Dwyer  
Contributing Editor

and watch your results improve.

**3. How to secure them as a new employee/team member of your company:** Develop a company culture and compensation package desirable to new hires. A good way to know if you have this

right is to ask yourself this question: would you want to work for your company and you? If not, start working to change that. It takes time to accomplish this, so don't be discouraged. We all have to start somewhere. Congratulations to those that can already answer an enthusiastic "yes."

**"This foresight will cause you to look at recruiting people with greater potential than what is needed for the current role you need filled."**

date in person to discuss their work history and discover if their likes, interests, skills and experience match what you need; use psychological testing to double-check your assumption; call their references to see if they validate your findings; set up peer interviews with your team members; if it all lines up, hire them, and if not, pleasantly thank them for their time and wish them the best.

Recruiting is part art and part science. With a disciplined approach you can avoid some very costly bad hires. If you are not already using all these steps, then, at a minimum, add one or two to your process

**4. How to retain "A" players:** One key is to have a proactive growth culture with continuous opportunities to learn and prosper. As human beings we are happiest when we are challenged and growing.

All the best in building your dream team! **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](mailto:doug.dwyer@dwyergroup.com).*

**>> For more Best Practices, visit**  
**[www.ProRemodeler.com/bestpractices](http://www.ProRemodeler.com/bestpractices)**





# Center of Attention

## A LOCAL LANDMARK RESTORATION FOR A NEW SHOWROOM PUTS REMODELER IN THE SPOTLIGHT

By Jonathan Sweet, Senior Editor

**FOR MORE THAN TWO YEARS**, Allen Arsenault had watched a prime lot sit on the market as buyers were scared off by the deteriorated vacant building.

"It was a sweetheart of a location on one of the busiest roads in town," says Arsenault, the owner of New England Design & Remodeling of Northborough, Mass. "Rush hour traffic is stopped and backed-up in front of the building everyday, so it gets great exposure."

Arsenault already had a showroom and wasn't necessarily looking for a new one. He had always leased space for his previous offices and showrooms, though, and was intrigued by the

idea of owning his own building.

"I wasn't aggressively looking for something, but I figured if the right deal came around, I'd do it," he says. "We just decided we couldn't pass up the opportunity."

### **SALVAGING A MESS**

The former bicycle shop was in terrible shape, but Arsenault knew what he was getting into when he bought it.

"Most people said it didn't need to be remodeled — it needed to be removed," he says. "It became a place that everyone in town expected to be demolished."





PHOTOS BY EMMA GILLESPIE AND BRIAN SAULNIER

The entire exterior was reworked to transform the decaying bicycle shop into a showroom that would reflect the Massachusetts town's classic New England style.



Before

That expectation brought an opportunity for New England Design & Remodeling. The building was well-known throughout the region as the “bike barn.” Arsenault knew that if the company could save this local landmark, it would be a drastic demonstration to potential clients of what could be accomplished.

“If we could remodel this building, we could remodel just about anything,” he says.

Inside and out, the building was a mess. The front wall had completely rotted, and the side walls were 70 percent rotted, Arsenault says. The roof was no good, and the electrical system had to be torn out and replaced.

The building had been remodeled at least four times, with additions to the side and front of the building. When people entered the building they could immediately tell where each remodel had been added because none of the floors were even; each remodel was at a slightly different height.

The first job was to simply make the building usable. New England leveled the floors, rebuilt the walls and added air conditioning. The company replaced the existing oil heating system with gas. To create more office space, New England raised the roof to convert the previous attic storage space into a full second floor.

With the rush hour traffic passing by his building everyday, Arsenault knew curb appeal would be very important. One of the most important changes became moving the entrance to the front of the building to take advantage of the existing alcove that had been created by one of the previous remodels.

The company created a classic New England look with sage vinyl siding and white trim.

“I wanted this to have the right historical value to the town,” he says. “We spent a lot of time thinking about adding details to give it that look.”

To maintain that authenticity, New England opted for subdued signs accented by antique lighting on the building. The air conditioning units on the roof were hidden from passersby on the street by a new parapet that also housed a 5-foot clock that has quickly become the most recognizable part of the building. The clock is backlit at night and is linked to GPS technology that keeps the time accurate. The building is now known in town as “the clock tower,” Arsenault says.

### PRODUCTS LIST

**Cabinets:** Aristokraft, Custom Wood Products, Canyon Creek **Countertops:** Caesarstone, Cambria, Corian, Formica, Granite **Doors:** Alterna, Pella, Stanley, Thermo-Tru **Faucets & Fixtures:** Delta, Kohler, KWC, American Standard, Gerberit **Flooring:** Mannington, Target, Dal-Tile **Roofing:** CertainTeed, GAF, Owens Corning **Siding:** CertainTeed, Georgia-Pacific, Mastic **Sinks:** Kohler, KWC, Franke **Windows:** Pella





The office was designed to replicate the exterior of a home to show off the remodeler's siding and decking work. The showroom also displays a number of flooring options, including marble, wood and carpet.



The showroom features three full kitchens in a variety of styles. By opting for a smaller showroom than in the past, the company has been able to save money while still keeping the displays up-to-date.

## BUILDING THE SHOWROOM

As Arsenault made his decisions about what to include in the remodel, he tried to choose as many different products as possible to showcase the lines he offers. For example, he used several styles of Pella windows and doors rather than choosing just one consistent look.

"A lot of the things I brought in were to show comparisons," he says. "We wanted everything in the building to be an example of what customers could get."

Inside, the building features 1,900 square feet of displays, including three full kitchens and two bathrooms, plus smaller vignettes for carpet samples, cabinets and other interior features. The main office is designed to look like the exterior of a home, giving the company a chance to show off its cedar decking and rail system and other exterior products. The showroom also features an entertainment center that constantly plays a slide show of before, during and after photos of the building's renovation.

"I use the showroom as a teaching center," Arsenault says. "I can educate the

clients about the products I like and the products I don't like. In this showroom, we can show them everything we do."

This building is Arsenault's fourth showroom, which allows him to apply the lessons he learned from previous ones. His largest was more than 6,000 square feet, but Arsenault says he pre-

fers his current smaller operation, which is easier and less expensive to maintain.

"If you're going to be in the business, you need a showroom," he says. "It tells the customers that we're a serious business and not just some guy in a van."

The new showroom has been a great success, helping to increase business and garnering attention from local media and government, including a letter of commendation from the city.

"People have seen what this building was and what we did to it," he says. "It draws people in more than a normal showroom would."

Besides the remodeling revenue it brings, New England also created a new source of income with two apartments in the building.

While the project worked out, Arsenault

## BUDGET HISTORY

Purchase price	\$400,000
Remodeling estimate	\$350,000
Final cost of remodeling	\$350,000

## PROJECT TIMELINE

Date	Stage of Project
February 2005	Purchased building
May 2005	Started demolition
June 2005	Completed exterior work
July 2005	Interior walls completed
August 2005	Showroom displays completed
September 2005	Interior finishes completed
October 1, 2005	Moved into building
October 30, 2005	Showroom opened for business

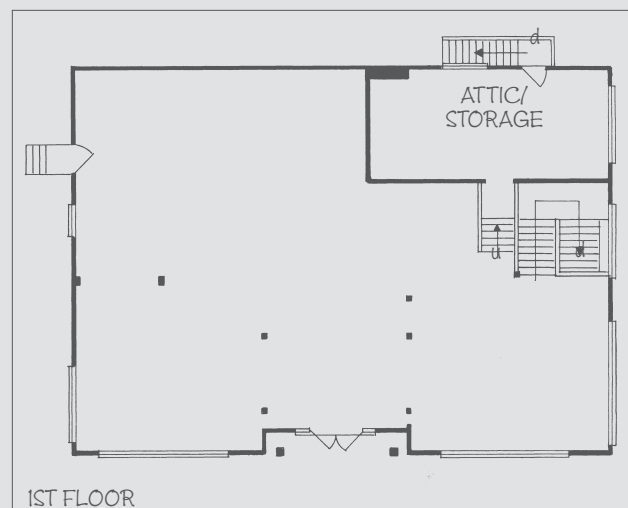




Before

To preserve as much room as possible for displays, New England Design & Remodeling raised the roof to create second-floor office space out of what had previously been attic storage.

Before



1ST FLOOR

## COMPANY SNAPSHOT

### New England Design & Remodeling

**Owner:** Allen Arsenault

**Location:** Northborough, Mass.

**2006 volume:** \$3 million

**Projected 2007 volume:** \$3.5 million

**Biggest challenge:** Undoing the damage done by previous remodels

**Web site:** [www.nedesignremodel.com](http://www.nedesignremodel.com)

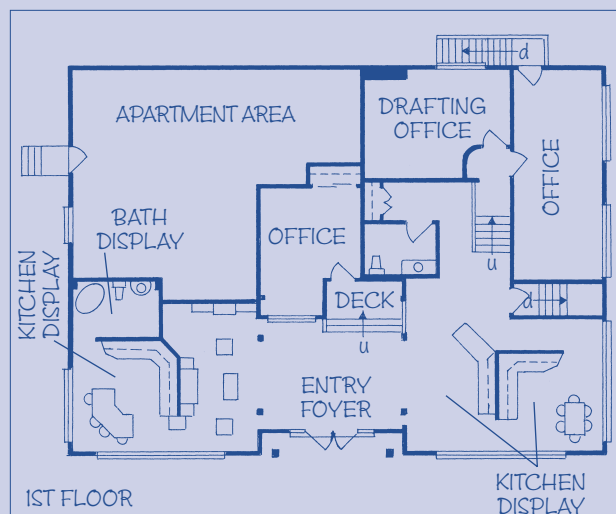
admits there was a risk factor in taking on the challenge. If New England had not been able to transform the building as well as it did, that failure would have been on display for the whole city to see, Arsenault says. That's why he made sure that "every inch" of the building was perfect. A creative design by New England employees Brian Saulnier and Elliot Arsenault was key to the success of what was probably the most difficult project the company has ever taken on, Arsenault says.

