

Qualified Remodeler®

May 2015

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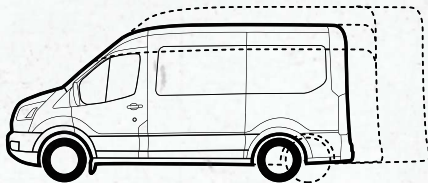
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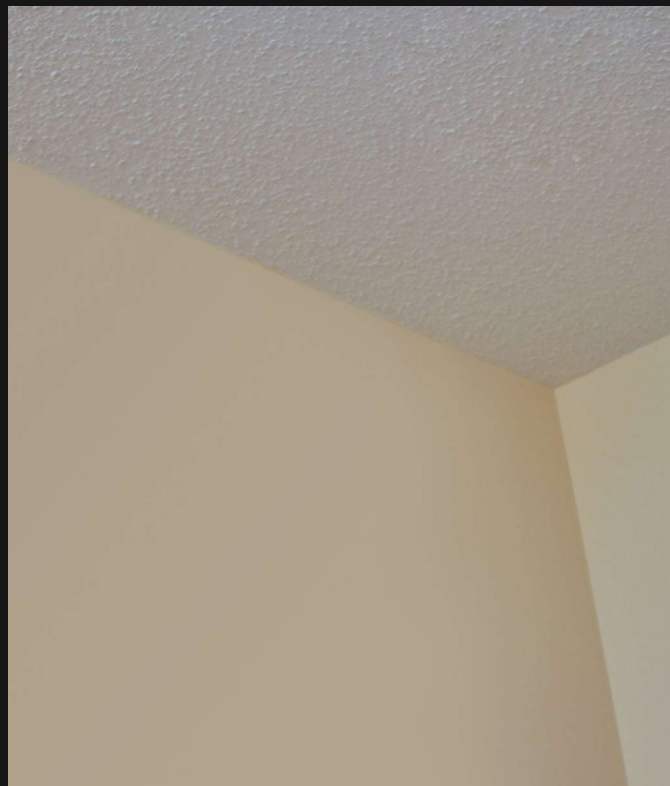
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Making it happen



Patrick L. O'Toole

Many years ago, when I began covering remodeling and home improvement, I learned an important distinction between the two. Dave Yoho, the legendary speaker/consultant and columnist for this magazine, told an audience that home improvement companies “make” a market, while remodelers tend to “take” a market.

Yoho was not disparaging remodelers. Rather, he highlighted the key difference between the two groups as clearly as possible. Remodelers “take” a market as it comes, leveraging their hard-won reputations to drive repeat and referral business. Successful home improvement companies tend to “make” a market — creating awareness via steady investments in sales and marketing, often amounting to as much as 10 percent of annual revenue.

DURING THE market downturn — 2008 to 2012 — remodelers began experimenting with ideas from their home improvement brethren. Very few remodelers today see taking a market as it comes as a good idea. Meanwhile, the Internet and social media have created new communication opportunities. It has allowed small, local firms to bootstrap some excellent marketing ROI. Today everyone “makes” a market to some degree.

Creating new markets is embedded in a specialty contractor’s DNA. The most innovative

new products oftentimes find their way to market only through the efforts of a single well-rehearsed salesman who finds the right words to unlock demand and attract others. Think of any specialty home improvement product — from gutter guards and metal roofing to bath liners and vinyl replacement windows — and it usually began with a single innovator pushing their product through local professionals.

The most innovative new products oftentimes find their way to market only through the efforts of a single well-rehearsed salesman.

Several, like the one from HighMark Digital, can safely be classified as new products capable of creating large, new markets.

Take a moment to read the advice offered by Doug Dwyer, CEO of DreamMaker Bath and Kitchen, about how best to evaluate a franchise or dealer opportunity, then dive into the pages of our directory. It is excellent food for thought. And you just may be that person who finds the right words that help open new markets; that individual who makes it happen. | **QR**

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COMPLIANCE

Crawl spaces and attics on list of 'confined spaces'

New OSHA rule mandates compliance by Aug. 3. Remodelers and home improvement pros forced to put new processes in place quickly.

Early this month, OSHA finalized a sweeping new rule designed to protect workers in confined spaces like storage tanks, tunnels and manholes. And in so doing, the worker safety agency also specifies crawl spaces and attics, places residential contractors access frequently.

The new rule, which takes effect Aug. 3, will add a new layer of compliance for general contractors and their trade partners, who are already coping with requirements for the EPA's lead-safe work practices. Now routine tasks like installing spray-foam insulation in attics or installing plumbing in a crawl space will require documented safety plans, and in some cases stationing an additional person outside the space to grant access.

Announced May 1, the new rule specifies attics and crawl spaces because of recent fatalities. Two workers died in a fire applying a combustible primer in a crawl space, and a flash fire in an attic killed a worker applying spray foam in an enclosed attic. OSHA estimates the rule will prevent nearly 800 serious injuries per year.

"This rule will save lives of construction workers," said Dr. David Michaels, Assistant Secretary of Labor for Occupational Safety and Health. "Construction sites are continually evolving, with the number and characteristics of confined spaces changing as work progresses. This rule emphasizes training, continuous work site evaluation and communication requirements."

DEFINITIONS, REQUIREMENTS AND RESOURCES

Any work space that is large enough for a worker to enter, has limited means of entry and exit, and is not designed for continuous occupancy



is deemed as a "confined space" under the new rule. Additionally, spaces might be deemed "permit required" if the space has a hazardous atmosphere with potential for engulfment or suffocation.

It is important to note that the word "permit" in this case does not mean what it usually does — government issued permissions. Under the new rule, permits to access specific confined spaces are granted by the general contractor or

lead contractor on each job. There are numerous safe entry procedures requiring planning and preparation by the contractor ahead of time.

- A "competent person" needs to evaluate a jobsite for confined spaces including permit-required confined spaces.
- Permit-required spaces necessitate identifying means of entry and exit, proper ventilation and hazards control.
- Air testing may be required of oxygen levels and for the presence of hazards prior to a worker's entry.
- Rescue procedures must be identified.
- Controls, protections and ventilation must be used if the air is not safe in a confined space.

Details of the new rule can be found at OSHA.gov, but industry experts are swinging into action with training, says Dan Taddei of NARI, who is planning a webinar with OSHA officials in the coming weeks. In addition, the NAHB Remodelers has prepared a Confined Spaces in Construction Toolkit on its website at NAHB.org, says NAHB leader on occupational health and safety issues Rob Matuga. The organization is also planning a webcast on the topic sometime mid-June. | **QR**

COMPLIANCE

Study finds OSHA underestimated cost of silica rule

A new report released by the Construction Industry Safety Coalition found that the Occupational Safety and Health Administration's proposed silica standards

for the U.S. construction industry will cost the industry \$5 billion per year — roughly \$4.5 billion more per year, or 10 times OSHA's estimates.

OSHA estimated that the proposed rule — intended to drastically reduce the permissible exposure limit (PEL) of crystalline silica for the construction industry — would cost the construction industry about \$511 million a year.

The CISC report estimates about 80 percent of the cost (\$3.9 billion per year) will be direct compliance expenditures such as additional equipment, labor and record-keeping costs. The remaining 20 percent (\$1.05 billion per year) will come in the form of increased prices that the industry will have to pay for construction materials and building products such as concrete block, glass, roofing shingles and more. OSHA

Continued on page 12 ►

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IN BRIEF

failed to take these additional costs into account, most of which will be passed to consumers in the form of higher prices.

Not only will the proposed rule be more costly than originally estimated, but it would translate into significant job losses for the construction industry and the broader economy. The coalition cautioned OSHA that its flawed cost estimates reflect deeper flaws in the rule and urges the federal agency to reconsider its approach.

To read the full CISC report, which was also submitted to OSHA, visit nahb.org/silicareport.

SUPPLIERS

Marvin acquires TruStile

The Marvin Companies is pleased to announce that it has acquired 100 percent ownership of Denver-based TruStile Doors LLC. Founded in 1995, TruStile is a manufacturer of made-to-order architectural stile and rail doors, servicing the high-end residential and commercial construction markets. Marvin plans to run TruStile as a separate business unit within The Marvin Companies. There will be no changes made to the way that TruStile currently services its national network of dealer partners; and TruStile's current senior management team, led by President and CEO Scott Schmid, will continue to run the company from its Denver headquarters. For more information, visit marvin.com and trustile.com.

Building Product Vendor of the Year awarded

Dow Building Solutions, a business unit of The Dow Chemical Co., was awarded the 2014 Building Product Vendor of the Year by ENAP Inc. at the Company's 48th annual meeting and trade show in Kissimmee, Fla. The member-owned forest products and building materials cooperative honored Dow Building Solutions for its award within the commodities department category. Vendors are selected in four building product categories, and are evaluated on a variety of criteria, including product quality, customer support, gross margin improvement and sales growth. Other honorees include Makita USA for specialties

department, Garden State Lumber for millwork department and MasterBrand Cabinets for kitchen and bath. For more information, visit dow.com.

ON THE MOVE

Trex appoints Cline as CEO

Trex Co. Inc. announces changes in its executive leadership team, including the appointment of James E. Cline, currently senior vice president and chief financial officer of Trex, as president and chief executive officer effective Aug. 17, upon the retirement of Ronald W. Kaplan. Cline will also join the Trex Board of Directors, while Kaplan will continue as chairman. Trex also announced that Bryan H. Fairbanks, senior director, supply chain and executive director, international business development, will succeed Cline as CFO, and that F. Timothy Reese, senior vice president, operations, will retire.

Wellborn Cabinet announces new COO

Wellborn Cabinet Inc. has appointed Thomas Halford as its chief operating officer. Halford joins Wellborn with a background in new business development, market strategy and sales, having held leadership roles in two Fortune 500 companies. He also established the Evan Halford Memorial Foundation, which provides financial assistance to families who have a child with cancer.

DATA POINTS

Most popular features to incorporate with cabinetry

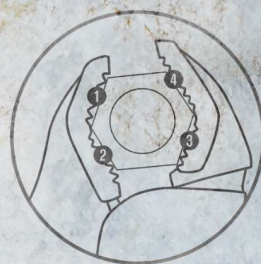
- ① NEW COUNTERTOPS
- ② PULLOUT SHELVES
- ③ CROWN MOLDING
- ④ EXTRA CABINETS
- ⑤ LAZY SUSAN
- ⑥ EATING COUNTERTOP
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- ⑨ WET BAR

Source: HomeAdvisor Cost Guide data

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Immerse Web Visitors with Your Vision

By Christopher K. Landis, CR, AIA

In Part 1, I addressed types of templates and Web addresses. Now that you've set up this infrastructure, you can add the details of the website architecture. Because all your marketing should be directing prospective clients to your website, you need to make sure your site immerses the visitor in your vision, is easy to navigate and excites your prospective clients so they want to call or email you.

ARCHITECTURE/LAYOUT OF YOUR SITE

- Your home page should provide all the information your clients may need. Company name, address and phone number should be in a visible spot at the top half of the page.
- Your home page should allow visitors to easily navigate to exactly what they want to see. Having a legend or drop-down menu tabs across the top is the simplest and most straightforward navigation format.
- Prominently place a call to action contact button on the home page.
- Consider an interactive map that allows people to find out how to get to your office.
- Portfolios can be complicated. When you're selecting a template, make sure to find one that has a good portfolio section. Photos should load quickly. Our portfolio is organized by project type. If a visitor clicks on a project, it takes them to a page with scrolling photos with a one-paragraph description. The visitor then has the option of clicking on a "more information" button, taking them to a full article about the project with before and after photos and floor plans. Remember: quality over quantity; use professional photos and tell a story.

UPDATING YOUR SITE

Using a template allows someone at your company to quickly and easily make changes to

your site as opposed to a custom site where all content changes must be sent to your Web designer. Changes in staffing, new projects, blogs, events, awards, testimonials — all of these should be reflected on your site in a timely fashion. Only include a blog tab if you are going to post regularly. Keeping your website fresh is good for your clients and increases site ranking by search engines.

PERSONALITY

Add some personality to your website by describing your background and how your company was formed. Try to capture your company culture. Include photos and a short description with fun facts for every person on your team. Whenever we visit a website of our competitor with anonymous information in the "Who We Are" tab, we always suspect they're less than professional. Add testimonials from customers. Don't use stock photos to illustrate things like your design or construction process — use actual photos of your team. Visitors want to see photos of those who will be coming to their home.

CLIENT FOCUS

Think of your website as a filter. It is as important to know who your client is and the type of projects you want to attract as it is to know who your clients are not and which projects you don't want.

ANALYTICS

Your website should be set up to allow Google to track you and provide analytics. This involves getting a snippet of code from Google and splicing it into the code at the right place on your website. This will be invaluable in assessing how your site is doing — the pages your visitors go to and how long they spend on your site. You can set up your site to track conversions so you can see the number of visitors



CHRISTOPHER K. LANDIS, CR, AIA is a licensed architect in three states and partner in Landis Construction Corp., Washington, D.C.

filling out your contact form and what pages they visited on the site prior to doing so.

SECURE PAGE

We include a tab for a password-protected section of our site where qualified prospects can review our licenses, certificate of insurance and reference list. We also include a link to the project management software we use to communicate with clients.

VIDEO

A video is a good way for prospective clients to quickly get to know you and your company. They'll feel more comfortable with you when they then meet you in person. Videos also contribute to a higher search engine ranking.

