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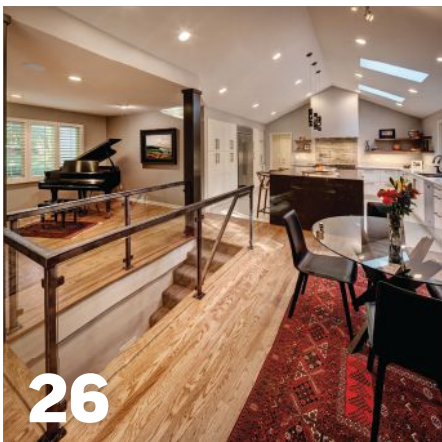


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Award-winning remodelers transform home exteriors while improving the functionality of living spaces.

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ALH Home Renovations reimagines a main living floor to incorporate contemporary features and travel-inspired Scandinavian pieces.

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2024 National CotY Award winners represent some of the best remodeling projects from all parts of the U.S.

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Franchise and Dealer Opportunities

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The Fast-Changing Lead-Gen Landscape



Patrick L. O'Toole

BY NOW many of you are aware of the coming changes to the lead-gen business. In June, the FCC's new one-to-one consent rule will take effect. Many lead-aggregation companies are preparing for this change. Until now, lead aggregators could send consumer inquiries to multiple contractors. And it was permissible for all these contractors to contact those consumers separately. Very soon, only one contractor will be able to contact that consumer. And there will need to be documentation of that inquiry.

The practical effect will be higher lead prices going forward. Smart remodelers and home improvement pros will be focused on how to boost leads they generate from other sources. They will want to supercharge their websites to generate more form fills. They will want to put a greater emphasis on signage and radius marketing around job-sites. Home shows and events are another good option. All three of these sources give contractors greater control of their lead flows.

But further changes are afoot beyond the new FCC one-to-one consent rule. Here's one example: Powerful generative AI chatbots like Chat GPT will increasingly take on the role of everyday search engines. There will be an increase in the number of referrals to your websites and others from Chat GPT. Experts say at some point there will be a way to purchase search results on those generative AI chat bots. But what about organic chatbot search? Is your web developer ready to jump in and help you get more easily seen by chatbots? Until now, so much of the energy and effort put forth by web developers

have been focused on SEO (search-engine optimization). That work helps with organic traffic from Google, Bing and Yahoo. Some of that effort will need to go to chatbot optimization someday soon.

Patrick Fingles, CEO of Leap and founder of Nu Look Home Design, a Maryland roofing contractor, sees bigger changes afoot. He will be the first one to tell you he is not a futurist, but he is a firm believer that tech is heading toward a day when consumers will be able to price out jobs for windows, roofing and siding and deliver ready-made jobs—not just leads for jobs—to contractors. At today's pace of tech advancement, this seems plausible.

So, I then asked Tony Hoty, a home-improvement industry consultant with a focus on lead-gen, whether he saw ready-made jobs supplanting leads at some point. Hoty is a tech-forward guy, but he's got a strong belief there will always need to be a facilitator or concierge required to close deals, even those that are 90 percent done. There's no substitute for trust. Type of job is im-

portant too. Ready-made jobs for gutters and garage floors are a lot more do-able than windows or baths, Hoty says.

The bottom line is that lead generation, the lifeblood of any home improvement or remodeling firm, is in a state of flux. It is an area that deserves continued focus and vigilance, particularly in 2024 and 2025. **QR**

LEAD GENERATION, THE LIFE BLOOD OF ANY HOME IMPROVEMENT OR REMODELING FIRM, IS IN A STATE OF FLUX.

Patrick O'Toole

Qualified Remodeler

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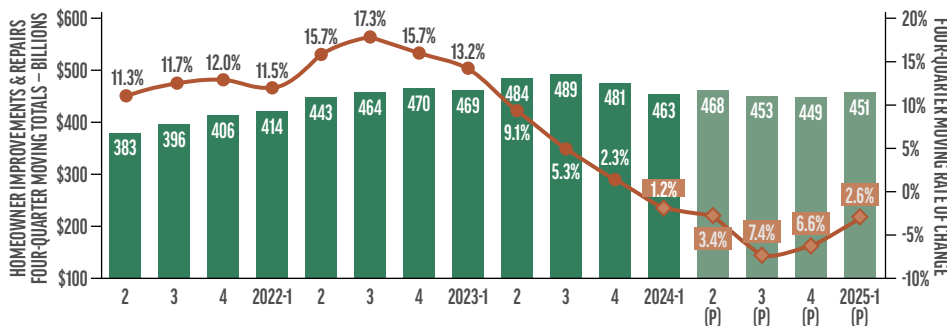
Market Outlook