"We knew this building was going to reflect our business even more than a normal showroom," he says. "We could have come in and done it for a lot less money and a lot easier, but we knew this had to represent our business and everything we can do." **PR**

>> For more **Solutions**, visit

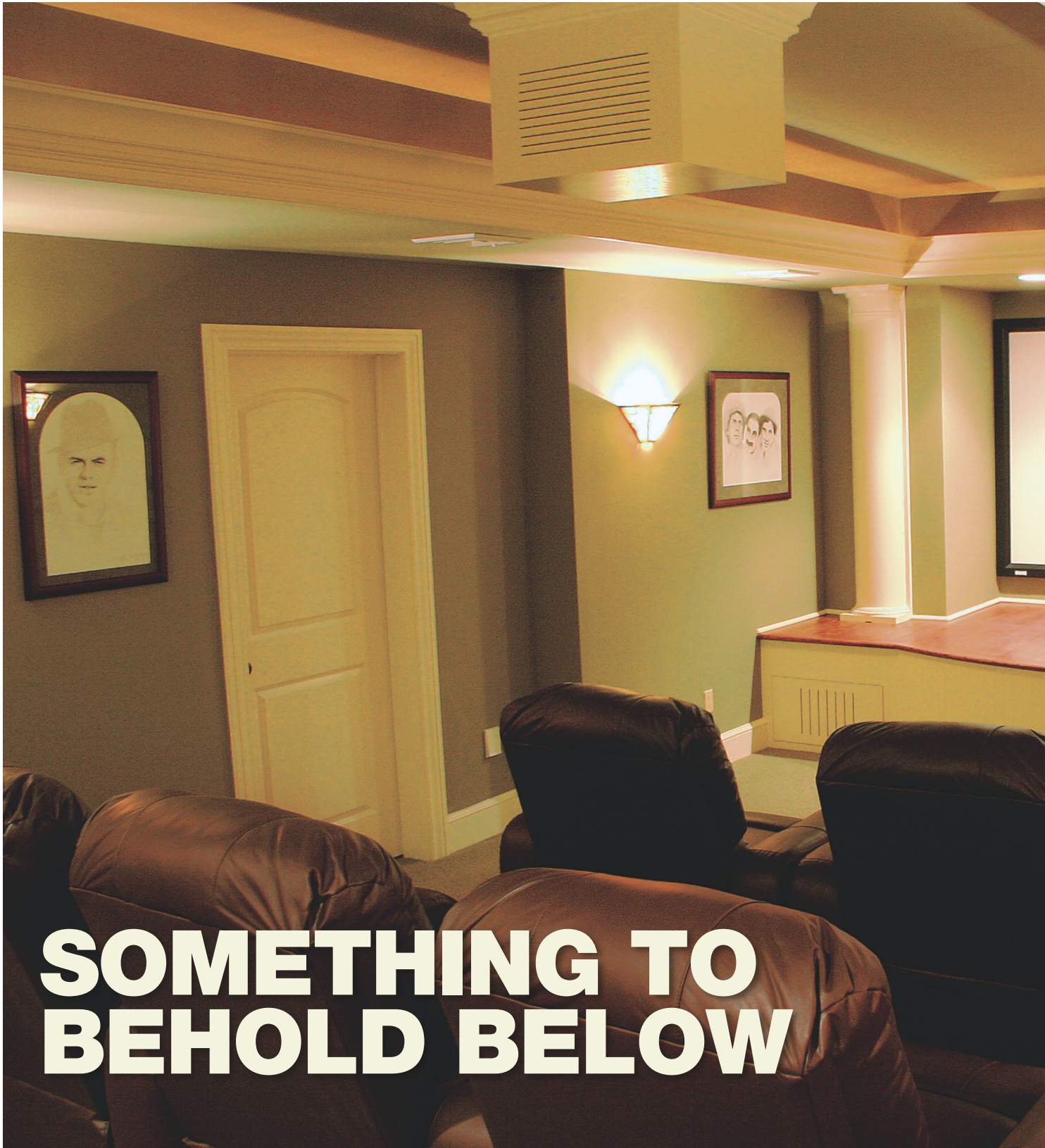
[www.ProRemodeler.com/solutions](http://www.ProRemodeler.com/solutions)

After



1ST FLOOR





# SOMETHING TO BEHOLD BELOW





The theater has many of the “must-have” characteristics of theater rooms: stadium-style seating, recessed can lighting and a raised, 100-inch screen.

## Forethought and top-notch finishes create a basement far beyond baseline

### FINISHED BASEMENT

**REMODELER:** BDS Remodeling Services LLC, Chester, N.J.

**PROJECT LOCATION:** Chester, N.J.

**AGE OF HOME:** 4 years

**SCOPE OF WORK:** Turning a finished basement into casual entertaining space with a featured home theater

**THE OWNERS OF THIS CHESTER, N.J.,** home had always planned on upgrading their basement, so when the home was built by BDS Group’s new home division a year-and-a-half prior, the team included a high level of finishing. Metal studs and dry-locking the walls during framing reduced moisture issues, and sealing the space’s concrete slabs with a polyurethane, foil-backed insulation became an additional barrier to outside elements — steps that eased workflow for the upgrade.



### PRODUCTS LIST

**Columns:** HB&G **Doors:** Masonite **Faucets, Fixtures & Sinks:** Kohler **Flooring:** Wilsonart **Lighting Fixtures:** Halo **In-Wall Speakers:** Niles **Insulation:** CertainTeed **Kitchen Appliances:** GE Appliances **Paints & Stains:** Benjamin Moore **Projector:** Sim2 **Projector Cooling System:** Active Thermal Management **Screen:** Da-Lite **Surround System:** Definitive Technology **Wireless Handheld Remote:** Phillips

PHOTOS COURTESY OF BDS GROUP





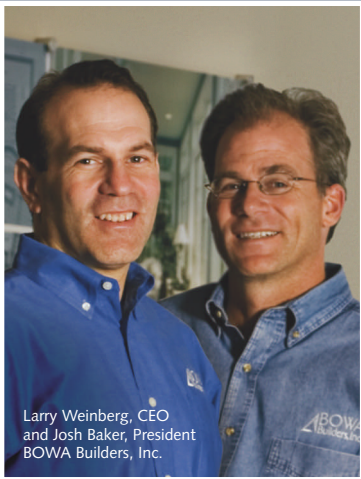
**Hardwood floors in basements are rare. To install the flooring, BDS crews laid sleepers first to create a space between the flooring and the foundation; this allowed for insulation to be layered between the foundation and the plywood boards so the floor doesn't get cold. "This added about 10 percent to flooring costs, but it's worth it for the result; having hardwood floors really makes you forget you're in a basement," Salmon says.**

**Elaborate custom woodwork — Brazilian cherry cabinetry that took four months to create — is one of the main features of the basement that help you forget you're underground. Granite countertops, mirrors and glass help complete the rich yet modern look.**

The homeowners decided to finish their 2,800-square-foot space with a bar area for entertaining and dancing; a casual sitting area; an exercise room; a full bathroom; and a home theater.

"Any time we build new homes, we always recommend that the homeowner consider whether or not they'd want a finished basement while we're in the construction phase. This way, we eliminate some of the columns, which are usually the biggest challenge in doing basement projects," says BDS Group Founder and President Barry Salmon. He also notes his crews had roughed in ejector plumbing for the wet bar and bathroom below the slab, and the foundation was designed with 15 courses to allow for 8-foot ceilings.





Larry Weinberg, CEO  
and Josh Baker, President  
BOWA Builders, Inc.

You could be the...

# Professional Remodeler 2007 REMODELER OF THE YEAR



**Is your remodeling company  
the picture of success?**

Your company could be named the *Professional Remodeler* 2007 Remodeler of the Year, if it

- **Excels** in all aspects of residential remodeling
- **Innovates** in operational areas including:
  - design
  - management
  - building practices
  - marketing
  - community relations
  - customer satisfaction
  - productivity
  - profitability
- **Recruits** and retains the best and brightest personnel
- **Upholds** the highest reputation in the market served



PR 2006  
Remodeler of the Year  
BOWA Builders, Inc.



The *Professional Remodeler* 2007 Remodeler of the Year will be honored at a special celebration at the 2007 Remodeling Show™, October 10-12, in Las Vegas, and featured in the December 2007 issue of *Professional Remodeler*.

nominate...

To nominate your company, or any remodeling company you think deserves to be named *Professional Remodeler* 2007 Remodeler of the Year, go to:

**[www.ProRemodeler.com/ROY](http://www.ProRemodeler.com/ROY)**

QUESTIONS? Contact PR Editor-in-Chief Michael Morris at michael.morris@reedbusiness.com or 630.288.8057.

**NOMINATIONS MUST BE RECEIVED BY AUGUST 24, 2007**





## Thriving Theatricalities

Industry research continues to project the increasing popularity of theaters/media rooms. The theater in this home has many of the “must-have” characteristics of theater rooms: stadium-style seating, recessed can lighting and a raised, 100-inch screen. But creating basement theaters presents considerations that are unlike what they might be like in an above-grade space.

For example, the room’s tray ceiling — which, at first glance, seems to serve as stylish housing for the projector — is actually concealing a main trunk line from the furnace. Additionally, the projector is housed in a custom built enclosure with special ventilation and exhaust system to prevent overheating.

“When doing home theaters, it’s very important to have a consultant come in who focuses on home theaters,” says BDS Group Founder and President Barry Salmon, noting that almost 100 percent of the basement projects he does annually involve adding a theater. “There are issues of sight distance, distance to back of the room, sound issues, reverberation in the space and absorption. And there’s also a pretty elaborate surround sound that keeps all of it in the room.

“Even though I usually know what needs to be done, we always review plans with the manufacturer to ensure there are no issues with any electronics and that we can properly advise our clients,” he adds. “The good news is that each year, the equipment gets better at lower prices, so the technology is always improving, and they’re more affordable.”

During the rough-in phase of the project, BDS brought in a specialty contractor, Advance Media Systems, to help create a home theater and also run in-wall speakers throughout the basement. The theater was especially important to the client, as it would not only serve as the crown jewel of the basement, but it would also distribute high-definition video signals to the plasma television in the bar area as well as to the television in the exercise room.

And while regular fiberglass insulation was sufficient to isolate the theater’s sounds from the rest of the home, the homeowner also wanted the option of customizing the sound between the theater and the sitting area outside the bar.

“We had to take into account that he wanted to be able to watch sporting events while listening to music, so the different source materials needed to both work together but also be separate when he wanted them to be,” says Advance Media Systems co-owner Colleen Mizerek. The homeowner controls the system via a wireless remote.

“The stage in the front of the theater houses the subwoofer, and all the speakers are mounted on the walls to give the space a clean look,” she says. “The front speak-

ers fire through an acoustically transparent screen so there is no signal loss, which is similar to a traditional movie theater. And stadium seat risers were also fitted with tactile transducers, which enhance the low frequency effects of the audio track.”