MOBILE VERSION

If you check your analytics, it will tell you the percentage of users visiting your site using a mobile phone or tablet. We've seen the percentage increase in the past few years — it's now about 30 percent. Our SEO firm tells us that Google will soon begin punishing websites in organic rankings for not being mobile compatible.

Have fun with your website. The process of creating or revamping a website can help you rethink your business identity and priorities. A great website can help prospective clients find you, show that you are proud of your team and work, and can help your upward business trajectory. | **QR**



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A Clear Process Sells Projects

By Ben Johnson

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Three years ago I lost a project that was very important to me. It was crushing. I was being interviewed by a couple to design a house in the historic district of my local town. In the end, they chose a different designer with their only feedback being: “It just seemed like the best fit.” The best fit? I didn’t understand; I chalked it up to my fees being too high. Later, I was informed that my competitor was actually charging almost twice what I had quoted.

I decided to poll other builders and designers about this. We all agreed that you can show off the most beautiful pictures of work you have accomplished, but if you can’t communicate your process effectively, your odds of getting the job go down significantly. People need to know how to get from A to B.

ASK ANY remodeler, home builder or designer: what is the No. 1 hurdle they face when courting potential clients, and I guarantee it will be dollars. “What do you charge?” and “what does it cost?” I get asked this often. I have found, however, that when potential clients give me pushback on fees, it is usually because I have failed to explain the design process appropriately. “It costs too much,” is oftentimes just an excuse, and one that is easy to overcome. The excuse is born out of an absence of feeling that “yes, you can deliver” their dream remodeling project. Comfort is key, and a clear process creates comfort.

In the end, all a potential client really wants to hear and experience is a pathway for obtaining their new space. You build homes and remodeling projects every day. You understand all the steps required to make it happen. Your clients don’t. Consider what it’s like setting up a mortgage for your new home. You don’t know all the little details behind what a closing attorney has to do. All you know is he walks you through the papers required and how to

get them into the proper hands: “Here are the documents you need to sign if you want to get in your home.” Got it. You must be able to demonstrate the same control and simplicity. Be a shepherd. That’s what a prospect wants, and they don’t even realize it until they experience that feeling of: “He’s got me covered.” Contracts get signed when a client feels that.

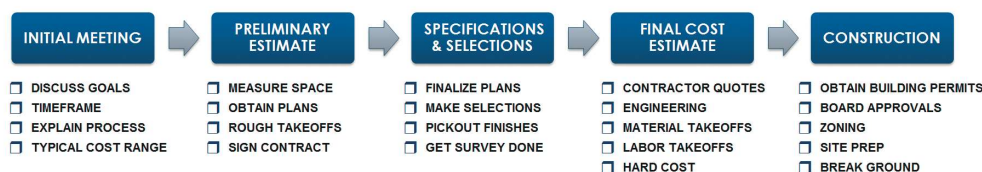
Now, assuming you have some examples of good work and references, the main ingredient you need is a clear process that allows the client to visualize how they will get their dream project turned into a reality. To be able to articulate your process in a clear manner to a prospect, you



BEN JOHNSON, CPBD, MCGP, CAPS, works for Will Johnson Building Co., a Chapel Hill, N.C.-based residential and light commercial design-build firm. The firm specializes in high-end custom homes

and renovations. Ben has managed and designed projects ranging in size from small bathroom renovations to 9,000-sq.-ft. homes. He also is a district director for the American Institute of Building Design.

SAMPLE PROCESS:



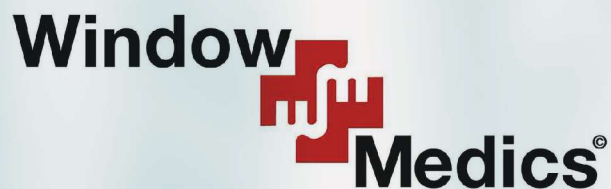
A sample chart for presenting to clients to help them understand the remodel process.

must first identify what it is. Start by writing it out. Begin writing in paragraph form what your process looks like in your head from estimating to final site work. Then, reduce those paragraphs down to bullet points and a list. Next, group the bullets into categories based on each phase of your typical project. Edit it down so that one, you can remember it, and two, it makes sense to others. Show it to your wife, a subcontractor or a friend. Ask them if it’s clear.

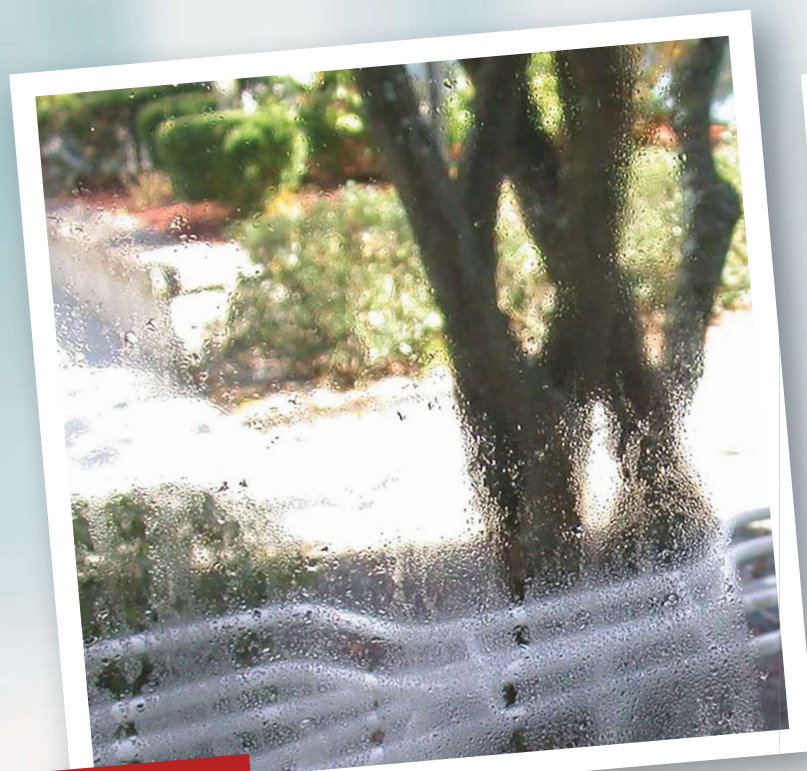
WHEN YOU visualize explaining your process, don’t fall into the cost trap. Give them the good news first. Talk about the project and how you do things. Cost, no matter what the number, is always bad news. You want the cost to be the last bit of data given away, and you want to be the one who brings it up. This makes

you look like the shepherd. “Here is our process for remodeling, and here is a typical cost range to do it in.” Also, make sure you are giving estimated cost ranges in initial meetings, not just a single number. What’s the easiest way to not get the sale? A firm number coupled with an unclear process. Give them the process, make it easy to understand, and then deliver the cost data. Don’t risk losing those big projects by not thinking through your process. Your portfolio of remodeling projects will only take you so far and no, your cost is not too high. It’s all about the process. Make it easy, make it clear and be the shepherd. | **QR**

Designer’s Notebook is a collaboration with the American Institute of Building Design and is written by AIBD members.



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Hiring, training and keeping employees

One remodeler shares what works for his Glenview, Ill.-based company, comprised of mostly long-term employees

By Kacey Larsen

Much like the remodeling industry as a whole has gone through changes throughout the years, so has the hiring process. Newspaper ads, Craigslist posts, LinkedIn and much more have made it difficult for employers to know what to expect from applicants or, as Ron Cowgill, MCR, CKBR, GCP, UDCP, president of D/R Services Unlimited, Inc., in Glenview, Ill., puts it, "It's all just a crapshoot." That said, Cowgill readily admits his company's experience with hiring in recent years has mostly been comprised of people coming in to apply based on referrals.

"IN THE past five years, I haven't really actively pursued trying to find anybody. [Applicants] have just walked in the door because somebody else working here brought them in," he explains. With a number of long-term employees — Cowgill cites several in the 10- to 15-year range and a few in the 20-year range — by his side, he shared that his employees are often the determining factor of whether a newcomer will work out or not. "It's not me who makes the decision as to whether a guy will stay or not; that's generally the guys. I'm not out there working on the jobs with them, so if somebody is annoying and doesn't really shower that doesn't affect me too much, but it affects them every day because they have to deal with each other," he says.

So while showering does appear on Cowgill's list of preferred qualifications, he seeks employees who show up on time, have a good work ethic and have personalities that will mesh with his existing crew. He is of the opinion that most other things can be taught. "Usually somebody comes in with basic carpentry skills, and then we'll expose them to

the parts that maybe they're weak in and bring them up to speed," Cowgill says. "Once we find out where their weaknesses are, we can compensate with training, other people, subcontractors and stuff like that. It takes eight months to really get all of our systems and get exposed to everything."

ON-THE-JOB TRAINING is the first step within D/R Services Unlimited, but "fine-tuning" in the form of NARI Certification Courses, like Certified Remodeling Project Manager (CRPM), comes after an employee has been around for a while. Cowgill finds that reinvesting in his employees with things like the certification courses, company trucks, company paid cell phones and splitting the cost of health insurance is just smart business. "You try and treat the people you want to keep as best you can, and they stay."

While Cowgill describes his employees and "learning together" when it came to certain managerial styles and practices, he is a proponent of paid time off and it being an incentive for employees to stick around. "Very few remodelers do

paid time off, and I think that's one important thing that you need to do. Let employees go spend time with their families, go fishing or whatever they need to do. Even if you're paying fair median wage for your area, people are usually working paycheck to paycheck and can't afford to take time off, so being able to give someone a couple days off or a week is

good," he says. "We do one week after the first year, two weeks after five years and three weeks after 10 years. If they don't use it by the end of the year, we reimburse the employee for whatever they didn't use and then start clean the next year."

MANY D/R Services Unlimited employees have earned their share of vacation, as Cowgill puts it, considering the longevity of many. However, those years of experience are the exact thing that concerns him as he looks to the future. More specifically he wonders who is the future?

"Most of our guys are over 40 years old — we have two people that are under. Guys that just can't do the work anymore, they don't want to do it anymore or they are getting ready to retire are some of the things coming. So what does that do to your workforce?" Cowgill says, "If anything, that's the problem we're seeing: the age of the people we're getting. Kids in their 20s don't want to do this and don't have the skills for it, so [in terms of hiring] there is nothing coming in underneath it to fill in the gaps.

"People complain we're too expensive now; wait until then. There's going to be very few who are truly experienced and know what they're doing, and that's just going to drive the price up," he observes. "But maybe the promise of at least a good paycheck is what it will take to bring the younger generation into remodeling." | **QR**

"Very few remodelers do paid time off, and I think that's one important thing that you need to do."



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Peter Grant

GRANT HOMES REMODEL & RESTORATION
Tulsa, Okla. — GrantHomesTulsa.com

TITLE: President

YEAR FOUNDED: Grant Homes formed in 2005, in industry since 1989

NUMBER OF EMPLOYEES: 10



NAHB Remodelers

QA **Who started your company?**
Peter Grant.

QA **When and how did you choose this career?**
Remodeling provides my natural artistic aptitudes a perfect creative outlet, blending architectural engineering with artistic design.

QA **What did you do before becoming a remodeler?**
I practiced commercial real estate sales and leasing.



Grant's company specializes in the renovation and restoration of turn-of-the-century homes in Tulsa's mid-town area. Outdoor living spaces, such as this one, not only serve as a great entertainment area, but also can increase the home's value.

QA **How has the remodeling profession changed since you've been involved?**
As a result of the popularity of remodeling television programs beginning with "This Old House" and culminating in the multitude of programs on HGTV as well as others, people are much more savvy and expect a much higher level of professionalism, quality and service.

QA **Right now, what is your focus as a remodeler — more growth or steady revenue at greater profitability? Please explain.**
We just came through a two-year period of rapid expansion and now are focusing on maintaining steady revenues and profit margins.

QA **Many remodelers are reporting increases in their average job size in 2015, are you seeing this as well?**
Yes. My client base is gaining economic confidence and are willing to invest greater sums on home improvements.

QA **Where do you go to look for solutions and ideas for your business?**
I network constantly with industry colleagues and fellow members of our local Home Builders Association and take advantage of educational opportunities when available.

QA **If you could have a 30-minute conversation with any business leader in the country — to pick their brain for business ideas — who would it be?**
Richard Branson has always impressed me with his ability to think outside the box, courage and desire to benefit humanity.

QA **Are you hiring this year and how are you going about finding the right people for your company?**
We are always seeking ambitious qualified trade professionals who take pride in their work and want to be associated with an industry leader.

QA **What is your No. 1 source of leads right now and why is it working?**
Most of our leads are a result of referrals from existing clients. We also participate in our local annual remodeling tour, which generates eager and well-qualified prospects. Nothing sells like work well done!

QA **What is your favorite item in your office?**
A piece of decorative terra cotta cornice from a historical downtown Tulsa building.

QA **What does being part of NAHB mean to you?**
In an industry rife with fraud and unethical practices, being a part of the NAHB creates an opportunity to develop a unique level of service and expertise while demonstrating our dedication to professionalism.

QA **What have you done to grow your business during the current economy?**
We have worked hard to establish our brand, we are careful to choose quality over quantity of projects, and do everything possible to provide a quality and superior product.

QA **Anything else you'd like to mention about career accomplishments?**
I am one of those fortunate people who happen to love what they do for a living. I have always considered it a great privilege and honor to create the most sacred spaces in people's lives ... their homes. Being the recipient of our local HBA's "Remodeler of the Year" in both 2013 and 2014 demonstrates our passion for our craft. | **QR**

Writes her own anti-boredom blog.