Remodeling Slows at Moderating Rate

Leading Indicator of Remodeling Activity

First Quarter 2024

— Historical Estimates — LIRA Projections



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2021 are produced using the LIRA model until American Housing Survey benchmark data become available. — Source: Joint Center for Housing Studies of Harvard University

ANNUAL EXPENDITURES for improvements and repairs to owner-occupied homes are projected to decrease this year and into the first quarter of 2025, but at a moderating rate, according to the Leading Indicator of Remodeling Activity (LIRA) released today by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University. The LIRA projects that annual owner spending for home renovations and maintenance will decline by over 7 percent in the third quarter of this year before easing to just -2.6 percent through the first quarter of 2025.

“Residential remodeling is expected to benefit from the rebounding housing market and stabilizing material costs as we move into next year,” says Carlos Martín, Director of the Remodeling Futures Program at the Center. “While home improvement and repair spending is down from pandemic-induced highs, the nation’s aging homes continue to need investment in critical replacements, home performance deficiencies, as well as modernization.”

“At \$451 billion, spending on homeowner improvements and repairs over the coming year is anticipated to be slightly lower than the \$463 billion spent over

the last year,” says Abbe Will, Associate Director of the Remodeling Futures Program. “Yet, the remodeling downturn is poised to be fairly modest and short-lived with market expenditures steadying at near-record levels.”

The Leading Indicator of Remodeling Activity (LIRA) provides a short-term outlook of national home improvement and repair spending to owner-occupied homes. The indicator, measured as an annual rate-of-change of its components, is designed to project the annual rate of change in spending for the current quarter and subsequent four quarters, and is intended to help identify future turning points in the business cycle of the home improvement and repair industry. Originally developed in 2007, the LIRA was re-benchmarked in April 2016 to a broader market measure based on the biennial American Housing Survey.

The LIRA is released by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University in the third week after each quarter’s closing. The next LIRA release date is July 18, 2024.

Trends

NAHB poll reveals top remodeling projects

To kick off National Home Remodeling Month in May, which highlights the benefits of hiring a professional remodeler, the National Association of Home Builders (NAHB) Remodelers released survey results on the most popular remodeling jobs by its members. The results revealed that bathroom and kitchen remodels remain the most popular projects.

“Whatever type of home improvement project consumers are looking for, NAHB Remodelers remains committed to professionalism and helping home owners create the home of their dreams,” said NAHB Remodelers Chair Mike Pressgrove, a remodeler from Topeka, Kan.

Bathroom remodels were cited as a common job by 65 percent of remodelers, followed by kitchen remodels (61 percent). After baths and kitchens, the most popular remodeling categories were:

- Whole house remodels (50 percent)
- Bathroom additions (23 percent)
- Windows/doors replacement (22 percent)
- Decks (20 percent)
- Enclosed/added porch (20 percent)

“There are many positive factors right now in the marketplace that are helping to support remodeling demand, including the low inventory of homes on the market, aging housing stock and growing equity that owners have in their homes,” said Pressgrove. “Residential remodeling activity is estimated to hold steady in 2024 compared to 2023.”

As homeowners continue to invest in updating their homes, remodelers can promote the value in working with highly skilled professionals to complete these projects using NAHB’s National Home Remodeling Month Toolkit. It provides resources that remodelers can use to build local media campaigns that help elevate the industry. Consumers will find tips on how to choose a professional remodeler and where to locate them in their area.

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Housing Policy

NAHB unveils plan to boost housing

The National Association of Home Builders has unveiled a 10-point housing plan aimed at taming shelter inflation and easing challenges in housing affordability “by removing barriers that hinder the construction of new homes and apartments,” the trade association announced.

The housing plan, announced this week, outlines initiatives that can be taken at the local, state, and federal levels “to address the root of the problem” – the impediments to increasing the nation’s housing supply – the Washington, DC-based trade association said.