When the finishes are taken into consid-

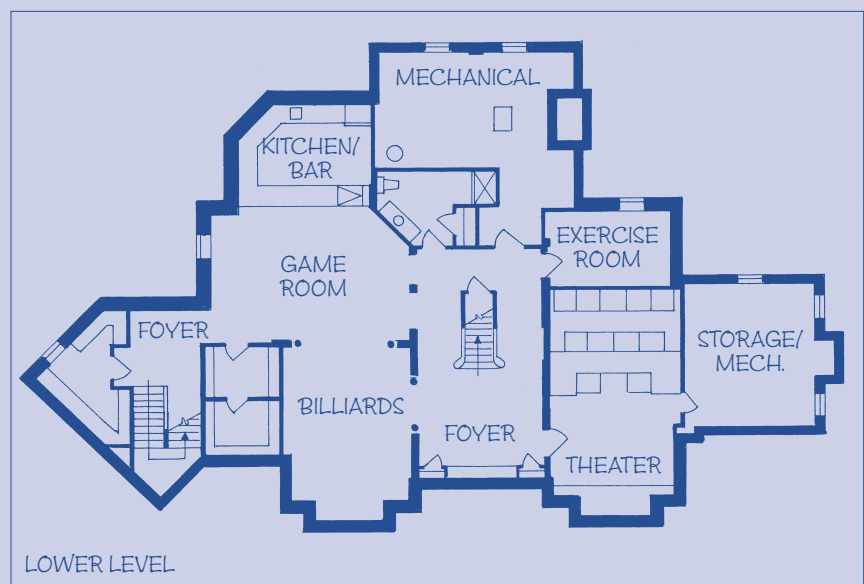
eration, Salmon considers the theater to be mid-level, with between \$10,000 to \$20,000 being spent on electronics. **PR**

— Meghan Haynes

>> For more **Solutions**, visit

[www.ProRemodeler.com/solutions](http://www.ProRemodeler.com/solutions)

## After





# HANG. TAPE. FINISH.

(SEE HOW EASY IT IS TO FIGHT MOLD?)

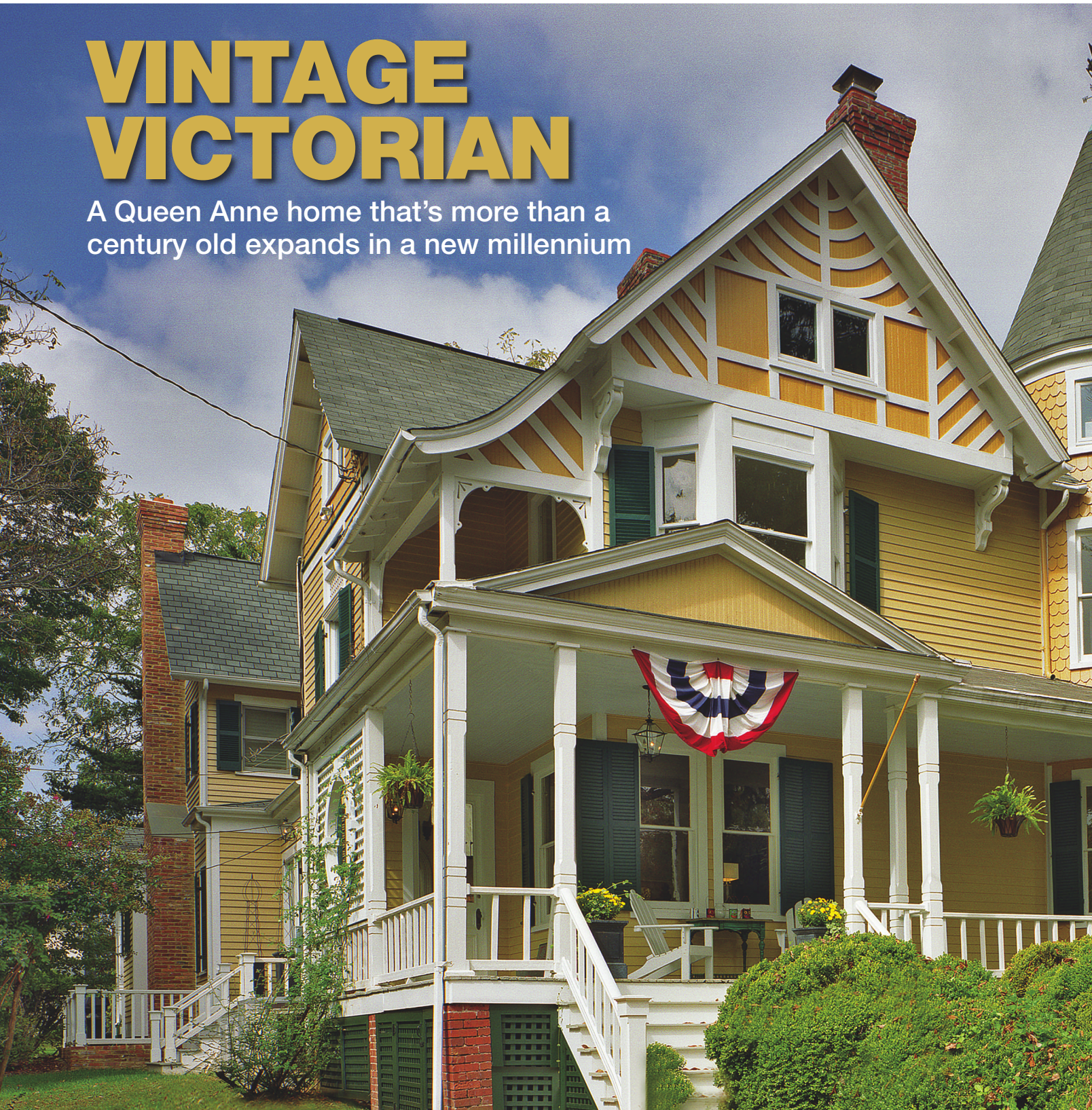
At USG, we've combined "mold and moisture resistance" and "ease of installation and finish" in a single product. New and improved Sheetrock® Mold Tough™ Gypsum Panels are the only patented panels to feature active mold inhibitors both on the paper and in the core. And these panels install and finish as easily as drywall because they are drywall. Your customers get the mold-fighting panel they demand. You get a product that goes up fast. And mold gets hung out to dry.





# VINTAGE VICTORIAN

A Queen Anne home that's more than a century old expands in a new millennium







Crews cut the addition's exposed rafter tails in the field to more accurately replicate those on the existing home. "Cutting them in the field added time, but it's not often that you get to do exposed or decorative elements, especially on such a grand Victorian home. The custom work — producing things in the field — was part of the allure because we like a challenge," says Tony Paulos, president of Block Builders.

#### PRODUCTS LIST

**Siding:** Custom (Cypress) **Railing System:** Custom **Windows & Doors:** Weathershield **Roofing:** Tamko **Porch:** Custom (tongue & groove Fir) **Paints & Stains:** Benjamin Moore

GRAPHIC CREDIT

## HISTORIC RENOVATION

**ARCHITECT:** GTM Architects, Bethesda, Md.

**REMODELER:** Block Builders, Bethesda, Md.

**PROJECT LOCATION:** Kensington, Md.

**AGE OF HOME:** More than 120 years

**SCOPE OF WORK:** A three-story addition (basement, first floor and second floor) to give a family modern living spaces

**IT'S A COMMON PROBLEM** when buying an older home: homeowners get plenty of space, but the layout of the interior is not always conducive to modern living. So when these homeowners bought their Queen Anne luxury home, they expected to renovate it so the family of six could still maintain the history and relevance of the home while bridging the relationship between the rooms. Modernizing it would bring open, informal spaces rather than a cluster of smaller, formal rooms such as







The elements of the wrap-around porch mimic the window and door casings and the trim on the rails of the existing interior. The back porch's fenestration matches the front of the home.



dining rooms, sitting rooms and parlors.

The homeowners were referred to GTM Architects Founder and President George Myers. Because he lives in the neighborhood and has done numerous projects there, he came to the project understanding the stringent rules of remodeling in the historic district, and he knew how to work with the town's tough design review board. In the end, it would be a 1,600-square foot addition that would span three stories: a basement, first floor and second floor.

To get the project underway, Myers says, the first step was to identify the home's current features. "In this case, it was gables

**The new chimney on the home's left elevation gives visual interest and balance to the addition by mimicking the stacks of the existing home and using the brick to break up the monotony of siding.**



**PRO FINISH  
QUIKRETE®**

**Only at  
Lowe's!**

**For professional products,  
see the professionals.**

**BLENDED MORTAR MIX**  
Mezcla de mortero combinado

**EXTENDED BOARD LIFE FORMULA**

**PRO FINISH  
QUIKRETE®**

- Extended board life formula provides additional working time
- Superior workability and bond strength
- Use for brick, block, stone and veneers

- Su fórmula de mayor duración brinda más tiempo para trabajar.
- Funcionalidad y resistencia de adhesión superior
- Úsela para ladrillos, bloques, piedras y madera enchapada

WARNING: CAN CAUSE SERIOUS INJURY TO SKIN AND EYES. See additional precautions and first aid on back panel.

ADVERTENCIA: PUEDE CAUSAR LESIONES GRAVES A LA PIEL Y A LOS OJOS. Véase las precauciones adicionales y el primer auxilio al reverso del panel.

Neto (contenido líquido) (capacidad) 80 lb (36.3 kg)

**CRACK RESISTANT Concrete Mix**  
Mezcla de concreto resistente al agrietamiento

**PRO FINISH  
QUIKRETE®**

- Contains special additives to reduce drying shrinkage
- Formwork designed and tested to reduce cracking
- Contains synthetic fibers and air-entraining agents to reduce shrinkage cracking and improve durability in freeze/thaw cycles

Neto (contenido líquido) (capacidad) 80 lb (36.3 kg)

**HIGH STRENGTH CONCRETE**  
Mezcla de concreto de alta resistencia

**PRO FINISH  
QUIKRETE®  
5000**

- Superior strength (compressive strength) and workability
- Contains synthetic fibers and air-entraining agents to reduce shrinkage cracking and improve durability in freeze/thaw cycles

Neto (contenido líquido) (capacidad) 80 lb (36.3 kg)

Now PRO FINISH QUIKRETE® products are available exclusively at Lowe's. Made for the pros, each features a new formula for superior workability and strength. You'll appreciate their extended board life for longer working time and creamy texture for easy troweling. Plus, synthetic fibers and air-entraining agents reduce shrinkage cracking and improve durability in freeze/thaw cycles. For the store nearest you, visit [lowes.com](http://lowes.com) or call 1-800-993-4416.





and towers; it was the painted cedar shingle siding, the scalloped siding on the existing tower, the neat porch and column detail and vertical bead board. So that was our kit," says Myers.