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Combining Aesthetics

This basement remodel combines the best of both worlds by incorporating Old World charm with modern amenities

By Victoria K. Sicaras



Shifts in color, subtle design detail and custom cabinetry help set the mood in this Glen Oaks, Iowa, basement, giving it a comfortable mix of Old World charm and modern amenities so the homeowners can share with guests both their extensive wine collection and love of movies. Careful consideration of views and leading lines creates a logical progression from the basement stairs to a contemporary home theater and back to a traditional wine cellar.

“The blend between contemporary and traditional was a fun challenge, and it truly flows effectively,” says Chaden Halfhill, LEED AP, CGR. Halfhill is founder and president of Silent Rivers Design+Build in Clive, Iowa.

Silent Rivers weaved together the two contrasting design styles by blending light, contemporary tones and lines with the rich hues and textures of a more traditional

period. The spaces lying between the home theater and wine cellar are crafted to both entertain and seamlessly guide guests to their next destination.

CREATING INTIMATE SPACES

Originally a large, awkwardly shaped space with a fireplace at one end, the partially remodeled basement was “reminiscent of a vacuous bowling alley,” says Halfhill. The Silent Rivers team worked with the clients to define goals and space needs, which led to dividing the 1,183-sq.-ft. area into several manageable spaces: a hearth (family) room, a home theater, a full-service bar and a 1,000-bottle wine cellar with a small “tasting room.” By also taking space from an adjoining unfinished room, the team created the wine cellar area, and remodeled an existing bathroom.

The fireplace became the focal point of the remodel design; it now divides the once cavernous room into more useful proportions. The home theater is situated behind the hearth wall and highlighted by a valance that evokes the idea of a theater marquee. Between the theater and wine cellar and adjacent to the hearth room, the bar serves as a transitional space. The line of the theater entryway’s marquee valance travels across the bar transition and becomes an arch that leads the eye through the wine tasting room and beyond to the wine cellar itself.

For the tasting room, the clients provided a barrel from one of their favorite vineyards to use as a custom tasting table. Silent Rivers’ team added a walnut wood top and base to the barrel, and integrated the barrel shape into the space design by creating a recessed opening that curves around the table. The shape also reflects in the curve of the cellar door opening and the “barrel” vault entry.

Using clients’ personal possessions to help finish out spaces brings a narrative to the overall design that homeowners can then share with family and friends, says Halfhill: “A well-planned space will fail to serve a household without loving engagement and the historical context a family brings to the project.” For this project, the team designed and installed a mix of manufactured cabinetry



Photos: Silent Rivers Design + Build

COMPANY INFORMATION

Silent Rivers Design + Build
Clive, Iowa
silentrivers.com

Employees: 17

Average annual revenue:
\$2.5 million

Annual remodeling
projects: 30

Residential: 95 percent

Single-family: 90 percent

Multifamily: 10 percent

Design/build: 90 percent

Bid: 10 percent

PROJECT INFORMATION

Basement Mixology
West Des Moines, Iowa

Square feet: 1,183

Cost: \$179,000

PRODUCT INFORMATION

Fireplace: Heat N Glo

Cabinets:
Conestoga/custom

Countertop: Granite

Sinks and faucets: Kohler

Wine cooler:
Wine Guardian

Lighting control:
Control 4

and matching custom pieces finished in the firm's own shop to showcase the clients' collection of Crown Royal bar artifacts (pouring mat, glasses, utensils, etc.), a wine-dipped baseball bat and specific wine bottles that represent treasured memories of past travels.

These personal touches took on additional meaning after the project was completed, as the wife recently passed away.

"Her passion for design collaboration and genuine care for Silent Rivers' production staff during construction was deeply felt, second to none, as we became an extension of their family for a brief time," says Halfhill. "Her unexpected passing saddened us all."

MIXING DESIGN STYLES

The combination of uses — entertaining, wine storage, theater and serving — presented both functional and aesthetic challenges, says Silent Rivers Designer Steve Wilke-Shapiro, M. ARCH, MSW. Functionally, the theater room had to be isolated from adjacent spaces to reduce sound vibration between the theater, the living room above and the wine cellar. To do this, the team installed double-frame walls, furring, foam insulation and sound isolation gypsum board on all sides of the theater.

Aesthetically, the team had to navigate carefully between the clients' desire for both a more contemporary theater room and a more traditional wine cellar. Curves



Above: The theater room had to be isolated from the adjacent spaces to reduce the sound reverberations.

Right: Ledge stone veneer surrounds the fireplace and serves as a unifying element for the basement space.

SEE MORE PHOTOS of this project on ForResidentialPros.com/11894767

and reveals span across the distinct use areas to lead the eye across the room with minimal visual interruption. For example, says Wilke-Shapiro, the line of the fireplace mantel continues toward the theater entry and ends at a ledge stone-clad pier; it is then picked up in the valance above the theater entry and continues across the room and into the wine cellar barrel vault. This helps link the two spaces together despite their different aesthetics and palettes.

Thin ledge stone veneer works as a unifying element throughout the space, appearing on the fireplace wall, on columns in the bar area, and in the tasting room and wine cellar. Wilke-Shapiro incorporated the stone veneer into every corner and entryway. The team also worked with the clients to select a family of light fixtures that mesh with the traditional feel of the wine cellar without abandoning the more contemporary detailing outside in the hearth room.

Each space's color palette was selected to set the stage for its usage and to complement the palettes of adjoining spaces. For the theater, the team used Sherwin Williams' Samover Silver (SW 6233) for a cooler, more modern ambiance. Warmer palettes were used for the tasting room (Oyster Bar SW 6206) and the bar, cellar, and hearth room (Latte SW 6108).

WINE CELLARS AND SUSTAINABLE DESIGN

Silent Rivers incorporates sustainable design into projects whenever possible. A wine cellar, however, has different temperature and humidity needs than the rest of a house and often requires a separate cooling unit.



The cellar is maintained at a constant 56 F to properly age and store the wine. To minimize the energy impact of the climate-controlled room, the team installed foam insulation on all walls and the ceiling. The foam insulation combined with air-sealing strategies also ensure that humidity is handled within the room without generating condensation that could impact adjacent spaces. Energy-efficient LED lighting was installed to decrease the load on the chiller, since LED bulbs produce less heat than incandescent bulbs.

Humidity-resistant materials were carefully selected to align with the design intent of creating a rich, warm atmosphere. "We used a stained and finished mahogany wine rack system, tile floor and stone veneer accent," says Wilke-Shapiro.

Outside of the cellar, LEDs were used for accent lighting in the bar, theater and hearth room.

THE POWER OF COLLABORATION

Silent Rivers uses the design-build project delivery method to cultivate a team approach amongst project participants and to provide clients with an integrated experience from initial sales call through final punch list.

"Rather than the designer and contractor butting heads over details and costs, design-build allows us to focus on providing the best results to our clients," explains Wilke-Shapiro. "From the design perspective, we can integrate input from our estimators and carpenters as the design is developed. As we transition from design to construction, team collaboration on the final pricing helps to refine any remaining questions. And during construction and closeout, regular internal communication helps to facilitate the process." | **QR**

Victoria K. Sicaras writes from Countryside, Ill., about remodeling and design.



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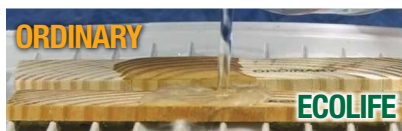
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Glulam Provides Strong, Stable Material for Framing Room Additions

By APA — The Engineered Wood Association

GLANCE UP in the remodeled kitchen of IsARK Studio's 108-year-old Austin, Texas, farmhouse and you're immediately struck by the juxtaposition of old and new, as robust glulam beams rest against the weathered original wood ceiling. Glulam has become a go-to material for the firm's remodeling projects, providing structural properties to support gutted frames and new additions, along with a raw beauty when left exposed.

The beams in the kitchen ceiling added necessary load carrying for the farmhouse's second story, which IsARK expanded by about 850 sq. ft. with three bedrooms and dormers. "We reinforced the first floor ceiling, using

nine beams for support and as architectural highlights for the original shiplap ceiling," says Taryn Hall, project manager and design associate. "Showcasing the history is important to us, and using the glulam allowed us to accentuate, rather than cover up, the beautiful wood underneath."

In both exposed and concealed applications, glulam beams are an ideal material for remodeling projects and home additions. "Stock" glulam beams are suitable for everyday framing applications and can be found at the local contractor yard in standard sizes and I-joist-compatible depths.

Common applications include:

FLOOR BEAMS

Glulam is manufactured from kiln-dried lumber, so shrinkage and warping are minimized. It is manufactured with no camber or a very slight camber that produces a consistent, level floor. Glulam also has excellent fastener-holding capabilities, which contributes to a firm sub-floor that will resist nail pops and squeaks. Glulam is readily available in I-joist-compatible depths to easily permit flush framing without special furring.

RIDGE AND RAFTER BEAMS

If the remodel includes a new great room, glulam beams can be used as ridge beams to

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isARK Studio Design-Build turned to glulam beams for this industrial kitchen remodel to support heavy loads from the expanded second story, as well as provide the desired look.

create the popular open, airy designs and high ceilings. They can span long distances and carry virtually any design load. In exposed applications, sloping glulam rafter beams are a suitable complement.

COLUMNS

For tall walls, continuous glulam columns can extend from bottom plate to top plate and won't fold at the "hinge" created by platform framing. The strength of the full-length glulam

will counter the tendency of tall balloon-framed walls to flex.

WINDOW HEADERS

For large and small window and door openings, glulam headers provide added stability vs. built-up dimension lumber, helping to prevent movement of the window or door frame, minimizing wall cracks.

As with any framing modification for room expansion and additions, remodelers should use care when tying in the new glulam beams to the existing structure. No different than new construction, details are key to the proper design and installation of glulam products. Whether connecting to concrete, wood or steel, there are many options available to remodelers. APA Technical Note: Glulam Connection Details, Form T300, is a good place to start for discussions with your designer.

For more information on these and other uses, visit www.apawood.org/glulam. | QR

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By Kacey Larsen

COMPANY INFORMATION:
Jackson Design & Remodeling
San Diego
jacksondesignandremodeling.com

PROJECT INFORMATION:
Daring Style Master Bath
Carlsbad, Calif.
Square footage: 142
Cost: \$85,000

PRODUCT INFORMATION:
Sink vanity: DeWils
Countertops: Caesarstone
Tile: Arizona Tile, Oceanside Tile and Porcelanosa
Lavatory: Mirabelle
Faucet and toilet: Kohler
Tub: Victoria + Albert
Bath filler: Kohler
Medicine cabinet: Roborn
Accessories: Kohler
Lighting: LBL Seguro pendants



Photos: PreviewFirst.com

A master bathroom remodel blends modern style and bold color with mid-century touches

Artwork is often inspirational, but it isn't every day a piece of art influences the color palette for a home. A young couple in Carlsbad, Calif., appreciates art, design and bold colors, so when Sol Quintana Wagoner, senior interior designer at Jackson Design & Remodeling, San Diego, began working with the clients she took inspiration from one of the couple's favorite paintings. And that inspiration became particularly apparent in the completed master bathroom remodel.

"I was inspired by the colors in the artwork and took the tone of the blue and the yellow — colorful but modern colors — to use as the starting point for the palette of the master bathroom," Wagoner says. "The client wanted to paint every single wall different colors, but I said, 'Let's not do that. Let's go with color in pieces like cabinets, countertops, tile and work with that.'"

The result is a periwinkle blue vanity, lemon yellow oversized wall tiles and hand-blown glass pendants that stand out against the neutral walls, flooring and bathroom fixtures. However, neutral did not mean boring, Wagoner explains. "I like to work with color and texture together," she says. "In a space as colorful as this, a design challenge was to balance the elements so they are exciting and interesting without being overwhelming." As an example, the walls surrounding the open shower are composed of 12- by 24-in.-wide tiles in a texture reminiscent of mid-century patterns to give the space character while not detracting from the space's other colors.

Another more subtle use of texture involved the strategic dispersal of matte tiles within the arrangement of the yellow oversized wall tiles. The other glossy tiles create a very shiny and reflective space, which Wagoner wanted to tone down while still maintaining the integrity of the artistic element.

"[The mixture of matte and glossy tiles] is something you probably would not notice, but the effect is such that you will feel it," she says. "When you integrate a room with the overall design of a home, you don't need it to be all open, but you need to bring, for example, some pieces of a consistent color or texture so maybe you don't realize it but your brain is really making some visual connections."

COHESIVE SPACES

The master bathroom comprises two spaces — the vanity, sink and linen closet in one space and the bathtub, shower and toilet in another — that can be separated for privacy. Wagoner's design ensures the spaces flow with

The master bathroom project has received three awards for Jackson Design & Remodeling:

- ★ *Qualified Remodeler's* 2014 Master Design Awards Gold for Bathroom More Than \$75,000
- ★ 2015 National NKBA Large Bathroom — Third Place
- ★ 2015 National Chrysalis Award

one another and incorporate elements seen throughout the rest of the home. The yellow oversized wall tiles are the most obvious inclusion in both bathroom spaces, appearing above the vanity and behind the freestanding bathtub. The flooring in each space is the same Silver Beige Veincut Limestone material cut into planks for the vanity area of the bathroom and surrounding the toilet, and then narrowed into a smaller tile for the sloped floor of the open shower.