NAHB officials pointed to a nationwide shortage of some 1.5 million housing units “that is making it increasingly difficult for American families to afford to purchase or rent a home.” At the same time, the association said, shelter inflation – rent and homeownership costs – is still rising well above a 5 percent rate.

“The only way to effectively tame shelter inflation – particularly with elevated interest rates for both mortgages and development/construction loans – is to build more attainable, affordable housing,” the association said.

The NAHB suggested that policymakers take steps to eliminate excessive government regulations that the association said account for nearly 25 percent of the cost of a single-family home and more than 40 percent of the cost of a typical apartment development. The association also called for programs to address labor shortages “that are exacerbating the housing affordability crisis through higher home building costs and construction delays.”

Other suggestions include: fixing building material supply chains to ease costs; adopting federal tax legislation to expand the production of affordable and attainable housing;

overturning inefficient local zoning rules; alleviating permitting roadblocks; adopting reasonable and cost-effective building codes; reducing local impact fees and other upfront taxes associated with housing construction, making it easier for developers to finance new housing, and updating employment policies to promote flexibility and opportunity.

“The nation’s home builders are committed to doing their part to boost housing production to meet the needs of a growing population, make homeownership and renting more affordable, and elevate housing as a national priority, but we cannot do it alone,” the NAHB said. “By implementing these practical solutions and reaffirming their commitment to housing, policymakers can help fulfill the goal of a decent home and a suitable living environment for every American family.”



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Duties and Tariffs

Ceramic tile coalition seeking tariffs on Indian imports

A coalition of U.S. ceramic tile suppliers has filed anti-dumping and countervailing duty petitions with U.S. trade officials seeking the imposition of tariffs on ceramic tile imports from India in an effort to remedy allegedly “unfairly low-priced imports that have injured domestic manufacturers.”

The Coalition for Fair Trade in Ceramic Tile (TCNA), which claims to represent more than 90 percent of U.S. tile production, this month filed petitions with the International Trade Commission and U.S. Dept. of Commerce, charging that India is engaged in “ongoing massive and widespread dumping,” by allowing low-priced ceramic tile imports into the U.S., and thus undercutting domestic manufacturers. The anti-dumping and countervailing duty petitions seek duties up to more than 800 percent on the Indian imports.

“American tile manufacturers have always welcomed fair competition from imports ... so much so that major exporters from Italy, Spain, Brazil, Mexico, and China have built facilities in the U.S. from which to compete on a global scale,” said TCNA Executive Director Eric Astrachan. “However, Indian tile producers enjoy substantial government subsidies, which in conjunction with selling excess capacity at dumped prices, has allowed them to flood the U.S. market.”

According to the TCNA, sales of tile from India have increased from 344,000 sq. ft. in 2013 to nearly 405 million sq. ft. by the end of 2023. The products in question include ceramic flooring tile, wall tile, paving tile, hearth tile, porcelain tile, mosaic tile, and finishing tile, among others. Included in the complaint is ceramic tile that undergoes minor processing in a third country prior to

importation into the U.S., the TCNA said.

“Our domestic manufacturers had no alternative but to petition the federal government for relief from these unjust trading practices,” Astrachan said. “The vitality of the U.S. industry and the livelihoods of thousands of employees and their families within our member companies depend on it.”

According to Barnes & Thornburg, trade counsel for the tile coalition, U.S. trade officials will launch an investigation, and if it finds that Indian imports are unfairly traded, the government will impose tariffs on the imports.

Established in 1945 as the Tile Council of America (TCA), it became the Tile Council of North America in 2005. The coalition includes Crossville Inc. Dale-Tile Corp., Del Conca USA, Florim USA, Florida Tile, Portobello America Mfg., Wonder Porcelain, Landmark Ceramics and StonePeak Ceramics.

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Market Outlook

'Resilient' market moving in positive direction

While inflation remains stubborn and continues to soften demand from low and middle-income consumers, a variety of positive factors are moving the “resilient” kitchen and bath market in a “positive direction,” according to the latest in a series of quarterly reports.

The Q1 2024 Kitchen & Bath Market Index (KBMI) report, conducted jointly by the National Kitchen & Bath Association and John Burns Research & Consulting, found that high levels of wealth – particularly among baby boomers – combined with a growing volume of aging-in-place renovations and a strong labor market are fueling market optimism even in the face of high interest rates and other inflationary pressures.