For Myers, the project was intuitively different because given the restraints of working in a historic district, he had to first determine the working space and elevations and then plan for those specifications. "We knew that this thing had to be in a bunch of little pieces, so we started with the elevations, and once those were approved, we made the plan work to those specifications," Myers says. Design approvals took about six months, and the entire project took about a year.

Because true historic renovations don't allow homes to be duplicated, the key was to repeat elements with new shapes and cladding. For example, the addition's tower was purposely not cylindrical, nor was it pointed or clad in scalloped siding.

And although code restrictions dictated that the addition could only go on the rear of the home, elongating the house helps it blend in with other homes in the neighborhood that had already been remodeled in a similar fashion. It also makes the home

more digestible and approachable from all four sides.

"The neat thing in working in an old house is that it gives you clues as to what to do," Myers says. "Finding the interesting details to add — things that some carpenter probably just made up when the home was first built, like the reveals or the cut-in lines in the columns that we replicated that are unusual for a Victorian style — show you the variety that gives the home uniqueness." **PR**

— Meghan Haynes

>> For more **Solutions**, visit

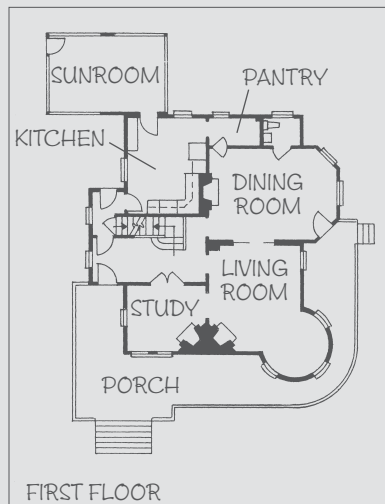
[www.ProRemodeler.com/solutions](http://www.ProRemodeler.com/solutions)

## A home that's built on sand and stone

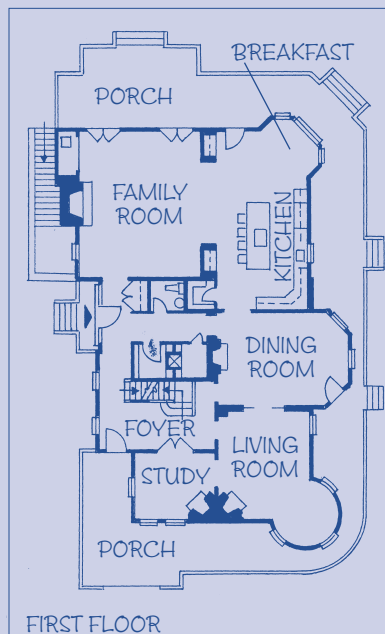
The composition of the existing home's foundation is standard for the time it was built, and while it was solid and served the home well, it was incapable of taking on such a sizeable addition. "A lot of the time, foundations were done with masonry — bricks, stones, etc. — and the mortar becomes sandy. It works fine — the homes are still there — but when you start playing with it, when you're digging out as in this project, they can become more corrosive, so you have to be careful," says Tony Paulos, president of Block Builders, which served as general contractor on the project.

To work well with the existing home, the foundation of the addition was made of CMU with a lot of rebar and asphalt coating — a good choice because the cells are filled with mortar, Paulos says. Underpinning the existing foundation was necessary in spots, and a steel structural element that runs the width of the foundation ties the two foundations together.

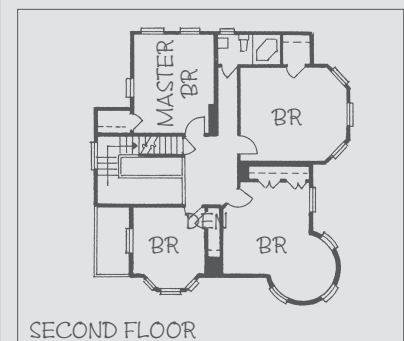
Before



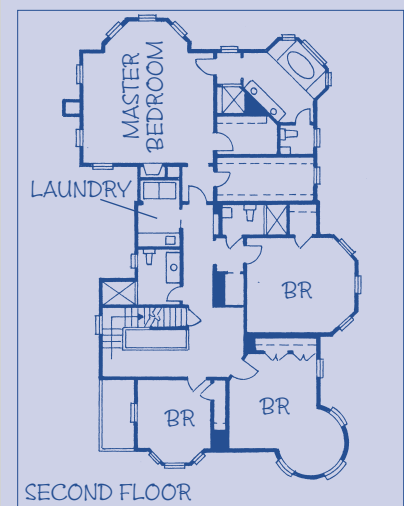
After



Before



After







# THE NEW COMMERCIAL STANDARD



GRAB LIFE BY THE HORNS



DODGE



## YOU CAN ALWAYS COUNT ON THE ONE YOU LOVE.

**DODGE RAM COMMERCIAL.** The power is always there. Whether it's the up to 650 lb-ft of torque from the legendary Cummins® Turbo Diesel that maintains the highest level of torque in its class\* or the up to 345 horsepower of the equally legendary HEMI® V8, we're in it for the long haul. Because Ram is part of the longest-lasting,<sup>†</sup> most durable\* line of pickups on the road. What's not to love? Visit [dodge.com/commercial](http://dodge.com/commercial) or call 800-4ADODGE.

\*Based on full-size pickup trucks. Requires automatic transmission. <sup>†</sup>Based on R. L. Polk & Co. Vehicles in Operation registration statistics CY 1986–2005. \*Durability based on longevity.

Chrysler Financial is a business unit of DaimlerChrysler Financial Services. Cummins is a registered trademark of Cummins, Inc. Dodge and HEMI are registered trademarks of DaimlerChrysler Corporation.



**BUSINESSLINK**

Chrysler Financial



For Free info go to <http://pr.ims.ca/5346-13>



# Open House

## Drop by...

[www.ProRemodeler.com](http://www.ProRemodeler.com)  
and check out our  
*Professional Remodeler*  
interactive Web site.

## You'll find:

- Easy-to-navigate pages
- Helpful links
- Your favorite columnists
- Remodeler Best Practices
- Product innovations
- Remodeling solutions
- Professional forums
- Research results
- Product information
- Archived articles
- LIVE Webcasts
- Editor blogs



... And all things of interest to professional remodelers — 24/7! Visit us soon!

**Professional  
Remodeler**



# IMPROVE IAQ WHILE YOU REMODEL

Refining your remodeling practices can give your team and homeowners a better remodel environment — and you can start by opening a window

By Tommy Strong  
for PATH Partners

## OF THE COUNTLESS APPROACHES

one can take toward a successful green remodeling project, those related to indoor air quality (IAQ) are among the most prominent. Yet the issue itself is one of the least visible. The air we breathe is a hot topic, but one usually examined in terms of improving our clients' lives once the remodel is done. But we can concentrate on how to improve IAQ during the remodeling project, too.

There's no reason why clients should wait until HEPA filters are installed on the air exchanger or a timer switch is wired on the new vent fan to benefit from better IAQ. With a bit of planning and an awareness of products, indoor air quality can be improved the minute you start the job.

The reason remodelers are not bound by the Hippocratic oath is because the directive "do no harm" does not apply. Unlike doctors, doing harm is often the first thing we do. But we can think like doctors, and we should rethink demolition strategies to make remodeling more like surgery and less like tear out. Don't let the speed of the procedure become more important than the quality. Too often the priority of demolition is *getting it done — now!* But you don't do that with other phases of the job like custom woodworking and complex tile designs. Doing a quality job means actually caring how you do a job, not how fast you do a job.

## Getting Started

The best part? You can improve air quality



PHOTO COURTESY OF USG

Joint compound with dust control helps keep dust down in remodels.



immediately with a quick, three-step process that is both cheap and easy. Before demolition begins you simply:

- 1) Enter the job site
- 2) Open a window
- 3) Leave it open

In many parts of the country, outside air is cleaner than what's inside the home, so go ahead and let some of the outdoors in!

Keeping IAQ at a high level throughout the project takes a little more commitment, though, and requires planning and adjustment. But hey, you're a remodeler, so you're used to it. What you may not be used to is analyzing your on-site tactics for isolation, protection and cleanliness.

### Isolate

First, isolate the work area so that air quality for the entire home is not compromised when you start tearing into drywall. At a hallway or door opening, set up a barrier using heavy duty 6-mil plastic, not the thin stuff. Mount it to a 2- by 4-inch frame, and stick it in the opening using a friction fit. Tape the edges securely and install a zipper that allows for access back and forth.

Next, don't just block off the air conditioning registers but seal them shut and check to see if there are dampers that can be closed anywhere in the ductwork. If a return air box in the work area can't be disabled during construction, keep a supply of filters on hand and change them regularly.

One way to make sure your clients are satisfied when the dust has settled is to manage the settling dust. Start with minimizing traffic through the living space. When you can't access the work area through an exterior door, consider removing debris out of a window. If you have a window to replace, take it out early and install the new one later. Maybe you can turn a window into a temporary door. For a 15-week project, it could easily be worth the expense if it will prevent a parade of trade contractors from trudging through the front door every day and across the hardwood floors.

### Ventilate

Your next goal is to ventilate, so bring in

## Brothers Strong Remodeling

**B**rothers Strong is a residential design/build firm, named 1999, 2003 and 2005 Houston Remodeler of the Year and Texas Remodeler of the Year in 2001 and 2003. A PATH Remodeler Partner since 2006, Brothers Strong demonstrates a commitment to building practices that improve the durability, efficiency, affordability, and environmental performance of their homes.

In addition to remodeling, the Strong brothers just finished building their first home through their new division, GreenHaus Builders. The home will be certified with a gold rating under the new LEED for Homes pilot program. Learn more about Brothers Strong at [www.BrothersStrong.com](http://www.BrothersStrong.com) or [www.GreenHausBuilders.com](http://www.GreenHausBuilders.com).

the fans. Box, cyclone, oscillating or my personal favorite, the "squirrel catcher," a reclaimed blower from an old air conditioner. We mounted one in a box, screwed a handle on top, and connected 20 feet of 10-inch duct to the exhaust. It doesn't matter what you use, though, as long as you create negative air pressure.

Designate an opening to exhaust all the dirt and grime — ideally an opening that is not the entrance. Sweep large debris, and vacuum the rest. Bag old insulation batts and reuse the bags. When removing ceilings under attics, work from above and suck out loose fill — don't just kick down the drywall and get out of the way. We employ a box blower for this operation too, using a length of ductwork attached to the intake. Finding a way to bag, vacuum or minimize the dust from old insulation will minimize the effects of toxic detritus contaminating the work area and workers.