Though a more subtle sharing between the spaces, Wagoner made sure the design filled the entire master bathroom with natural light. “It was important to maintain the openness of the design, so the wall where with the tub and shower has as many glass panels as the structure would allow,” she says. “Because there is no door from the master bedroom, we wanted a little bit of a divide for where the toilet is, but the sink area was so dark I didn’t want to put in a wall. I put in those [Shoji-style doors] instead so you can maintain light throughout the space.”

It was a conscious decision on Wagoner’s part to have the Shoji-style doors and the glass panels have black trim to be consistent with the black used throughout the house on all windows and doors. “The black trim theme acts as a design detail that unifies the spaces and becomes more like an architectural detail,” she says.

Over the course of the remodel, walls were opened and plumbing was relocated to accommodate the vision for the space. One element that could not be changed without huge expense was the existing beams revealed during construction.



One of the homeowner's favorite paintings provided inspiration for the home's color palette, including the remodel of the master bathroom.

Instead, Wagoner integrated them into the design by converting them into architectural details that looked intentional.

ARTISTIC FUNCTIONALITY

Functionality balanced with an artistic attitude was essential to the design of the master bathroom. Niches in the shower area provide practical storage solutions, but one of the niches is made from decorative acrylic to provide a restrained creative element. The linen closet in the vanity area and a shelf next to the freestanding bathtub were built with the same wood to, again, integrate the spaces,

provide contrast and yet serve the needs of the homeowners.

Wagoner ensured the periwinkle vanity would be providing suitable storage for her clients in addition to the pop of color. “The large vanity drawers were customized to fit around the plumbing, maximizing the space and creating a generous amount of convenient storage,” she says.

An innovative storage solution was designed for the husband, who is too tall to comfortably optimize the medicine cabinet mirrors above the sinks: mirrors that roll up and down so they can be set at an ideal height for grooming. The inside of the medicine cabinets are outfitted with electrical so the homeowner’s items are still readily accessible, can be removed from the countertop and be charging while being stored. Another incentive of the mirrors rolling up is that hand-blown, decorative pendant lights could be included in the space without fear of being hit by a medicine cabinet door. While functionality was a driving force behind the medicine cabinet mirrors, Wagoner explains that a side benefit was wanting “the large horizontal mirrors in the sink space to emphasize the existing natural light.” | QR



↑ Beams revealed during construction that could not be removed without huge cost were incorporated as architectural details.

➔ A strategic dispersal of matte tiles within the arrangement of glossy tiles tones down the shine and reflection of the artistic element.

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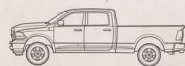
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OPENING THE WALL HELPS CONNECT A HOME TO ITS NATURAL SETTING

Conceived as an empty-nesters' paradise, Spokane, Wash.-based Uptic Studios designed this house as a series of pods to maximize the efficiency of the footprint and to celebrate the interrelationship of the interior and exterior spaces. Both indoor and outdoor living areas are promoted by the building's harmonious relationship with the natural environment. The undulating form steps down the hillside to frame incredible views of the landscape and surrounding golf course from every point in the house. A combination

of decks, bridges and patios encourage the residents to be outside. This line between in and out is further diffused by both the structure and the material palette's movement across the exterior threshold, while the shading devices, trellises and large eaves provide protection and privacy for year-round use and enjoyment of the entire site. This residence is a deliberate response to both the owners' lifestyle and their love of nature. The pictured doors were manufactured by Marvin Windows & Doors.



Photo: Shen-I Chiou

RECONFIGURATION CREATES OPEN, EFFICIENT LAYOUT

Recently completed by San Francisco-based Ojanen, Chiou architects LLP, this remodel and addition to a one-story ranch house in Menlo Park, Calif., includes the reconfiguration of the existing living room and kitchen to create a more open and efficient layout. The former dining area is transformed into a multiuse tatami room. A new dining room addition with high butterfly roof is located in the rear and opens onto a deck and yard with a continuous fold-away door. The new deck is elevated to dining room level to create a continuous flow of interior and exterior space. An under-utilized media room is transformed into a master suite. Several skylights are added to provide ample natural light to the new, contemporary spaces. Lee Landscape Architects also worked on this project. The pictured doors are manufactured by LaCantina Doors.

Photo: Harper Point Photography



DOOR OPENS TO MOUNTAIN VIEWS

A couple from England loved the bones of their 1990s home and its LaPorte, Colo., location in the foothills of northern Colorado, but they wanted a modern European design and open floor plan to maximize their spectacular mountain views. HighCraft Builders, Fort Collins, Colo., remodeled the main level's interior to create an open floor plan; exterior work encompassed changes to the front and rear deck. The homeowners replaced 2,200-sq.-ft. of flooring with slate tile in irregular shapes and sizes set in a custom cobble pattern. A 15-ft., five-panel operating glass wall system opens the dining area to the deck and mountain views, preserved by stainless steel railing. The pictured doors were manufactured by NanaWall.

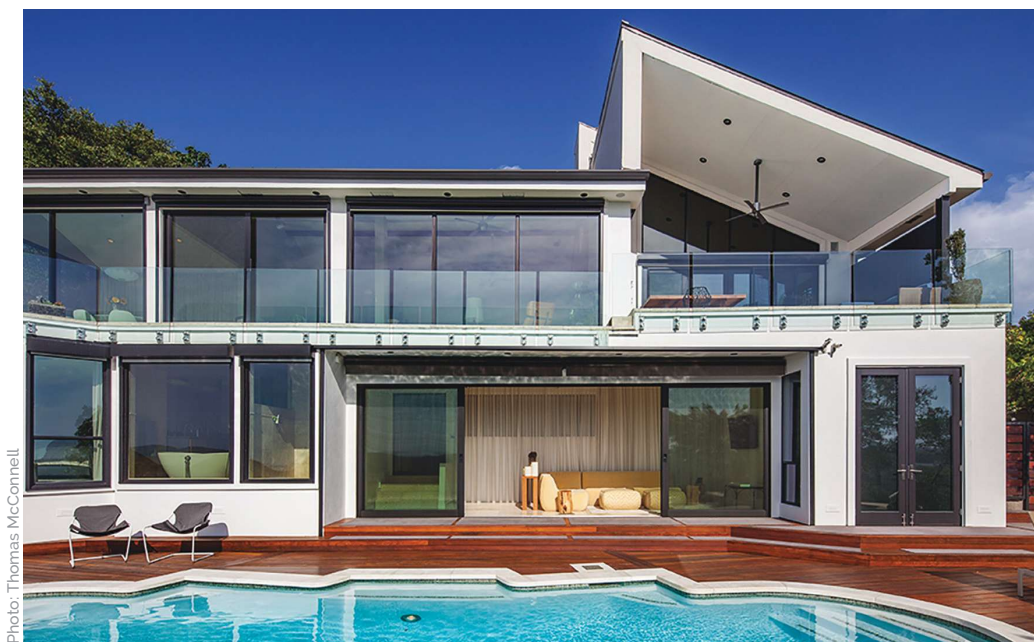


Photo: Thomas McConnell

BLURRING THE LINE BETWEEN IN AND OUT

David Wilkes Builders, West Lake Hills, Texas, remodeled this 3,612-sq.-ft. 1980s relic into a sleek stylish contemporary home that diffuses natural light with dramatic skylights and expansive glass windows, doors and exterior railings. Huge windows and open interiors blur the distinction between indoors and out. Indoor spaces open to each other, and to views of the pool, deck and the hilltops. Windows do not need coverings because the house and grounds are designed for privacy. An indoor/outdoor cabana by the pool has views of the deck, open woodlands and dry creek. The outdoor kitchen is shaded by a canopy of live oak. The renovation also involved the installation of 146 linear ft. of custom exterior glass handrails. The large sliding door leading to the pool and ipe deck is manufactured by Fleetwood.

What Is a Franchise and Who Would Buy One?

By Doug Dwyer,
president and chief
stewarding officer of
DreamMaker Bath
& Kitchen



When I speak to remodelers and they learn that I lead a remodeling franchise, among the first questions they often ask me is this: “Why would anyone give up some of what they earn? Why pay royalties on all the work I am doing?” It’s a good question. The answer is that being part of a well-run franchise system carries advantages that can help owners grow their businesses, improve earnings and profit margins — helping you earn far more than what you pay in royalties.

There are two types of people who join a franchise. First, there are people who want to avoid fumbling through every possible mistake a start-up business can make and who value the guidance franchises offer. Second, there are people who’ve already had success building a large company and who understand a successful business relies on well-defined systems for accomplishing goals, and they don’t want to have to reinvent the wheel again.

However, not all franchise companies are the same, and not all franchisees perform at the same level. Before you join a franchise system, it’s important to evaluate both the company and yourself.

PROS AND CONS OF FRANCHISING

Here are some pros and cons you should consider before deciding to invest with a franchise.

Con: Franchises use common practices and business systems in order to generate results. This can be a negative for many entrepreneurs (some fiercely independent) who don’t want to change the way they do business and aren’t interested in someone else leading them to replace or add new systems, or tweak the way they’ve been doing things. Following systems is key to getting the best return on your investment as a franchise owner.

Pro: A well-run franchise system listens to franchisees, learns from their experiences and uses that information to develop a set of best practices to help owners deal with challenges. A new franchisee is thereby able to learn from the mistakes that have been made by everyone who has been part of the franchise system. There will always be potholes when you are running a business. A franchise company helps you spot those potholes in advance so you can avoid them — or at least be ready for the jolt.

Con: Royalties. You will be paying some form of royalties. Typically it’s a percentage of revenue; in some types of franchise systems, the amount you pay the corporate office is built into the price of supplies you order from the franchisor. Either way, these payments support the organization that works to make life easier for franchisees.

Pro: Franchisees should be able to enjoy a larger profit margin that exceeds royalties. Franchisors typically help franchisees generate better profit margins.

Pro: Improved profit margins, strong business systems, solid recordkeeping and ongoing support typically help franchisees sell their businesses at a higher price than independent businesses.

Pro: Well-run franchise systems offer a strong marketing system that allow you to determine the number of leads you need to generate based on your sales goals, and they also have strategies for generating the highest quality leads. Most remodelers don’t have a true marketing system. They engage in marketing on an ad hoc basis and have a hard time determining ROI on their marketing investments.

HOW FRANCHISE BUSINESS MODELS VARY

There are two types of business models within franchising: product-distribution franchises and business-format franchises. A franchisor in a product-distribution franchise acts as manufacturer and supplier, and the franchisees sell the product. In this business model the franchisor typically doesn’t charge a royalty on revenue. Instead, the franchisor generates more from the franchisees through product sales, and they often require franchisees to purchase a minimum number of units. Several remodeling franchise systems operate on this model, which is similar to a supplier-dealer business arrangement. They typically offer small business owners limited sales support.

Business-format franchising, the business model used by DreamMaker Bath & Kitchen, is quite different.





Rather than act as a supplier to franchisees, business-format franchises focus on providing systems, training and support for an operationally sound enterprise. Some business-format franchises form relationships with vendors in order to secure expanded access to products and preferred pricing for franchisees. The systems, training, support and vendor relationships are key to helping franchisees generate more sales and higher profit margins.

Note of caution: Don't assume all franchise companies are equal because they are not. Do your own personal due diligence of the franchise company you're interested in and verify they measure up to their selling statements.

SHOULD I EVEN CONSIDER FRANCHISING?

On average, franchises are great at helping small business owners generate strong results. Unfortunately, that success has led to the misconception that owning a franchise is a golden ticket to success and makes franchising easy. Nope! Whether you are on your own or are part of a franchise organization, hard work is required.

When I was a teenager, I heard a speech by Bob Richards, an Olympic pole-vaulter. He said there were three parts to his day: pain, agony and torture. Becoming an Olympian, he maintained, required enormous discipline and effort.

We tell franchisee prospects to be ready because the first 12 to 18 months in business is similar to the first 12 to 18 months of having a baby. It can be incredibly joyful as well as incredibly trying. You will be working hard, sometimes frustrated and fighting through challenges. The difference is the business systems and coaching from your franchisor should help you progress more quickly and get better results from your effort.

DO YOU HAVE WHAT IT TAKES TO SUCCEED IN FRANCHISING?

Do you have the drive to succeed? Paying royalties to a franchise system is a lot like paying a gym membership to a new top-notch facility, programs, peer competitions and trainers. If you take advantage of everything at your disposal, then you should see excellent results. If you don't use the

resources, then you'll be wasting money. You'll also need the drive to overcome the inevitable challenges of owning a new business. Franchising can't make those challenges go away.

Do you have focus? In order to grow a successful business you need to stay on top of opportunities and keep an eye on key activities that most predictably generate success. You also must be willing to delegate.

Are you coachable? If you are convinced that your way is always the best, then franchising is not for you. Franchise systems use a proven business model to help franchisees get strong results. New franchisees often slow their own success by trying to pick and choose the elements of the franchise business plan that make the most sense to them, while ignoring the rest. But systems are designed to work together. You need to be willing to learn and listen in order to benefit from the system.

Do you have enough money? It takes money to start a business, and it's important not to kid yourself about that fact. A lot of businesses fail quickly because the owner did not set aside enough cash to weather the start-up phase. Another big business killer is failing to maintain enough working capital to survive slowdowns. Franchise systems will offer advice about the amount of working capital you should have on hand. Ignore this advice at your peril.

Do you have support at home? Starting a new business is not easy. The last thing you need is fighting your way through obstacles and going home to an unhappy household. Make sure that your family is onboard and understands what you are working so hard to accomplish. | QR

Whether you are on your own or are part of a franchise organization, hard work is required.



Doug Dwyer leads DreamMaker Bath & Kitchen, a remodeling franchise company, as its president and chief stewarding officer, and includes 30 years' experience in franchising. The DreamMaker business model is based on a unique and time-tested Code of Values.

Selling the new, big idea

Franchise and dealer networks drive innovations into the market where they thrive.

By Patrick O'Toole
Editorial Director and Publisher

Hundreds of new claddings, windows and materials enter the home improvement industry each year. Many are simply enhancements to existing products, but others can truly be called new, meaning they have not been seen before and potentially open up a new category.

Such is the case with the recently introduced technology from HighMark Digital, a California firm aiming to create a market for replacing interior doors. Right now, replacing a door is time-consuming. New doors often require hours of measuring, ordering and installation time. HighMark offers a laser measuring tool in a box that vastly reduces the time it takes to install new doors while providing a perfect match for each opening. A house full of cheap, hollow-core doors can be entirely upgraded in two visits.

Dave Winter, president of HighMark Digital, says once the measuring device was perfected, the next step was developing the right distribution and business model. After considering traditional distribution, Winter settled on the dealer model because the concept is so new that jobs needed to be actively sold and marketed by contractors willing to provide sufficient focus and effort.

Widely accepted categories like vinyl siding, vinyl windows, basement finishing systems and bath liners (just to name a few) each required home improvement pros to actively sell and market them as new products before they took hold. Dealer and franchise networks do the heavy lifting. Longtime industry consultant Dave Yoho calls the phenomenon “making a market.”

“The best way we saw to tap into this market is to work with guys who are already



in the industry,” Winter explains.

“These guys understand the sales aspect No. 1, the marketing aspect No. 2, and production No. 3. The reason production is No. 3 is that our technology takes the complexity out of the installation side of it. We deliver product that is ready to be installed. And what it has allowed our dealers to do is focus on creating the market.”

Qualified Remodeler has long been in the business of helping remodelers and home improvement professionals understand new opportunities. Our annual directory of franchise and dealer opportunities goes one step further — connecting you directly to the companies, like HighMark, looking for partners like you. | **QR**

The 2015 Annual List

A

ABC SEAMLESS manufactures seamless steel siding and gutters. Franchisees get exclusive territories and products, ongoing sales training, applicator and machine training, marketing support and business planning.

www.abcseamless.com

Deb Hendrickson, deb@abcseamless.com
ABC Inc. dba/ABC Seamless
3001 Fiechtner Drive, Fargo, ND 58103
(701) 293-5952; (800) 732-6577

AMERISPEC offers home-inspection franchise opportunities. With more than 350 independently owned and operated businesses that conduct more than 150,000 inspections annually, AmeriSpec's 17 years of experience provides training, support, tools and marketing.

www.amerispecfranchise.com

3839 Forest Hill Irene Rd., Memphis, TN 38125
(901) 597-8508; (800) 255-9687

ANDY ONCALL HANDYMAN SERVICE is a manageable franchise opportunity in the home industry. It is a customer service and management organization helping craftsmen and homeowners. ANDY OnCall benefits the craftsman who needs assistance obtaining work and managing the business side of performing small jobs, repairs and remodeling. Franchises start at \$25,000.

www.andyoncall.com

info@andyoncall.com; (877) 263-9662

ARCHADECK is a builder of custom decks, screened porches, sunrooms, gazebos and other outdoor living projects. Franchisees are trained on marketing and sales, construction and business management.

www.archadeckfranchise.com; (800) 722-4668

B

BATH PLANET's custom manufactured bath and shower systems are designed, sold and installed by the company's vast dealer network in the U.S. and Canada. The company provides dealers with a proprietary iPad selling system, a unique visualization software program, national and local lead generation, and strong support through sales and marketing conferences, and field support. It is a Licensed Dealership model, so there are no franchise fees or royalties.

www.bathplanet.com

Rick Hirshhaut, rhirschhaut@bathplanet.com
524 South Hicks Rd., Palatine, IL 60067
(800) 963-8827

BCI ACRYLIC BATH SYSTEMS is a private label manufacturer for acrylic tubs, showers, walls and bathroom accessories. Since 1999, BCI has been providing great product and service backed by a lifetime product warranty. Its New Blue program features high-quality products and the latest technology for start-ups and existing businesses

looking for new revenue streams. BCI offers no franchise or royalty fees, comprehensive product and sales training and high profit margins.

www.bciacrylic.com

524 South Hicks Rd., Palatine, IL 60067
(800) 963-8827; Fax: (847) 358-4710

BRICKKICKER provides the tools and stepping stones a person needs to build a future in the home-inspection market, including training and ongoing support.

www.brickkicker.com; (888) 339-5425

BUDGET BLINDS offers franchises practical guidance, brand recognition, training, peer experience, business systems and ongoing support. The initial start-up fee for a Budget Blinds franchise is \$15,000.

www.budget-blinds-franchise.com

1927 N. Glassell St., Orange, CA 92865-4313
(800) 420-5374; franchise@budgetblinds.com

C

CERTAPRO PAINTERS offers home improvement franchise opportunities by providing the tools, systems and support needed to own a piece of the estimated \$80 billion home-services industry.

www.painting-franchise-opportunity.com

CertaPro Painters Ltd.
P.O. Box 836, Oaks, PA 19456
(800) 689-7494
franchisee-recruitment@certapro.com

CLEAR CHOICE USA's Clear Choice Replacement Window franchise offers access to some of the best minds in the window-treatment business with training, marketing, advertising and promotion materials, as well as operational guidance and support.

www.clearchoice-usa.biz

North American & U.S. Headquarters
545 N. Broad St., Ste. 2, Canfield, OH 44406
(877) 597-4614; Fax: (330) 800-9281

CLOSET FACTORY has franchise opportunities worldwide. By continuing to set new standards in client care, customization and craftsmanship, Closet Factory has grown to become a leading franchise in closet systems with more than 117 territories throughout the world.

www.closetfactory.com; (310) 715-1000

THE CRACK TEAM provides a year-round, in-demand concrete repair service in an industry with few competitors. Its franchise system provides crack-repair solutions, lead generation programs, ongoing technical and field training support, and exclusive territories.

www.thecrackteam.com

(866) 272-2583; info@thecrackteam.com

CRC CONCRETE RAISING OF AMERICA INC. relies on its 65-plus years of experience raising settled concrete and grouting unstable soils to establish new, dynamic, franchise locations in metropolitan areas. Highlights include: exclusive territories, initial and continuous training, niche service offering, market opportunities, CRC brand/history, proven systems, franchise network, ongoing support and innovative multipurpose equipment.

www.crc1.com; (800) 270-0011

D

DELTA DISASTER SERVICES is a full-service mitigation and reconstruction business with solutions that range from emergency water removal and fire board-ups to complete reconstruction. Because of the varied nature of work, ideal Delta franchisees are established general contractors, including home builders or remodelers, who are eager to form mitigation insurance relationships.

www.delta-us.com; (720) 880-5871

DISASTER KLEENUP INTERNATIONAL INC. is a network of independent property-damage restoration contractors across North America. DKI member companies provide emergency response, water-damage mitigation, mold remediation, complete reconstruction and more. DKI returns damaged property to pre-loss condition fast and efficiently, delivering satisfaction to the consumer, insurance companies and corporate customers.

www.disasterkleenup.com

1555 Mittel Blvd., Ste. S, Wooddale, IL 60191
(630) 350-3000; (800) 567-8047
Fax: (630) 350-9354; info@disasterkleenup.com

DREAMMAKER BATH & KITCHEN BY

WORLDWIDE is an exclusive bath and kitchen remodeling franchise organization. It has franchisees nationwide and more than 30 years' experience in taking businesses to the next level of success. DreamMaker Bath & Kitchen offers opportunities in residential and commercial markets.

www.dreammaker-remodel.com; (800) 253-9153
Sheila Boggess; sheila.boggess@dreammakerbk.com
510 N. Valley Mills Drive, Ste. 304, Waco, TX 76710

E

EXO VATIONS is one of the largest replacement contractor companies in Georgia and is currently seeking franchise candidates in the Southeast to capture this exploding market opportunity. An Exo Vations franchise includes training, marketing, ExoTek order procurement systems and continued support.

www.exovations.com; (877) 396-8632

F

FAFCO, a U.S. solar-water heating manufacturer, is accepting new dealers and distributors for its solar domestic hot-water systems, which are designed to reduce energy consumption and costs by up to 50 percent. FAFCO systems are made out of polymer, making them lightweight and easy to install. Everything comes in one box that weighs 70 lbs.

www.fafco.com; (800) 994-7652

THE FRANCHISE CO. is a part of FirstService Corp. and has developed a business model that leverages decentralized individual platform management, centralized business planning, core vision and values, and the dissemination of best practices and processes. Its brands include Paul Davis Restoration, Pillar To Post, Handyman Connection and more.

www.thefranchisecompany.com; (416) 620-4700

FOUR SEASONS has been a leader in glass-room design, manufacturing and marketing since its inception in 1975. Its experience and market research has enabled it to define exactly who the customer

is, how to reach them and how to entice them to buy its products. A Four Seasons franchisee gains access to this information and can capitalize on the unique marketing benefits it offers its business.

www.fourseasonssunrooms.com; (800) 368-7732

G

GET A GRIP INC. offers a no-royalty franchise that includes a turnkey, complete business system to help start a new business quickly. The company performs minor and major repairs on laminate and cultured-marble vanity sinks, ceramic tiles, porcelain bathtubs and sinks, fiberglass bathtubs, showers and enclosures.

www.getagripinc.com; (800) 290-6004

GLASS DOCTOR is a full-service glass company, specializing in home and business glass door and window replacement and repair. Currently operating in more than 120 markets, it is seeking professionals to join as franchisees.

www.glassdoctor.com; (866) 318-9237

THE GLASS GURU is the world leader in glass restoration, repair and replacement. Our cutting-edge window restoration services provides property owners with an environmentally-friendly way to restore foggy windows, at about half the cost of traditional replacement. In addition to restoration services, our franchise locations offer an extensive array of replacement glass products, as well as window and entry door replacements. The Glass Guru provides franchise owners with a winning concept, allowing us to become the fastest growing company in the glass, window, and door industry. Franchise fee \$15,000 to \$65,000.

www.theglassguru.com; (916) 865-4417

Sean J Young, sean.y@theglassguru.com
198 Cirby Way, Ste. 120, Roseville, CA 95678

GRANITE TRANSFORMATIONS is a franchise organization that transforms kitchens and bathrooms in as little as one day with its engineered granite and recycled glass slabs that are installed over the existing surfaces (Trend Stone, Trend Glass and Trend Mosaic). No demolition. Fast Installations.

www.granitetransformations.com; (954) 435-5538

GROUT DOCTOR franchises meet the demand for after care of tile installations. A Grout Doctor franchise is a year-round business and has an initial investment of between \$24,030 and \$40,000.

www.groutdoctor.com; (877) 476-8800

JC Sneyd at jc@groutdoctor.com

GROUT MEDIC franchise owners benefit from the backing of a national brand and the buying power of a franchise network that keeps supply costs low and profitability high. Industry partnerships drive market awareness and boost customer referrals while investments in research and development ensure that Grout Medic franchisees utilize the most effective and environmentally friendly technologies available.

www.thegroutmedic.com; (800) 700-1411

GUTTER PRO USA manufactures two systems — Gutter Pro and LeafSlugger — that it distributes through home remodeling companies or small contractor businesses nationwide. The company also offers exclusive, professional support in sales, marketing and administration to all its distributors.

www.gutterprousa.com; (800) 273-6080

PROFITS: Franchise and Dealer Opportunities

H

HANDYMAN CONNECTION was created to help homeowners find qualified, reliable craftsmen to do the small home repairs and small remodeling jobs in their homes they don't have the time, tools or talent to do. Franchisees are provided with corporate training, proprietary software, marketing and ongoing training.

www.handymanconnection.com; (800) 884-2639

HANDYMAN MATTERS is focused on developing a brand consumers can trust. Handyman Matters franchises to those that can deliver extraordinary customer service in a fair and professional manner.

www.handymanmatters.com; (866) 808-8401

HIGHMARK DIGITAL – HOMESTORY DEALERSHIPS

The technology and system that allows all of the doors in a home to be replaced in two hours is now available as a dealership model. We have built the dealership model to be comprised of key tools that make door replacement easy, predictable and efficient. This includes: the One-Cut Measuring Device and a Tablet-PC with an order entry application that allows the salesperson to create an estimate by selecting the products for the home and being able to have the customer sign the quote right from the screen.

www.highmarkdigital.com
800-764-4711; busdev@highmarkdigital.com

HOUSEDOCTORS HANDYMAN & HOME IMPROVEMENTS FRANCHISEES

don't swing the hammer in our professional handyman and home improvement franchise. They are the managers who, although comfortable with property repairs and light remodeling, want to build a team of craftsmen to service this growing market. You are backed by the resources and relationships of a network and have many advantages by being part of a national company. Training is available from HouseDoctors on running your business and financing is also available from third parties for qualified candidates. This can be an easy, affordable entry to business ownership for those candidates who are qualified. A minimum of \$53,700 capital is required to begin exploring the House Doctors franchise opportunity.