Another tip: You may want to leave the old carpet in the room until the end of the demolition. It's easier on your feet, it keeps the noise down and it will grab a lot of the dust your crews create.

### Accommodate

When it's time to put Humpty Dumpty back together again think carefully about how to bring in materials and products. No matter what you are installing — and it matters a lot — do it right.

To a lot of clients, "construction chaos" means drywall dust — everywhere. You can lessen the mess by using USG Dust Control Joint Compound that has special additives to coagulate the dust. Under the heat generated by sanding, the excess "mud"

solidifies into small blobs and falls to the ground rather than hanging in the air and migrating all over the place.

Wet sand whenever you can. Vacuum rather than sweep, but if you do sweep, be sure to sprinkle water around to keep dust on the ground.

Another way to alleviate indoor disruption is by doing as much work outside as possible. Cut everything you can outdoors, especially flooring and plywood. Grinding and cutting backer board, tile and granite inside the work area is completely unacceptable; do it on sawhorses in the driveway. And make sure sanders or planers have dust bags.

OK, so maybe all your effort won't elicit from your client the oohh's and aahh's that 12-foot ceilings do, and it won't take their breath away like a polished granite countertop. But fine-tuning your tactics can boost indoor air quality — and the quality of life — during the project for your production team and for your clients when the job is done.

And if you discover that this more refined approach means you're not using the sledgehammer as often, don't worry. You can always use it to prop the door open and let some fresh air in. **PR**

*Tommy Strong (CGR, CAPS, CLC) is vice president of construction services and co-founder of Brothers Strong, a design/build firm in Houston. He writes on behalf of the Partnership for Advancing Technology in Housing (PATH), administered by the U.S. Department of Housing and Urban Development. Learn more at [www.pathnet.org](http://www.pathnet.org).*

**>> For more Solutions, visit**  
**[www.ProRemodeler.com/solutions](http://www.ProRemodeler.com/solutions)**






It's your business

Reed up on it

**WEBSITES, E-NEWSLETTERS,  
WEBCASTS, MAGAZINES,  
RESEARCH, EVENTS**

For information on how we can help you,  
visit [www.reedbusiness.com/us](http://www.reedbusiness.com/us)

 **Reed Business  
Information®**



### DUPONT

Composed entirely of quartz, which measures a 7 out of 10 on the mineral hardness scale, DuPont's Zodiac line now has several new colors, including storm gray (shown). The surfaces are consistent in color; nonporous; heat- and stain-resistant; and can be cut and fit to meet precise requirements. The company provides a 10-year manufacturer's warranty against defects.

**For FREE information, visit**  
<http://pr.ims.ca/5347-125>



### GLACIER COMPUTER

Specifically designed for use in the construction industry, the Magnum computer from Glacier Computer is designed to withstand shock, vibrations, dust and moisture. It can be configured with Windows XP Pro or XP Embedded. Each unit has a touch screen and brighter display so it's easy to use even with a gloved hand.

**For FREE information, visit** <http://pr.ims.ca/5347-127>



### ACRILEX

Custom-colored acrylics from Acrylicex include the Acriglas marble/granite series of acrylic sheets. The acrylic sheets, according to the company, are ideal for lighting, furniture and fixture applications that require complex formed or fabricated shapes. The sheets feature superior impact resistance to glass. Twelve standard colors are available in degrees of translucency.

**For FREE information, visit**  
<http://pr.ims.ca/5347-126>



### SWANSTONE

Going against the trend of sharp, angular corners, the Hilo solid-surface vanity bowl from Swanstone has a European look and comes in 33 colors. According to the company, the vanity bowl can be installed as a vessel bowl above the countertop, as a drop-in or as an undermount.

**For FREE information, visit**  
<http://pr.ims.ca/5347-128>





## LATITUDES

Slotted composite decking from Latitudes includes the Equator composite decking line. Equator features a hidden deck fastener system that doesn't require pre-drilling. The fasteners automatically space deck boards with the appropriate gap. The deck boards come with a 15-year limited warranty and are available in 12-, 16- and 20-foot lengths in redwood, cedar, gray and walnut.

**For FREE information, visit**  
<http://pr.ims.ca/5347-130>

## ELIANE

The latest porcelain tiles from Eliane include the Neolitic Series of large-format tiles made with fire-melted metals over a porcelain body. The fluted relief Neolitic metallic colors are offered in large format 20-by-20-inch tiles with several other accessory sizes. A non-metallic version is also available in the traditional 20-by-20-inch large format in white, chestnut brown and black.

**For FREE information, visit**  
<http://pr.ims.ca/5347-132>



## W.A.C. LIGHTING

Made by the fusing of two layers of luxurious art glass and ideal for illuminating kitchen counters, islands and tables, the Draco, Fury, Pyro and Chimera are the latest Quick Connect Pendants from W.A.C. Lighting. The pendants can be applied to low-voltage monorail systems or other applications, including the company's Line Voltage Flexrail System.

**For FREE information, visit** <http://pr.ims.ca/5347-129>

## MOEN

The Inspirations line from Moen includes the Mirrorscapes, which can help turn ordinary wall-mounted plate-glass mirrors into more expensive-looking centerpieces with a replacement frame. The Mirrorscapes installation requires mounting brackets (included) and no miter cuts are necessary with the decorative cover-up corners.

**For FREE information, visit** <http://pr.ims.ca/5347-131>





**Now Available  
Wrapped**



## 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.

# KOMA<sup>®</sup>

## Trim Products

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

[www.komatrimsboards.com](http://www.komatrimsboards.com)

1.800.330.2239



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

For FREE info go to <http://pr.ims.ca/5346-15>

## Products Preview

### NEW PRODUCTS



### SKIL

Featuring the company's SmartCut motion-activated system, the 3800 10-inch compound miter saw from Skil also features two-beam laser technology to make lining up a cut easier. As the operator comes within range of the saw, its motion-activated laser system automatically turns on, allowing the user to position the cut with both hands.

For FREE information, visit <http://pr.ims.ca/5347-133>



### AMSCO WINDOWS

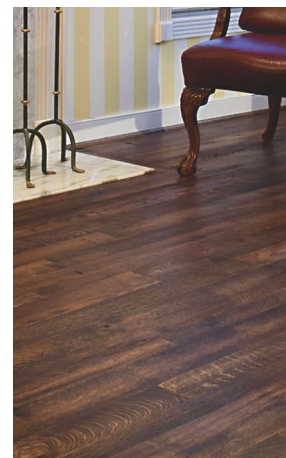
Vinyl windows with color caps by Amsco Windows fall under the company's Artisan series. Made for high-end new construction and replacement jobs, the Artisan series features the company's Super-CapSR technologies that fuses the color layer with scratch and fade resistance. White, almond, taupe, bronze, evergreen and autumn colors are offered.

For FREE information, visit <http://pr.ims.ca/5347-134>

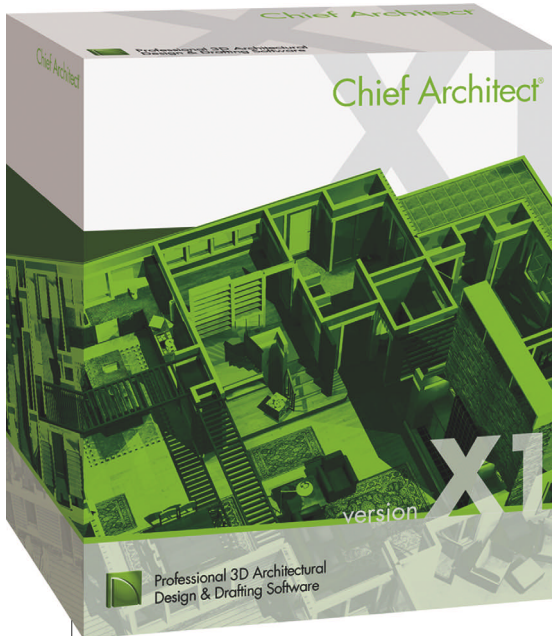
### MOUNTAIN LUMBER

The Entique line of flooring from Mountain Lumber uses reclaimed wood and the company's proprietary manufacturing process to create pre-finished flooring. The floors can be nailed down over conventional wood sub floors, glued over concrete for below-grade jobs and floated to accommodate radiant flooring. The Ancient Chinese Elm finish is shown.

For FREE information, visit  
<http://pr.ims.ca/5347-135>







## CHIEF ARCHITECT

Chief Architect's X1 is the latest version of the company's architectural design and drafting software. The system now features the 3D Roof Designer and 3D Wall Designer tools as well as updated modeling tools and kitchen and bath toolset configurations.

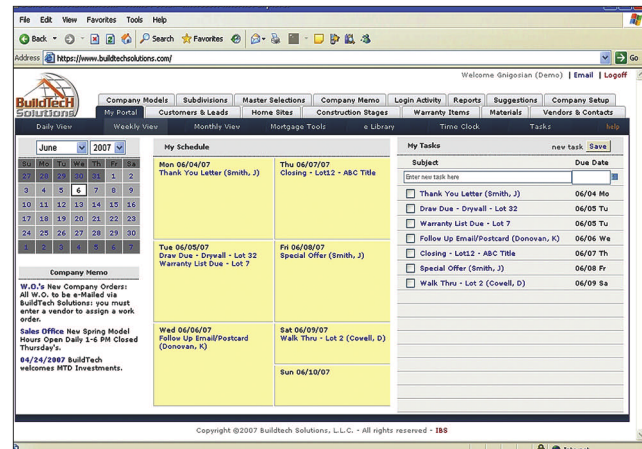
**For FREE information, visit**  
<http://pr.ims.ca/5347-136>

Executive Dashboard C:\MR\Sample Company\Period 6					
Last refreshed: Thursday, September 7, 2006 11:59 AM					
<b>Cash Accounts</b>		<b>Receivables</b>			
General Checking	78,520.35	Due in 7 Days	Due in 30 Days	Overdue 1-30	Overdue > 30
Payroll Checking	940.81	4,506.89	4,506.89	95,641.07	180,000.00
Field Checking	302.86				
Check Clearing	0.00				
Savings	2,113.18	Due in 7 Days	Due in 30 Days	Overdue 1-30	Overdue > 30
All Other Cash Accounts	300.00	48,349.25	48,349.25	0.00	1,015.00
<b>Cash Position</b>		<b>Income from Operations</b>			
Total Cash	82,177.20	Operating Income	This Month	This Quarter	This Year
Receivables	596,111.32		312,364.47	1,404,483.52	2,253,251.32
Total Cash + Receivables	678,288.52	Direct/Equip/Shop	389,472.24	1,112,614.96	1,810,101.05
Less Current Liabilities	479,139.35	Overhead	24,422.54	92,503.64	183,341.62
<b>Cash Position</b>	<b>199,149.17</b>	Administrative	5,476.59	22,201.76	46,746.00

## SAGE

Now featuring an executive dashboard that gives builders and remodelers the ability to quickly check the overall health of the company at a glance, Sage's Master Builder Version 12 also features improved licensing that maintains the benefits of concurrent use licensing but now makes the process of adding or removing users easier. The company's software portfolio also includes Peachtree by Sage Premium Accounting for Construction.