www.housedoctorshandymanfranchise.com
Jim Hunter; jhunter@housedoctors.com
400 TechneCenter Drive, Ste. 101; Milford, OH 45150
(888) 598-5297

HOUSEMASTER is a home-inspection company that is ranked one of the top 50 franchises in Franchise Business Review's Annual Franchisee Satisfaction Survey. A HouseMaster franchise includes free training, reduced royalties, e-marketing campaigns and no advertising fund contribution minimums.

www.franchise.housemaster.com; (800) 526-3930

I

INSPECT-IT 1ST PROPERTY INSPECTION

provides both residential and commercial clients with inspection reports. Franchisees receive a robust launch package, comprehensive initial training, and ongoing sales, marketing, technology and business development support.

www.inspectit1st.com; (855) 372-6677

K

KITCHEN SOLVERS has been working with people around the U.S. and Canada, helping them achieve career goals by incorporating experience, expertise and tested methods into a complete package of training and support. Whether a hands-on owner-operator or an owner-executive managing a staff, it's easy to benefit immediately from a Kitchen Solvers franchise program.

www.kitchensolvers.com; (866) 604-0002

KITCHEN TUNE-UP was started in 1975 and has been franchising since 1988, earning *Entrepreneur Magazine's* No. 1 spot for home improvement franchises for 20 years. It provides a cost-effective way to renew surfaces, add features, improve layout and generally put some real "wow" value into kitchens and baths.

www.ktufranchise.com; (800) 333-6385

L

LUXURY BATH SYSTEMS, the leader in the acrylic-bath industry, helps cost-conscious consumers beautify their bathroom in as little as one day. Luxury Bath, which has been selling franchises since 1993, specializes in one-day acrylic bath remodeling, allowing consumers to design and install custom-made bathrooms at a fraction of the cost of conventional bath remodeling.

www.luxurybath.com; (800) 354-2284

M

MASTERSHIELD GUTTER PROTECTION offers a turnkey marketing program designed for home improvement companies and marketing organizations interested in exclusive territories. Dealers get product, a message and materials to quickly differentiate their businesses. The company also offers lead programs and access to media proven to cut lead/sales costs.

www.askmastershield.com; (201) 652-6642

MATRIX BASEMENT SYSTEMS AUTHORIZED

DEALER is made up of exclusive and nonexclusive dealers and distributors that sell and install the Matrix Basement Finishing System which consists of a basement SIP and a raised subflooring system that have a number of advantages over traditional, conventional basement construction materials and methods. Through our "Business-in-a-Box" dealer program, Matrix offers a proven business model: one-to-one sales and production, and installation support, engineering, permitting, pre-cost services, lead generation, and sales training in-house or on-site at your location.

www.mymatrixbasement.com/dealer.html
Anne La Francis, alafrancis@mymatrixbasement.com
(888) 322-5200

MR. HANDYMAN franchise owners will spend one week of initial training at the corporate office in Ann Arbor, Mich., and receive ongoing support through the corporate intranet site, telephone, conference calls, regional meetings, conventions and publications.

www.mrhandyman.com; (800) 289-4600

O

OUTDOOR LIGHTING PERSPECTIVES partners with individuals to help achieve personal goals and build a business. The company provides rigorous training, proven sales support and marketing systems that enable its franchisees to sell, design and install professional outdoor lighting systems. Franchise fees range from \$29,000 to \$89,000.

www.olpfranchise.com; (804) 353-6999

OWENS CORNING BASEMENT FINISHING SYSTEM,

a product designed to meet the unique needs of the basement environment, and Owens Corning SunSuites Sunrooms combine the best features of traditional materials with the advantages of fiberglass construction. Franchise requirements include minimum purchase requirements, good standing with the Better Business Bureau, a five-year contract and a minimum warehousing requirement of 1,000 sq. ft.

www.franchising.owenscorning.com
(800) 438-7465

P

PAUL DAVIS RESTORATION is a single-source provider of restoration contracting services for the property insurance industry. PDR has been in business since 1966 and currently has more than 225 franchised units. Members of the Paul Davis Restoration franchise network will take part in a comprehensive training program, receive field training by industry experts, enjoy promotional support and build a team of associates.

www.pauldavis.com; (800) 722-5066

PILLAR TO POST knows home inspection makes a difference not only in the lives of the home buyers and sellers who rely on it to help them make life-altering decisions, but also in the lives of the men and women who have built successful businesses by providing home inspections. Pillar To Post has more than 470 locations across 43 states and nine provinces.

www.home-inspection-franchise-opportunity.com
(877) 963-3129

PRECISION DOOR SERVICE has been providing quality garage door repair service to homeowners and businesses across America since 1997. Since then, it has become a national leader in the garage door industry with more than 70 locations nationwide.

www.precisiondoor.net; (321) 225-3500, ext. 223

PREMIERGARAGE specializes in creating garage environments that equal the style, quality and attention to detail found in clients' homes. PremierGarage is looking for enterprising trade contractors located in small- to mid-sized cities and towns who want to extend their current businesses through this opportunity.

www.premiergarage.com,
(866) 483-4272 outside Arizona

PRO ENERGY CONSULTANTS is the nation's first, and largest, franchise of energy auditing and energy improvement professionals, serving both residential and commercial clients. Franchisees receive thorough training; a full equipment package including blower door and infrared camera; and ongoing sales, marketing, technology and business development support.

www.proenergyconsultants.com; (877) 392-6278

PUROCLEAN specializes in water, fire and mold cleanup and offers a unique opportunity to entrepreneurs who possess excellent interpersonal skills and business experience.

www.puroclean.com; (866) 254-8319

R

RAINBOW INTERNATIONAL is a franchise organization that provides comprehensive fire-, water- and smoke-damage restoration and cleaning services to residential, commercial and insurance customers throughout the U.S. and Canada. It is currently looking for select individuals to join the company as it continues to expand.

www.rainbowinternational.com; (800) 280-9963

RE-BATH provides an array of innovative and attractive products, unique business systems, strategies and support. The franchise offers homeowners a range of replacement bathtubs, walk-in bathtubs, bathtub to shower conversions and more. Over 84 million homes in the U.S. are more than 15 years of age, and each has at least one bathroom; this equates to a large number of bathtubs, showers and wall surrounds in the residential market alone. Liquid capital required: \$50,000; total investment: \$91,000 – \$320,500.

www.rebath.com

RE-BATH EXPRESS is a mobile showroom and workshop that allows remodelers to specialize in one-day bathroom remodeling with acrylic bathtub liners, wall surround systems and shower base liners designed to fit over ugly, dingy and out-of-date bathtubs. Its comprehensive approach, excellent products, years of experience, sound management and positive reputation provide a unique opportunity for remodelers. Franchise fees start as low as \$3,500.

www.rebath.com

Jeremy Wallace, jwallace@homebrandsgroup.com
(480) 754-8976; (800) 426-4573

RHINO HOME PRO offers flooring, coating and lining solutions for the home. These systems include epoxy, polyaspartic and stain that have been time-tested to withstand steady foot traffic and chemicals. From its premium polyaspartic flooring solution, which offers a quick return-to-service, to its epoxy flooring system for cost conscious customers, Rhino Home Pro has a solution for everyone's flooring needs. Become an applicator.

www.rhinohomepro.com; (800) 422-2603

RSU CONTRACTORS has a unique franchise opportunity that offers both large-scale, multimillion dollar home renovations, as well as ongoing home-maintenance services. As part of its strategic franchise expansion plan, RSU Contractors is seeking franchisees throughout Tennessee before spreading around the country. New franchisees will benefit from RSU's existing relationships and brand awareness in the state.

www.RSUcontractors.com

S

SEASHELL AWNINGS USA is looking for providers with which it can build partnerships. The company delivers leads to its providers, as well as marketing, advertising and public relations support to its authorized provider network.

www.seashellawnings.com; (877) 757-4355

SERVICEMASTER CLEAN is a leading franchise opportunity in the commercial cleaning, residential and restoration industries. ServiceMaster Clean has more than 50 years of franchise experience and offers a variety of licenses and complete training and support.

www.ownafranchise.com; (800) 255-9687

SERVPRO is a fire and water cleanup and restoration service. It has created a brand, system and support to help people from diversified educational, vocational and financial backgrounds take control of their own future.

www.servpro.com; (800) 826-9586

SIR GROUT offers grout and tile restoration, stone restoration, sandless wood floor restoration and slip resistance applications to the consumer and commercial markets. Franchise includes training, support and innovative products.

www.sirgrout.com; (866) 476-8863

SOLATUBE INTERNATIONAL INC. is now recruiting in major markets throughout the U.S. and Canada in an effort to grow its network. With the assistance of its business development team, members will establish a showroom location to push out a comprehensive marketing campaign targeting the residential market.

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www.YourWindowOpportunity.com

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W

WIN HOME INSPECTION offers members the freedom, flexibility and financial rewards of running a business and helping people make an informed decision on life's biggest investments.

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www.windowdepotusa.com; (866) 946-2883

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www.windowworld.com

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(336) 651-4711; (866) 740-2100
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Y

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Laminate is moving onto vertical surfaces, too, such as Formica's Jonathan Adler-designed Orange Lacquer Linen pattern on this cabinetry.

Fashion forward

Surfacing materials offer every design from muted natural looks to funky patterns, but always put customer needs first

By Laurie Banyay

As homeowners look to personalize their home, countertop companies continue to expand their portfolios and push the line in design and technology. Regardless of price point, homeowners expect to be able to choose from a wide portfolio of materials and designs.

“Like any other investment in their home, homeowners are highly protective of the investments they make in their counters. They want assurance the products they are installing into their kitchen are going to withstand the test of time, and not stain or scratch,” says Lorenzo Marquez, vice-president, marketing,

for Cosentino North America. “They also want to be sure that it isn’t going to require constant upkeep or frequent maintenance.”

BOLDER

Summer Kath, senior director of business development for Cambria, notes that “trends in natural stone countertops in the past five years have moved away from granite looks to light and bright marbles and monochromatic. Homeowners are loving the classic white looks with natural veining and movement. Quartz countertops have evolved rapidly in the past five years to answer these changing trends.



FORMICA introduces six Formica Brand Laminate PremiumFX patterns: four fresh stone and concrete looks and two horizontal wood finishes. The stone patterns are Marfil Cream, Marfil Antico, Silver Quartzite (pictured) and Ice Granite. The wood grains are Oxidized Beamwood and Salvage Planked Elm. **Circle 4 on inquiry card**

You'll find natural quartz countertops that have the unique look of marbles and pure whites that are sometimes hard to find in nature. In the next five years, we expect to see more demands for linear movement in countertops and different surface textures."

Marquez also notes the trends toward light tones. "We have observed a growing demand for lighter, natural stones, such as marble, across all segments of the market," he says. Materials such as marble, however, often come with high-maintenance requirements. Alternatively, manufacturers like Cosentino, for example, take the look homeowners are asking for and develop designs inspired by natural stone that give the desired look but without the high maintenance.

"In terms of colors and different looks for counters, we're seeing neutral hues, including creamy whites, soft grays and muted blacks, gaining popularity," Marquez says. "Clean, contemporary lines are continuing to dominate kitchen design and texture is also an important element."

Natural stone patterns dominated laminate offerings not too long ago, but Gerri Chmiel, senior design manager with Formica, is starting to see that change. "Stylistically, countertops are much different. Starting in the early 2000s it was trying to get the look of natural stone. We're finally moving away from that. We have the new younger home buyer who wants something different.

Everyone is trying to figure out what the new millennial wants."

At the Kitchen and Bath Industry Show last January, Formica launched a new line of laminate in partnership with Jonathan Adler. "We wanted to partner with somebody who would resound with the residential audience," Chmiel explains. "He has a great presence with residential stores and is someone who is very approachable and dynamic. He's excited about laminate. The Greek Key and Malachite patterns are ones he designed and has worked with in the past; they were adapted for the laminate collection."

Angela George, marketing communications specialist at VT Industries, says interior trends dictate laminate design. "We're starting to see more wood grains and a few quartz-looking laminates coming on the market," she says. "You can get that beautiful look you're seeking and pair it with low maintenance. It's a win-win."

"Laminate can let homeowners be serious and playful at the same time," says Tammy Weadock, public relations/social

media manager at Wilsonart. "Homeowners are getting more creative with their pattern and material choices. With the evolution of high-resolution printing and reproduction, the design potential has exploded from realistic stones and wood grains to poppy bright patterns. Textured finishes make the story even more interesting — adding dimension and depth to designs with wood grain and stone sticking to more abstract linearity. All of this contributes to the rebirth of laminate, which is a very different material than it was in our grandmothers' days."

Weadock also comments on the trend in mixing materials. "Mixing a wood grain countertop with, say, a decorative metal backsplash adds a little glamour and personality to the space. Or mixing a natural stone island with a laminate perimeter can extend a budget."

INSPIRED

Chmiel is part of a global design team — with counterparts in Asia, Australia and Germany. "Inspiration comes from everywhere," she says. "Between the four of us and our global



SILESTONE BY COSENTINO has expanded its Nebula Series of quartz surfacing with the addition of the Nebula Alpha collection. Inspired by the look of marble, Nebula Alpha is available in four complex colors: Ariel, Orion White, Calypso and Phoenix. The natural hues feature an original pattern of colored veining throughout the surface that never repeats. Calypso, shown, features creamy veining in a warm brown surface. **Circle 5 on inquiry card**

vice-president, we really work to track what's trending. We look to real materials to see what's happening. We talk to consumers and have focus groups. After research, we sit down and plan what to introduce. But this is all done with the understanding that when you're dealing with laminate you can't be too far ahead of the curve or it's not approachable, while at the same time we do want to trend forward."

Cambria's products start with nature, Kath says. "We look at natural elements of earth and quarried stone, but add our own internal guidance to create styles and designs that complement and enhance the home. We also strive to innovate with internal talent and create new looks."

Weadock explains that to anticipate consumer interest, Wilsonart's design team travels worldwide to research trends. "We also attend trade shows; review research on trends in design, home, fashion and the industry; and collaborate with multiple resources to identify themes in design and patterns that will appeal to a broad range of consumers, as

well as architects and designers who specify materials for building projects. With all the new surfacing options out there, it's no wonder that laminate may seem like yesterday's news, but that's why we spend so much time creating relevant designs and refining our performance story."

BIGGER

Kitchens typically have the lion's share of countertop square footage in a home, and, with the kitchen's shift to heart of the home status, counters are getting bigger. Marquez observes, "Counters have grown in size as homeowners have increasingly demanded large-format kitchen islands to serve as the home's central hub, rather than the traditional kitchen table so many of us grew up with. Simultaneously, we've witnessed a surge in the amount of space being devoted to counters in the kitchen, as these oversized islands serve as a central gathering and working space, bring together the room and, in some cases, replace a traditional kitchen table altogether."

Weadock also notes consumers using the kitchen for more than cooking. "It is a business center, a homework area, meeting area and a main hub of the home," she says. "As such, kitchen countertops need to be durable, as well as fashionable, and reflect the homeowner's personality and style."

SMARTER

"Laminate countertops have undergone some huge technology advances," George says. "Key laminate manufacturers are trying to revamp and revitalize laminate's image. It's been around since the '50s and is a durable solution, but had fallen out of favor with the rise of some other options. The key for laminate moving forward is that it is trendy and versatile. Expanded edge profiles also have shaped the industry. The profiles and patterns make for an affordable option that elevates the look of laminate."

"Technology has changed," George continues. "Laminates are getting better and better all the time. I feel the future of laminate



CAESARSTONE has added 10 colors to its Classico collection of quartz countertops, including distinctive colors with striking veins and those resembling granite and concrete. The slabs are nonporous, and heat-, stain- and scratch-resistant. Two new colors with artful veins — Vanilla Noir and Alpine Mist (shown) — offer designs of delicate, wide veins. Alpine Mist presents a lustrous white, glossy look with white detail. Circle 6 on inquiry card



Galloway is one of five offerings showcased as part of the Coastal Collection of quartz surfaces from **CAMBRIA**. The line features neutral-toned, stain-resistant and nonporous natural quartz surfaces with flowing designs that depict a clashing of rock, sand and water, according to the company. **Circle 7 on inquiry card**

countertops will be with the edges and how realistic they are. Edge options combined with the number of laminate options make the possibilities endless.”

Waddock also comments about the expanding edge profile options in laminate, specifically mentioning decorative edge profiles and mitered edges, both of which remove the dated brown seam line from years past.

Laminate application isn't limited to just countertops, though. “One of the cool things about laminate is there are so many ways to use them,” says Chmiel. “We've seen laminate as built-in shelves or recladding of an old wood surface. It's a great way to freshen something up a bit. I had lunch at a restaurant recently that topped its old tables with coordinating laminate. The tables were flea markety, but had a fresh new surface. It was really cool.”

Laminate also can be applied to walls, but Chmiel does caution about installation. “It cannot be applied directly to drywall or gypsum. It has to be put on particleboard or plywood before it's put on the wall,” she says.

Waddock envisions laminate moving onto other surfaces in the home. “We're looking at places where the high-performance surface defies heavy traffic, like kids' rooms, craft rooms, laundry rooms and garages. There are many vertical surfaces that beg for more playful or dramatic details, like cabinetry, backsplashes or walls with bold geometric shapes and painted wood grains.”

“Manufacturers will continue to push boundaries with the development of proprietary technology to enhance and improve stone surfacing and create products that not only will stand the test of time, but also offer flexible solutions for a range of design challenges,” Marquez predicts. “It's important to recognize that counters are one of the most

utilized elements of a kitchen and, as such, need to withstand all varieties of usage demands. The market is demanding surfacing materials that meet high-performance standards and also add value to their home. Further, homeowners expect these high-quality and design-friendly materials to be accessible for their needs, regardless of budget and price point.” | **QR**

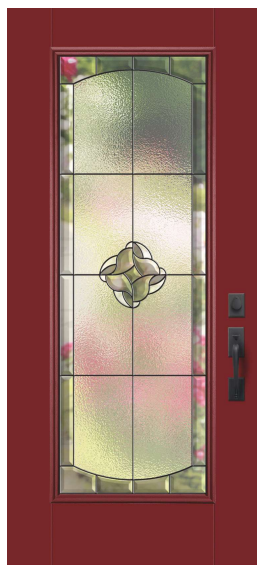


WILSONART debuted 27 designs in its residential laminate collection last January at the Kitchen and Bath Industry show. Four key design themes are Super Natural, with seven designs; Everyday Luxury, with four designs; Sticks and Stones, with eight designs; and Stylistic History, with eight designs.

Wilsonart also debuted a quartz countertop collection (right). The 50 patterns showcase a full range of colors, textures and four structures: fine and small scale, medium scale, large scale, and veining and movement. **Circle 8 on inquiry card**



What's New



Nine additional glass offerings for entry doors

MASONITE uses metal, lines and curves to bring specific architectural details to the entry with the introduction of nine glass designs. Available in a range of styles – including contemporary, traditional, craftsman and enchanted – the glass designs can be glazed in Masonite HD Steel, Masonite STA-TRU Steel, Belleville Smooth Fiberglass and Belleville Fir, Oak and Mahogany Fiberglass. The Rozet, which frames the flower in beveled glass, is an example.

Circle 9 on inquiry card

Cabinet paint finishes

KEYSTONE WOOD SPECIALTIES

offers a range of gray and white paint colors for cabinet doors, drawer fronts, moulding and veneer. Seven standard grays and five whites are offered, as well as custom color-match capabilities. Full and accent glazes are available. All finished Keystone products are completed with two coats of a specially formulated, moisture-resistant catalyzed varnish.

Circle 10 on inquiry card



Cloud-based home comfort platform for heat pump systems

WATERFURANCE INTERNATIONAL's

Symphony provides detailed feedback in realtime and the tools to control it from any smartphone, tablet or computer. The Web-enabled home comfort platform is designed for the company's 3 Series, 5 Series and 7 Series geothermal heat pump systems, and can provide equipment alerts and service reminders via email, text message or in-app notifications to homeowners and/or dealers and contractors. The system is cloud-based and features a personalized dashboard with access to system settings, energy usage and more.

Circle 11 on inquiry card



Bath collection indicates water temperature with color indicators

The Tesla Bath Collection from **DELTA FAUCET** features the company's first joystick lavatory faucet. Inspired by the organic shapes found in nature, the collection includes optional Touch20.xt Technology, which activates the faucet with a touch anywhere and/or via hands-free proximity. When paired with TempSense Technology, an LED light at the base of the faucet changes from blue to magenta to red, visually indicating the temperature of the water. The collection is available in chrome, brilliance stainless and polished nickel finishes.

Circle 13 on inquiry card

Casement window meets ADA regulations

To meet ADA regulations, **SKYLINE WINDOWS'** ADA-compliant Pull Handle Casement Window features one handle at the bottom of the window, allowing it to be accessible from a wheelchair. With a multilock system eliminating the need for a top handle, the casement windows offer increased energy efficiency by minimizing air leakage.

Circle 12 on inquiry card





Exterior visualization tools

CERTAINTEED offers enhanced visualization offerings through Web-based tools and mobile apps. The Trim-It interactive design tool aids in the selection of trim accessory and accent product decisions. Applying color to an uploaded image of a home or a similar style home through the ColorView home visualization online design tool allows users to try product colors and profile options. The CurbAppeal iPad app and ColorCoach virtual swatch book include a gallery of homes for experimenting with exterior design products.

Circle 14 on inquiry card



Railing kit includes all components

PLY GEM FENCE AND RAILING simplifies a railing project with its Express Boxed PVC Railing. The box contains all components necessary to build and complete a vinyl railing project, taking guesswork out of determining the amount of materials needed to purchase and install. Backed by a limited lifetime transferable warranty, the railing is available in classic T-Rail in khaki or white and contemporary Standard Railing in black, chestnut brown, khaki or white.

Circle 15 on inquiry card

Soapstone heat-retaining fireplace

TULIKIVI expands its collection of heat-retaining fireplaces with the addition of Sonka. Combining durable, natural soapstone and clean, geometric lines, the model is the largest model in its group and features a large glass door and smooth, horizontal soapstone. The use of more natural stones paired with advanced combustion technology keep even large rooms warm for hours with a small amount of wood. The fireplace can be paired with the company's W10 water heating.

Circle 16 on inquiry card



Crack-, stain-resistant grout for interior, exterior use

LATICRETE adds Plasma to its family of grout products. Built on a technology platform, the grout is crack- and stain-resistant, does not require sealing and provides a uniform color without blotchiness or shading. Available in 1-gal. pails and 20 colors, the grout can be used in most interior and exterior grout joint applications between 1/16 and 1/2 in. wide, including ceramic and glass tile, stone, floors and walls.

Circle 17 on inquiry card

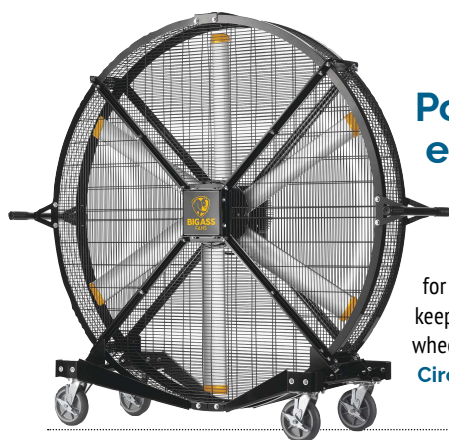
Professional-grade paint line

For both interior and exterior projects, **BEHR PAINTS** introduces its Behr Pro professional-grade line, which features touch-up, hide and maximum coverage. The i100 Series Interior Paints are available in 500 off-whites and pastels and a wide range of color matching capabilities. With solid application properties, the i300 Series Interior Paints are high hide, minimal sag, superior touch-up and have good scrub resistance. The e600 Series Exterior Paints create a uniform finish with minimal surfactant leaching and high-caliber touch-ups.

Circle 18 on inquiry card



PRODUCTS Tools



Portable fan is quiet, energy-efficient

BIG ASS FANS designed Black Jack with versatility in mind. Its 6.5-ft. frame fits through standard interior doorways, plugs into any 110-volt power supply and is wet rated so it can be hosed for easy cleaning. The portable fan has a gearless direct-drive motor to keep it quiet and energy-efficient, variable-speed controller and locking wheels to keep it in place even on the highest settings.

Circle 19 on inquiry card

Brushless motor technology in drill-driver, impact driver

ROCKWELL uses brushless motor technology in its 20V MaxLithium Drill-Driver and Impact Driver combo, improving motor efficiency and durability by reducing heat, friction and wear. The drill-driver weighs 3.4 lbs. with battery, and its drilling capacity in wood is 1½ in. and ½ in. in steel. Designed to drive screws hard and fast into dense, thick materials, the impact driver's concussions are channeled to the screw, limiting residual effect to a user's wrist or forearm.

Circle 20 on inquiry card



Web app replaces design guide

The **SIMPSON STRONG-TIE** Strong-Wall Bracing selector Web app automates the company's 84-page design guide and provides pre-engineered Strong-Wall shearwall alternatives to code-prescribed braced wall panels. Model numbers and anchorage designs are established to meet job-specific requirements, and a step-by-step tutorial and design examples are included. The app can be used in conjunction with the Simpson Strong-Tie Wall-Bracing-Length Calculator Web app.

Circle 21 on inquiry card



Bandsaws backed by five-year warranty

POWERMATIC introduces six bandsaws, including the 18-, 20- and 24-in. models. Backed by a five-year warranty, the bandsaws' tables are solid cast iron, table insert is machined aluminum with leveling screws, table tilt adjustments are simple with a chrome hand wheel with rack and pinion, and the included miter gauge has positive stops at 15 and 45 degrees. Improved door design makes blade changes easier.

Circle 22 on inquiry card

Combo kit includes Lifetime Service Agreement

RIDGID's GEN5X 5pc Combo Kit consists of a hammer drill, impact driver, circular saw, reciprocation saw and an LED flashlight. Featuring permanent magnet motors, the kit is powered by 4.0 Hyper lithium-ion batteries, which have triple protection electronics, extreme weather performance and fuel gauge. The combo kit includes the company's Lifetime Service Agreement: free batteries, free parts and free service for the life of the products.

Circle 23 on inquiry card



Nailer updates to improve user experience

GRIP-RITE announces its updated 18 Gauge Narrow Nose Brad Nailer (GRTBN200N). Several updates were made to improve the user experience, including tapering the nose to improve line of sight and allow the nailer to get into tighter locations. A dry-fire lockout was incorporated to avoid leaving unnecessary marks while installing trim. A swivel plug and selectable trigger allow for easy changes between bump and sequential mode.