**For FREE information, visit** <http://pr.ims.ca/5347-138>



## BUILDTech SOLUTIONS

BuildTech Solution's project management technology for builders and remodelers fills "a void in existing system applications." The company's software provides a host of integration and management tools, including automatic PC or PDA updates via an Internet connection along with real-time information sharing.

**For FREE information, visit** <http://pr.ims.ca/5347-137>

HomeFront Estimator Tools [Sales Pricing Worksheet]									
<div> <div> Job Tasks <ul style="list-style-type: none"> <li>Prepare sales estimates</li> <li>Issue budgets by job</li> <li>Issue budgets by phase</li> <li>Issue PO's by job</li> <li>Issue PO's by phase</li> </ul> </div> <div> Setup <ul style="list-style-type: none"> <li>Edit item prices</li> <li>Cost forecasting</li> <li>Export price lists</li> <li>Import price lists</li> </ul> </div> <div> Sales Pricing <ul style="list-style-type: none"> <li>Open a worksheet</li> <li>Create a new worksheet</li> <li>Post a worksheet</li> </ul> </div> <div> Timberline Posting Tasks <ul style="list-style-type: none"> <li>Write new Timberline estimate</li> <li>Rewrite a Timberline estimate</li> </ul> </div> </div>									
<div> <div> Description October 2007 DS Cost Basis October 2007 Incentive Cost% 55 Costs Effective March 15, 2007 Posted to Sales March 15, 2007 </div> <div> Worksheet Totals Models 11 Margin 43.44 CO Margin -4886.51 Options 8 Markup 76.80 CO Markup -97.36 </div> </div>									
Description	Markup	Round to	Incentive	Cost	Pretax				
Venice Elevation C	76.45	0.00	0.00	141,929.65	247,481.71				
Venice Elevation B	81.87	0.00	0.00	134,005.95	240,748.59				
Venice Elevation A	80.39	0.00	0.00	135,089.35	243,687.68				
Julian Elevation C	75.30	0.00	0.00	144,503.15	253,314.02				
Julian Elevation B	80.95	0.00	0.00	136,573.25	243,536.67				
Hardwood in Dining room and Den	40.00	0.00	0.00	1,650.00	2,100.00				
Hardwood in Dining room and Den	40.00	0.00	0.00	1,650.00	2,100.00				
Extend Ensuite on Master Bedroom	40.00	0.00	0.00	1,610.80	2,195.20				
Capitano Elevation B	78.06	0.00	0.00	146,188.55	260,303.33				
Capitano Elevation C	76.32	0.00	0.00	147,587.55	260,226.37				
Capitano Elevation B	80.44	0.00	0.00	140,505.35	250,373.13				
Capitano Elevation A	79.29	0.00	0.00	141,394.35	253,505.93				
Bonus Room over Garage	40.00	0.00	0.00	4,375.00	5,880.00				
Bonus Room over Garage	40.00	0.00	0.00	4,375.00	5,880.00				
Avallon Elevation D	75.92	0.00	0.00	170,611.30	300,139.40				
Avallon Elevation C	75.19	0.00	0.00	170,650.60	298,962.79				
12x16 Deck	40.00	0.00	0.00	1,100.00	1,540.00				
12x16 Deck	40.00	0.00	0.00	1,100.00	1,540.00				

## HOMEFRONT

The HomeBuilder Management Tool Kit from HomeFront is touted as an end-to-end sales and construction management tool that also integrates automatically with Sage's Timberline Office software. According to the company, it is aimed at mid-sized and expanding remodeling companies.

**For FREE information, visit** <http://pr.ims.ca/5347-139>



### Alternate materials leading the way

Just like with siding and windows, homeowners are looking for roofing products that will provide a lifetime of low maintenance but still be aesthetically attractive.

For State Roofing of Monroe, Wash., one of the largest roofing companies in the country, that means an increased demand for alternate materials like metal and rubber.

"This has always been a cedar shake market, but customers now want something that's going to last longer," says Marketing Director Guy Golliver. "People are telling us that they want something that looks like cedar but isn't cedar."

The company's top-selling roof line is Rare Metal Shakes, which combines the strength of steel with the look of cedar shakes and carries a lifetime warranty.

Also rapidly growing in popularity is the company's exclusive lines of GEM EuroSlate and EuroShake rubber roofing. Rubber roofing is now second only to metal roofs in installations for State Roofing. The product carries a 50-year warranty and is made mainly from recycled tires, making it attractive to people interested in green products, Golliver says.

The company's target market is people who have been in their homes at least 10 years and recognize the value of a low-maintenance and long-life product.

"The longer they've lived in their home, the better prospect they are for us, because they've lived with that old roof and want something that will last the rest of their lives," Golliver says.



#### OWENS CORNING

The latest shingles from Owens Corning include the Duration Series, which includes the company's patented Sure-Nail technology that provides a larger nailing area and improved wind resistance. The Duration shingles are made in 12 colors and carry a Class A UL fire rating as well as a 10-year algae resistance warranty. A premium line is also available.

**For FREE information, visit**  
<http://pr.ims.ca/5347-140>



#### GRACE CONSTRUCTION PRODUCTS

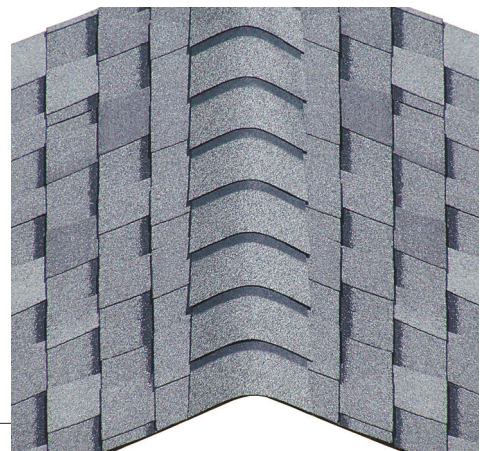
The Tri-Flex Xtreme synthetic roofing underlayment from Grace Construction Products features a proprietary coating for slip resistance. The underlayment can be exposed for up to six months without rotting or cracking and comes in rolls of 41½ inches by 289 feet. The Tri-Flex Xtreme can be applied underneath shingles, tile, slate, metal and cedar shakes.

**For FREE information, visit**  
<http://pr.ims.ca/5347-141>

#### ATLAS ROOFING CORP.

The StormMaster Pro-Cut Hip & Ridge shingles are pre-cut to eliminate most hand trimming on the roof. The 5½-inch exposure matches many popular metric-sized laminates. The shingles are composed of SBS modified asphalt with a fiberglass reinforcement and built-in sealant strip.

**For FREE information, visit**  
<http://pr.ims.ca/5347-142>





## CONSTRUCTION CODE FAMILY OF DAVIS

### SECTION 1.01.11 INTERIOR STRUCTURE

Structural support materials and all parts thereof shall not interfere with our view of the beach, beachgoers, beach balls or any related high tides and/or sunrises.

### SECTION 1.02.32 PERFORMANCE STANDARDS

Herein, all windows shall preserve our antiques, rare book collection and peace of mind.

### SECTION 1.03.84 FAILURE TOLERANCE

We spent a boatload on this house. Our tolerance for failure is pretty darn low.

## StormBreaker Plus windows and doors exceed the toughest codes on the coast.

We don't have to tell you that when it comes to windows, the government's specifications aren't nearly as demanding as your homeowner's. So you want to install a product that's not only strong, but beautiful, as well. That's why you want StormBreaker Plus.™ Unlike other impact-resistant windows which tend to skimp on aesthetics, StormBreaker Plus windows give homeowners the clean lines and contemporary looks they want. And StormBreaker Plus windows also pass the toughest building codes, including Miami-Dade standards for impact performance. Maybe that's why in the 2006 J.D. Power and Associates study, professionals like you ranked Simonton Windows® as the "Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers." So next time, install StormBreaker Plus. Because you never want to violate the government's regulations or your homeowner's trust.



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 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](http://jdpower.com).

For Free info go to <http://pr.ims.ca/5346-16>



## ROOFING



### BENJAMIN OBDYKE

Designed for quick and inexpensive roof patches when converting attic ventilation systems from roof pots to ridge ventilation, the PlyPatch from Benjamin Obdyke consists of sheets of plywood secured by four attached metal drywall clips. The patch can withstand structural loads of up to 450 pounds and each sheet measures 7¼-by-7¼-by-7/16-inches.

**For FREE information, visit <http://pr.ims.ca/5347-143>**



### CERTAINTEED

Listed under UL 2218 Class 4 for roofing, the Presidential Shake impact-resistant luxury shingles are comprised of asphalt and two laminated layers with a fibrous glass scrim on the back for increased durability. The product is backed by the company's 15-year warranty against discoloration by airborne algae as well as a 10-year warranty that covers 100 percent of replacement and labor costs in any manufacturing defect.

**For FREE information, visit <http://pr.ims.ca/5347-144>**

### TAMKO BUILDING PRODUCTS

The Heritage Vintage premium asphalt shingles from Tamko Building Products are designed to mimic the look of real wood shake, incorporating similar textures and angular lines. Heritage shingles are backed by a 50-year limited warranty and are UL listed for Class A fire and wind resistance. Colors include weathered wood, charcoal, redwood, fossil gray and chestnut.

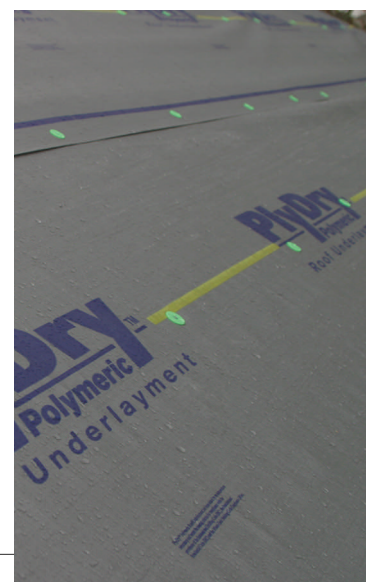
**For FREE information, visit <http://pr.ims.ca/5347-145>**



### FORTIFIBER

The PlyDry 30 high-strength synthetic roofing underlayment from Fortifiber features the company's patent-pending CatWalk slip-resistant coating for worker safety. The underlayment is meant for standard applications as listed in the ICC ESR-1204 as well as carrying approval for use in Florida's Dade County.

**For FREE information, visit <http://pr.ims.ca/5347-146>**





# Product and Literature Digest

**1.800.872.1608**  
**WORTHINGTON**  
 6950 Phillips Hwy, Suite 20 • Jacksonville, FL 32216



Your Only Source For Fine Architectural Details.

Columns • Balustrades • Moldings

Call for a *FREE* Catalog.

[www.WorthingtonMillwork.com](http://www.WorthingtonMillwork.com)

For FREE info go to <http://pr.ims.ca/5347-200>

## TV LIFTS BY OUTWATER



Although LCD, DLP and Plasma Screen Televisions and Computer Monitors have readily emerged as accepted fully integrated commonplace fixtures within today's homes, aesthetically speaking, they are viewed as the modern day Achilles heel; monumental physical eyesores devouring vast areas of much needed space without regard... until now.

Outwater introduces its new series of low cost, very high quality motorized TV Lifts and complementary accessories to accommodate all formats and sizes of commercially available LCD, DLP and Plasma Screen Televisions and Computer Monitors for any type of design application.

**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](http://www.outwater.com)

New Jersey • Arizona • Canada

For FREE info go to <http://pr.ims.ca/5347-201>



**UDA TECHNOLOGIES**

**"Last year alone, I saved almost \$30,000."**

Shawn Hanna • Design 2 Build

Estimating  
 NEW Items Database  
 QuickBooks™ Integration  
 Scheduling  
 Contracts & Specifications  
 NEW ConstructionNet™ CRM

**FREE TRIAL**

**ConstructionSuite™ 2007**

**1.800.700.8321** [www.constructionsuite.com](http://www.constructionsuite.com)

For FREE info go to <http://pr.ims.ca/5347-202>

**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

For FREE info go to <http://proremodeler.ims.ca>



**ZIPWALL™**

Save cleanup time and money. ZIPWALL™ is a unique system for constructing a temporary wall for superior job site dust and dirt control.

**Protective Products**  
 International Inc.

Surface Protection Solutions

[www.protectiveproducts.com](http://www.protectiveproducts.com)

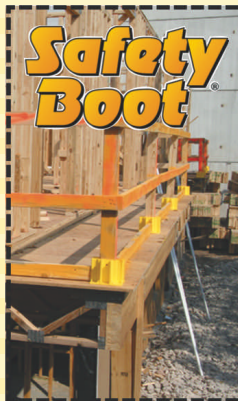
**Call 24 hours  
 1-800-789-6633**

for a *FREE*  
 Surface Protection Guide

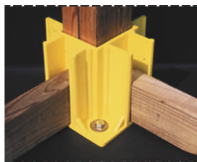
For FREE info go to <http://pr.ims.ca/5347-203>



# Product and Literature Digest



Safety Boot temporary guardrails simplify installation by eliminating bracing. Its free-standing design is simple, low-cost and exceeds OSHA fall protection requirements. The Safety Boot is tested, proven and certified effective by a third-party engineering testing firm.



**SAFETY  
MAKER**

Safety Maker, Inc.  
1-800-804-4741  
[www.safetyboot.com](http://www.safetyboot.com)

For FREE info go to <http://pr.ims.ca/5347-204>

## Weyerhaeuser ChoiceDek® Products



Weyerhaeuser ChoiceDek® products are ideal for decks, dock surfaces, boardwalks, access ramps and walkways. Made from a patented process that encapsulates recycled wood fiber in recycled polyethylene, the unique composition of ChoiceDek® products makes them easy to maintain. Boards are available in 12', 16', and 20' lengths in 5/4" X 6" profiles.

[www.choicedek.com](http://www.choicedek.com)  
(800) 951-5117

**Weyerhaeuser**

For FREE info go to <http://pr.ims.ca/5347-205>

## Latitudes Equator™



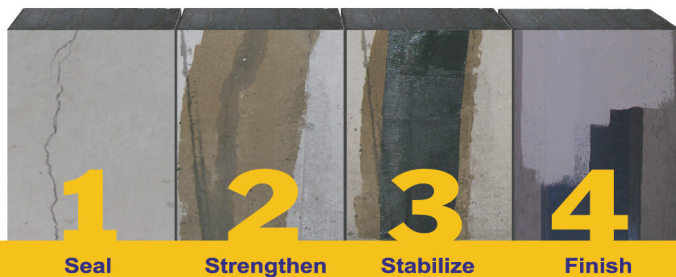
Latitudes Equator™ hidden fastener delivers automatic, consistent alignment of deck boards for beautiful results and big time savings. Y-shaped "gap wings" let boards expand and contract to prevent lifting. This unique fastener virtually eliminated pre-drilling and split ends and is engineered to work with Latitudes Equator slotted composite decking to yield a blemish-free surface.

[www.latitudesdeck.com/prl](http://www.latitudesdeck.com/prl)  
Ph: 888.270.0750

For FREE info go to <http://pr.ims.ca/5347-206>

## Marketplace

## About Time You Get With THE SYSTEM



### Contractors say this about FIBERLOCK:

"I use it for all of my structural and hairline crack repair applications"  
"Requires half the labor time so we can get more accomplished"  
"The simple installation makes it easy to train a technician"  
"Incredible, outstanding performance"  
"Not only is it durable but it prevents re-cracking"  
"You Can Paint over it... Amazing."

**FIBERLOCK™**  
Innovative Carbon Fiber, Epoxy Resin Technology For Crack Repair



Patent Pending

**866-527-6771** [www.kmsalesonline.com](http://www.kmsalesonline.com)

For FREE info go to <http://pr.ims.ca/5347-208>



From building, to creating,  
to repairing and more.

1-800-966-3458 • [GORILLAGLUE.COM](http://GORILLAGLUE.COM)

© 2007 The Gorilla Glue Company. G6HD

For FREE info go to <http://pr.ims.ca/5347-207>



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

## Advertiser Index

Advertiser	Page No.	Web Site
Buyer Zone	63-B	
DaimlerChrysler Corp.	53	<a href="http://pr.ims.ca/5347-13">http://pr.ims.ca/5347-13</a>
EcoStar	36	<a href="http://pr.ims.ca/5347-9">http://pr.ims.ca/5347-9</a>
JELD-WEN	13-28	
JELD-WEN	12	<a href="http://pr.ims.ca/5347-6">http://pr.ims.ca/5347-6</a>
Koma Trim Products	57	<a href="http://pr.ims.ca/5347-15">http://pr.ims.ca/5347-15</a>
Latitudes	C-3	<a href="http://pr.ims.ca/5347-17">http://pr.ims.ca/5347-17</a>
LG HI-MACS	2	<a href="http://pr.ims.ca/5347-2">http://pr.ims.ca/5347-2</a>
Owens Corning	35	<a href="http://pr.ims.ca/5347-8">http://pr.ims.ca/5347-8</a>
+ Professional Remodeler	45	
+ Professional Remodeler	54	
Quiet Solutions	4	<a href="http://pr.ims.ca/5347-3">http://pr.ims.ca/5347-3</a>
Quikrete Companies	51	<a href="http://pr.ims.ca/5347-12">http://pr.ims.ca/5347-12</a>
Remodelers Advantage	11	<a href="http://pr.ims.ca/5347-5">http://pr.ims.ca/5347-5</a>
+ SBR/Simonton Windows	63	<a href="http://pr.ims.ca/5347-16">http://pr.ims.ca/5347-16</a>
Therma-Tru Doors	C-4	<a href="http://pr.ims.ca/5347-18">http://pr.ims.ca/5347-18</a>
TTI Group	9	<a href="http://pr.ims.ca/5347-4">http://pr.ims.ca/5347-4</a>
USG	47	<a href="http://pr.ims.ca/5347-11">http://pr.ims.ca/5347-11</a>
Weyerhaeuser	C-2	<a href="http://pr.ims.ca/5347-1">http://pr.ims.ca/5347-1</a>
+ REGIONAL		

Professional Remodeler (ISSN 1521-9135) (GST #123397457) Vol. 11, No. 7 is published monthly by Reed Business Information, 8878 S. Barrons Blvd., 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.

## WANT A REPRINT OF AN ARTICLE?

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

## CONTACT INFO:

**Associate Publisher/Director of Sales**  
 Tony Mancini  
 610/205-1180, Fax 610/205-1183  
[armancini@reedbusiness.com](mailto:armancini@reedbusiness.com)

**E-media Solutions Manager**  
 Shannon Darmody  
 630/288-7963, Fax 630/288-8145  
[shannon.darmody@reedbusiness.com](mailto:shannon.darmody@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](mailto:john.huff@reedbusiness.com)

**Regional Manager Southeast**  
**AL, FL, GA, MS, NC, SC, TN**  
 Jason Dragos  
 630/288-8161, Fax 303/265-5990  
[jason.dragos@reedbusiness.com](mailto:jason.dragos@reedbusiness.com)

**Regional Manager Great Lakes**  
**IN, KY, MI, OH, Eastern Canada**  
 Jeff Elliott  
 616/846-4633, Fax 616/846-4802  
[jelliott@reedbusiness.com](mailto:jelliott@reedbusiness.com)

**Regional Manager Southwest**  
**AZ, AR, Southern California, CO, HI, LA, NM, OK, TX**  
 Jessica Elliott  
 661/290-7694, Fax 303/265-2064  
[jessica.elliott@reedbusiness.com](mailto:jessica.elliott@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](mailto: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](mailto:emily.clay@reedbusiness.com)

**Inside Sales**  
 Shelley Perez  
 630/288-8022, Fax 630/288-8145  
[shelley.perez@reedbusiness.com](mailto:shelley.perez@reedbusiness.com)

**Business Development**  
 KT McNamara  
 563/332-9231, Fax 630/288-8145  
[ktmcnamara@reedbusiness.com](mailto:ktmcnamara@reedbusiness.com)

**Events/Custom Publishing Director**  
 Judy Brociek  
 630/288-8184, Fax 630/288-8145  
[jbrociek@reedbusiness.com](mailto:jbrociek@reedbusiness.com)

**Administrative Support**  
 Rebecca Breskman  
 Administrative Assistant  
 610/205-1179  
[rebecca.breskman@reedbusiness.com](mailto:rebecca.breskman@reedbusiness.com)

Arlean Talley  
 Administrative Assistant  
 630/288-8183  
[arlean.talley@reedbusiness.com](mailto:arlean.talley@reedbusiness.com)

**Advertising Production Manager**  
 Raj Chauhan, 630/288-8431

**Advertising Contracts**  
 Stephanie West, 630/288-8419  
[stephanie.west@reedbusiness.com](mailto:stephanie.west@reedbusiness.com)

**Director of Electronic Media**  
 Karthi Gandhi, 630/288-8145  
[karthi.gandhi@reedbusiness.com](mailto:karthi.gandhi@reedbusiness.com)

**Editorial & Publishing Office**  
 Professional Remodeler  
 2000 Clearwater Drive, Oak Brook, IL 60523  
 Phone: 630/288-8000, Fax: 630/288-8145





## HOW TO ACHIEVE WORK/LIFE BALANCE

I started this company; and I am very proud of it. But at the end of the day, it is just a job.