Circle 24 on inquiry card

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PRODUCTS

Kitchen & Bath



Hand shower with magnetic dock

MOEN offers its Magnetix hand-held shower collection in chrome and Spot Resist brushed nickel finishes. Featuring a powerful magnetic dock for easy release and snapping back into place, the hand shower can switch between six spray options, and select models offer a push-button feature to change between the settings. A flexible, kink-free, 60-in. metal hose is included for use in accomplishing other tasks – bathing children, washing pets or cleaning the shower – beyond showering.

Circle 25 on inquiry card



Decorative lever options

KALLISTA's Per Se collection now includes decorative lever options with a range of hand-selected stone and finish combinations. Paying homage to the design of the 1950s and 1960s, the lavatory faucets feature a squared, geometric form, softened by gentle rounding of corners and ultra-thin shape. The decorative levers are offered in six opulent inserts: black crystal, mother of pearl, calcedonia azul, lapis lazuli, tiger eye and malachite.

Circle 26 on inquiry card



Thin, retractable downdraft

The Cattura Downdraft from **BEST** can be installed with a cooktop, freestanding range, drop-in or slide-in range, or built-in oven with a cooktop due to its FlexBlower system, which allows up to nine ducting options. Including a 10-minute, time-delay shut-off and Heat Sentry technology that detects excessive heat and adjusts fan speed accordingly, the downdraft is a thin, retractable unit that raises up to 18 in. and contains a front touch-control panel. The product will be available in late fall 2015.

Circle 27 on inquiry card



Contemporary faucet created for smaller spaces

DANZE INC. adds the Parma Café kitchen faucet to its contemporary line of kitchen products. The kitchen faucet is a compact piece designed for smaller spaces, such as urban kitchens, measuring 1 3/4 in. in diameter. To add to its streamlined design, the lever is placed higher on the faucet's base. The faucet operates at 1.75 gpm to meet water-savings and CalGreen requirements, and is available in chrome and stainless steel finishes.

Circle 28 on inquiry card



Mitered cabinet door profile can pair with 21 panel profiles

TAYLORCRAFT CABINET DOOR CO. expands its collection with the MW22, a mitered cabinet door profile with a beaded look on the outside edge and a transitional, flat detail on the inside edge. This frame profile can be paired with 21 different panel profiles. Possible combinations include: modern edgebanded door in walnut; mitered door with MW22 frame in alder; combination frame door in cherry; and combination frame door with horizontal grain panel in beech.

Circle 30 on inquiry card

Workstation available in six sizes

THE GALLEY Ideal Workstation is more than a sink; it is a super-functional workstation where prepping, serving, entertaining and cleanup can occur in one place. Designed to fit standard American and European cabinets, the workstation features reversible sinks with side drains to maximize storage space under the cabinet. Six sizes are available, and the workstations can be used for indoor or outdoor kitchens.

Circle 29 on inquiry card



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Heated Flooring



Dual-adhesive mats for use in bathrooms

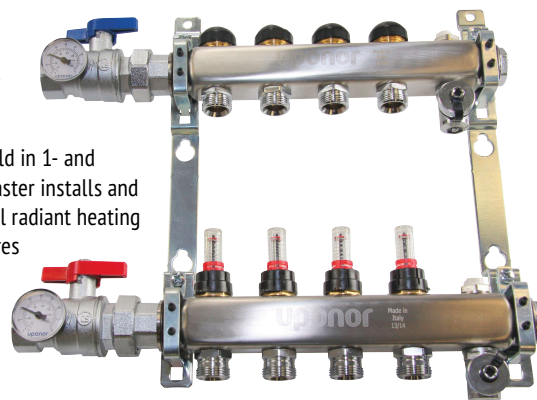
The **WARMUP** StickyMat system is a series of 3-ft.-wide mats developed for bathroom installation under tile and stone. Available in five sizes, the mats are dual-adhesive with double-sided tape and pressure-sensitive adhesive on the mesh. Each mat is built with a dual-conductor cable and a single power cord to connect to the thermostat.

[Circle 31 on inquiry card](#)

Manifold for radiant heating, cooling

UPONOR offers its Stainless-steel Manifold in 1- and 1 1/4-in. sizes that come preassembled for faster installs and material cost savings. Targeted for residential radiant heating and cooling applications, the manifold features integrated flow meters for easy system balancing, full-port ball valves with temperature gauges, and is corrosion-resistant.

[Circle 32 on inquiry card](#)



Customizable cable placement

SCHLUTER SYSTEMS' Ditra-Heat incorporates uncoupling technology into the floor warming system to ensure floors are not susceptible to cracked tiles and grout. Available in rolls and sheets, the system provides floor warming and uncoupling in a single layer. Cables can be placed wherever heat is desired for customized heating zones, and no leveling compounds are required. A digital thermostat controls the floor temperature.

[Circle 33 on inquiry card](#)



Four formats of radiant heating systems

The TempZone line of electric floor heating systems from **WARMLYYOURS RADIANT HEATING** is available in four formats, offering variety in installation and pricing. Custom Mats create custom-fit coverage; Flex Rolls offer cut-and-turn installation; Easy Mats provide targeted heat coverage for small areas; and Twin Cable produces maximum coverage at an affordable price point.

[Circle 34 on inquiry card](#)

Three-step installation process

EASYHEAT Warm Tiles Elite floor warming mats are less than 1/8 in. thick, resulting in virtually no floor height buildup. Available in standard rectangular sizes, ranging from 6 to 138 sq. ft., and custom layouts, mats can be ordered in 120 or 240-volts, and a three-step installation process can be completed in a day. The floor warming system can be used beneath ceramic, porcelain, terrazzo, glass, mosaic, marble, natural stone, engineered wood and laminated floors.

[Circle 36 on inquiry card](#)



Line of thermostats for floor warming systems

NUHEAT INDUSTRIES releases its line of Next Generation Thermostats, including three thermostats with a breadth of features. Up to 16 zones, rooms or homes can be controlled using the Signature Thermostat, which can be accessed via the smartphone app or on the Web. The Home Thermostat features a high-resolution, color touch screen and has seven-day programmability. Simple "up" or "down" temperature control of an electric floor heating system can be achieved using the nonprogrammable Element Thermostat.

[Circle 35 on inquiry card](#)



Warm floors and hot colors

Take a closer look at an electric radiant heating system that is 0.05 in. thick, and an aluminum railing line expanding with bold colors for interior or exterior use

By Kacey Larsen

The following product received the most reader inquiries in the February 2015 issue of *Qualified Remodeler*.

MP GLOBAL PRODUCTS

MP Global Products aims to add comfort and coziness to rooms with tile, stone or marble flooring with its Perfectly Warm Peel and Stick Radiant Heat for Tile Floors. The in-floor electric radiant heating system complements the company's Perfectly Warm Radiant Heat Film for Floating Floors; both use a conductive ink technology embedded in a flexible thin film. Integrated in a waterproof anti-fracture membrane, the radiant heat film remains sliver thin at 0.05 in. thick, which the company compares to the thickness of three stacked credit cards. Perfectly Warm for Tile Floors uses 12 watts

per sq. ft., and the product is available in four rollout pad sizes — 3 by 5 ft., 3 by 10 ft., 1.5 by 5 ft. and 1.5 by 10 ft. Installation can be achieved in one day without mess, mortar or glue; the peel-and-stick mats simply roll out. The wires will be preattached at one end, and all lead wires need to be directed toward one central junction box with the final connections by an electrician to the electronic programmable thermostat. Perfectly Warm for Tile Floors is designed to be maintenance-free, certified to UL 1683 and LEED compliant.

For more information, visit quietwalk.com or circle 37.



The following product received the most Web page visits in April 2015:

FEENEY INC.

Color expands indoors and outdoors, specifically via aluminum railing, with the introduction of the “Express Yourself by Feeney” line of DesignRail. Launching five colors, the company provides bold and bright options in addition to the more traditional colors of black, bronze and white. DesignRail is a customized, component-based aluminum railing system, and the addition of “Express Yourself by Feeney” presents stair, porch, indoor or deck railings as an opportunity for an accent color. The five colors available are: Orange

You Sassy, Not a Mellow Yellow, Red Hot Red, Blazing Blue and Margarita Green. Along with color options, a selection of mounting, top rail and infill options — such as pickets, glass and CableRail stainless steel cable infill — is available for customization. DesignRail by Feeney features an AAMA-2604 powder coated finish that creates color retention, impact resistance and weather protection. Optional LED lighting can be added to the railing system.

For more information, visit feeneyinc.com or circle 38.

UPCOMING EVENTS

June 2-6

NAHB Spring Board of Directors and Legislative Conference, Washington, D.C.

NAHB | NAHB.org

June 16-18

WDMA Technical & Manufacturing Conference, Minneapolis

Window and Door Manufacturers Association | WDMA.com

June 24-25

PCBC, San Diego

Leading Builders of America | PCBC.com

June 28-July 1

AAMA National Summer Conference, Seattle

American Architectural Manufacturers Association | AAMA.org

Sept. 27-30

NAHB Fall Board of Directors, Dallas

NAHB | NAHB.org

Sept. 29-Oct. 1

2015 Home Improvement Profitability Summit, Chicago

Dave Yoho Associates
http://bit.ly/1JteNZA

Sept. 30

Qualified Remodeler Recognition Night, Chicago

SOLA Group, Inc.
ForResidentialPros.com

Oct. 1-2

Remodeling Show, Deck Expo, JLC Live, Chicago

Hanley Wood LLC | RemodelingDeck.com

Nov. 18-20

Greenbuild, Washington, D.C.

USGBC | GreenBuildExpo.com
NARI | NARI.org

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Online Exclusives

Contributors and editors comment on and provide tips for the industry.

Digital marketing may help your business reach millennials

An ongoing shift in the consumer mix is affecting new home prices, as entry-level and first-time buyers are slowly re-entering the market, but millennials remain reluctant buyers. Glenn Renner, president and COO of HomeSphere, suggests one solution for builders to continue to reach their evolving clientele is digital marketing. Part of the success of digital marketing depends on creating "valuable content," Renner writes, which will help a company be remembered and contacted. **Read "Digital lead gen keeps builders nimble for today's times" here:** ForResidentialPros.com/11926380.

Clean contractors a step ahead of competitors

A study released this year by the Joint Center for Housing Studies of Harvard University reveals one in four homeowners is concerned about indoor air, leading Brian Paich, business development manager for BuildClean Dust Control System, to suggest that clean contractors a step ahead of the competition. He provides three tips for achieving a clean contractor stamp of approval from clients in his blog, "How to become a clean contractor."

Read more on Paich's suggestions at: ForResidentialPros.com/11902581.

DISCUSSION



Members are discussing two great topics on QR's LinkedIn page.

MEMBER Brian Javeline shares his experience with a competitor stealing his work and his viewpoint on it, posting, "Perhaps my competitor will get some work simply by cutting and pasting from my website and emails. I am honored to know that my competitor is watching me so closely they follow in my footsteps. Don't fret when someone blatantly copies or plagiarizes your online work, since there will always be a business difference, and that is you."

"I WAS bidding on installing windows on two old fire stations. On each building, one second floor window led onto a flat roof. Men often climbed out this window to service the roof. I suggested installing a casement window instead of a double-hung, so it would be easier to get in and out. They had someone else bid on my specs, and that individual installed a twin casement window with a center mullion, making it impossible for anyone to exit out that window. Every time I drive by I chuckle." — **William Seniecle**

SIMILARLY, MEMBER Shawn McCadden shares a blog post. His tips include only listing a level of detail on a proposal adequate enough for your teams to use and considering the possible liability of leaving project plans with a prospect who then does not do business with you.

"I STILL give my potential customers too much information sometimes, like simple CAD renderings. I definitely don't give them any line item totals anymore after I had customers in my early years go to my subs and suppliers asking them to meet my prices. Happened once and that was the end of giving customers too much information. Now they receive pretty good descriptions of the work in the estimate phase and a total only, but to get any design a request for a deposit is generated before they see a proposal." — **Duane Oglesby**

Read more comments and join the discussion on Qualified Remodeler's LinkedIn group page. <http://tinyurl.com/QRLinkedIn>

MOST POPULAR PRODUCTS

These products had the most views in recent weeks. To learn more, go to ForResidentialPros.com and search the listed eight-digit code.



The Formica Laminate Jonathan Adler Collection from FORMICA CORP.

Circle 1 or search for **11927293**



Decorative Wood Carvings from OUTWATER PLASTICS INDUSTRIES

Circle 2 or search for **11908829**



Undercounter Refrigerator Drawers from TRUE PROFESSIONAL SERIES

Circle 3 or search for **11930842**

TWEETS



Our April issue received some love on Twitter. Thanks for the shout-outs, tweets and retweets!

AWDB (@AWDBinc) tweeted: All decked out! Thank you @QualifiedRemod! <http://qualifiedremodeler.epubxp.com/1/503295-apr-2015>

Deceuninck NA (@DeceuninckNA) tweeted: Spring means outdoor living season is in full swing! Our @Clubhousedeck fasteners are featured in @QualifiedRemod <http://ow.ly/MxpWQ>.

Ferguson_FEI (@Ferguson_FEI) tweeted: The ABCs of Outdoor Kitchens @QualifiedRemod breakdowns the essentials <http://spr.ly/60107gWg>

Don't forget to follow @QualifiedRemod, @4ResPros and @KBDN.



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