It exists to let me do the things outside of work that I want to do: to be a good husband, father, son or friend. It does not control me nor define me, and it should not control or define you."

I give this speech to every new employee even if I did not interview or hire them myself. In essence, I want my employees' experience at Blackdog to be balanced.

I have not always had this perspective. I used to brag about how hard I worked, holding out my 70-80 hour weeks like a badge of honor — and going seven years with no vacation other than long weekends. This industry has an insidious way of taking as much time as you will give it, especially when the business owner wears all the "hats." During Blackdog's early years I had to be the strongest, fastest, hardest working carpenter all day, then meet with clients, write estimates, pay bills and balance the checkbook long into the evening. After a couple of years, this insane schedule became expected and normal!

Sometime in my early 30s I became concerned about how my life was unfolding. Was I going to be the dad who never made it to the soccer game or missed all the school plays because my clients wanted to meet at night? I needed to take control of this beast that had taken control of me. With great effort I learned the secrets to freedom, and I am happy to share the four keys with you:

1. Empower your employees to make decisions.
2. Accept that your empowered employees will occasionally make mistakes.
3. Devise systems with your employees to eliminate recurring mistakes.
4. Try to make one small improvement each week.

When you begin to add staff and "take off hats" you will find that the business is no less hungry for your time. A common sentiment of new and inexperienced bosses is, "It's faster/better/easier to do it myself." Each new improvement will shed light on at least three other problems that need your attention. However, strive for just 1 percent improvement each week — just one small change weekly will add up to a 50

percent better company in a year (and 50 percent more free time for you).

Take that time you will have and give it back to your personal life. Your significant other will be pleased, your family overjoyed. Your employees will be more productive and happier by working for a leader they respect while not feeling guilty about working a reasonable schedule. You will attract top talent who will stay with your company and contribute at a high level because they know they are valued. That is the message you send when you seek to balance personal and work lives within your company.

Wondering how this will feel? Try a test drive and plan a vacation — not a long weekend. Take two weeks. Get your people on board. Plan in advance. Tell your people to make the decisions. Agree on a reasonable communication schedule so that you can check in every few days. Your staff will probably be thrilled for you to take time off. You will be amazed to find your company intact when you return, and you will be on a one-way trip to a better life and a better company. **PR**



### David K. Bryan

*Advisory Board Columnist*

**Birth Date:** Aug., 30, 1964

**Company:** Blackdog Design/Build/Remodel

**Location:** Salem, N.H.

**Industry Involvement:** Chairman of the N.H. Remodelers Council

**Favorite Business Book:** "The E-Myth" by Michael Gerber

**Greatest Business Achievement:** Developing a company that does not rely on me to survive.

**Pets:** Black lab (what else?) named Marly; cat named Hobbs

**Favorite Meal:** Steak & potatoes

**Favorite Drink:** Michelob Light

**Favorite Family Activity:** Boating around Martha's Vineyard

**Most Embarrassing Moment:**

Almost sinking my dad's boat.

**Best Memory from Childhood:**

Trap and Skeet shooting with my brothers.

**What You Wanted to Be When**

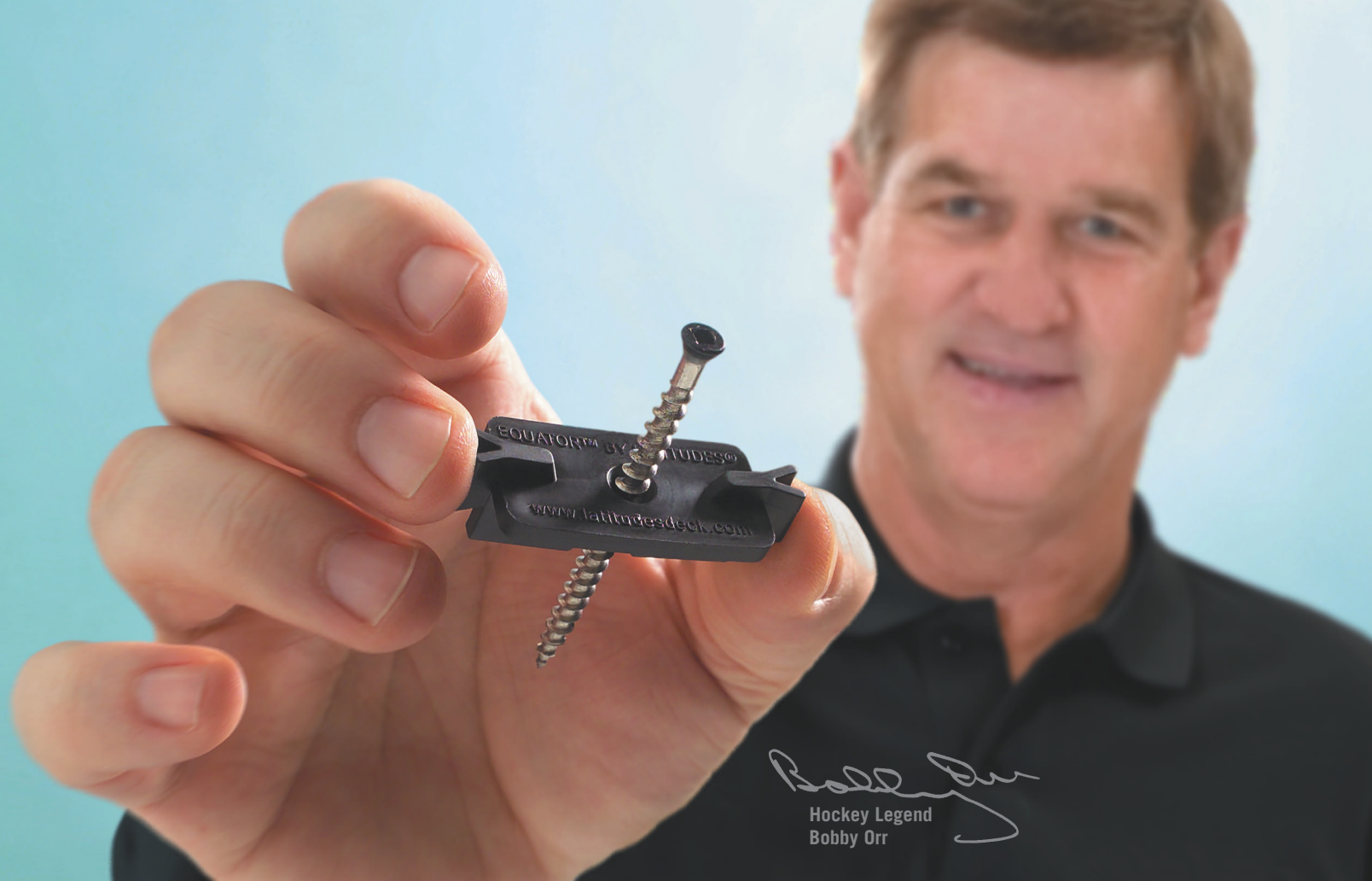
**You Grew Up:** I have no intention of growing up!

## Editorial Advisory Board

• **David K. Bryan**, CGR, Blackdog Design/Build/Remodel • **Vince Butler**, CGR, CAPS, GMB, Butler Brothers Corp. • **Therese Crahan**, NAHB Remodelers 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 • **Alan Hendy**, Neal's Remodeling • **Mike Gorman**, Tech Knowledge • **Allison Iantosca**,

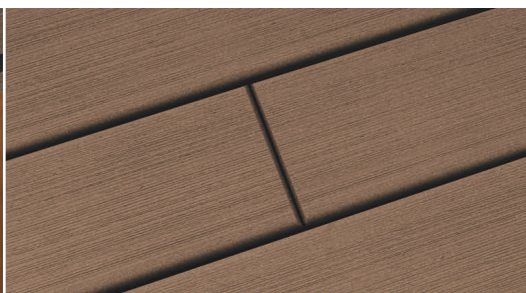
F.H. Perry Builder • **Wendy A. Jordan** • **Greg Miedema**, CGR, CGB, CAPS, Dakota Builders • **Larry Murr**, CGR, CAPS, Lawrence Murr Remodeling • **Mike Nagel**, CGR, CAPS, RemodelOne Design/Build Construction • **Bill Owens**, CGR, CAPS, Owens Construction Contracting Co. • **Randy Ricciotti**, Custom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





## Little fastener. Big difference.

The Latitudes Equator™ hidden fastener delivers automatic, consistent alignment of deck boards for beautiful results and big-time savings. Y-shaped “gap wings” let boards expand and contract to prevent lifting. This unique fastener is engineered to work together with Latitudes Equator slotted composite decking to yield a blemish-free surface. And in terms of satisfied customers, that’s enormous.





# Beauty Begins With Dependable Performance.

## Introducing Tru-Defense™ Door Systems.



### **New multi-point locks**

*Increase rigidity for enhanced integrity and security.*



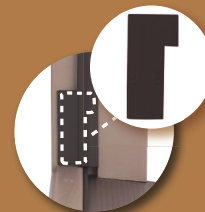
### **New door bottom sweep**

*Dual bulb and fin sweep maximize water resistance.*



### **New profiled sill**

*Higher profile sill sits tighter to door bottom, preventing air and water infiltration.*



### **New corner seal pad**

*Patent-pending design eliminates water penetration.*

Take foul weather out of the picture. Tru-Defense entry and patio door systems are engineered to keep wind out, floors dry and homeowners satisfied. And that's a beautiful thing. Get more information at [www.thermatru.com/trudefense](http://www.thermatru.com/trudefense).



Tru-Defense patio door systems also available.  
For Free info go to <http://pr.ims.ca/5346-18>



**THERMA TRU**  
DOORS

*The Most Preferred Brand in the Business™*