“Many NKBA members report that they are planning for increased sales in 2024, typically in the mid-single digits, though projections are tempered by expectations that interest rates will remain high for longer than anticipated,” according to the NKBA whose KBMI report includes data from 508 NKBA members across four segments: design, building and construction, retail, and manufacturing.

Surveyed kitchen and bath retailers reported that first-quarter foot traffic increased for the first time in nearly two years, while manufacturer orders ticked up, and kitchen and bath firms surveyed in January expect their sales to increase by 6 percent on average in 2024.

“It’s clear that elevated borrowing rates may be with us for longer than was expected,

which is keeping many younger homeowners on the renovation sidelines for now,” said Bill Darcy, Global President & CEO of NKBA | KBIS. “However, we’re seeing important signs of growth, nationally, and especially in certain regions of the country.

“The continued strength of the high-end market is proving to be a powerful sustaining force as we collectively wait for rates to come down and renovation activity levels to increase in response,” Darcy added.

Among the KBMI’s other key findings:

Higher-End Projects Continue to Drive Growth: Even as some homeowners remain cautious about undertaking major remodels, higher-income consumers, who are more likely to fund their projects with savings, are pushing ahead. K&B pros report that Boomers and Gen-X clients are proceeding with major remodels to address family and changing lifestyle needs, such as retirement and aging-in-place planning. Lead quality continued to increase at the high end, with projects priced over \$100K yielding increasing profit potential as the year began.

Geographical Areas of Growth: While millennial demand for K&B renovations is lagging nationally, the KBMI report indicates it is strengthening in the Southwest. Meanwhile, Boomer and Gen-X households, which tend to be less reliant on borrowing, remain a particular bright spot in the Northeast and Midwest.

Mergers

Investment firm acquires majority stake in PITT Cooking

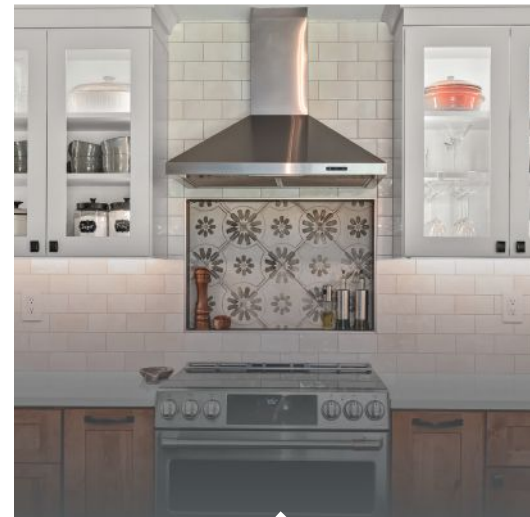
Private investment firm Ross Common Capital has acquired a majority stake in PCS Holding BV, owner of PITT Cooking, the Dutch manufacturer of luxury integrated cooktops, the companies announced.

The transaction, whose terms were not disclosed, “continues RCC’s commitment to the PITT Cooking business, and provides the opportunity to accelerate PITT’s growth and expand the company’s global footprint,” corporate officials said. RCC has owned PITT Cooking America (PCA), the U.S. and Canadian distributor for PITT Cooking’s products, since 2022.

“PITT Cooking has created the most beautiful and design-forward cooktops, with unparalleled performance,” said RCC Co-Founder Mark Nichol. “We couldn’t be more excited to bring this suite of beautiful products to even more homes around the world.”

“We are delighted to partner with our North American team, who not only bring a wealth of global brand-building experience to the table but have also shown their ability to build PITT Cooking in the North American market in a short period of time,” added PITT Cooking Co-Founder Maikel Bink. [QR](#)

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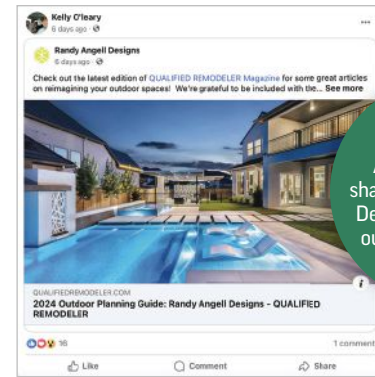


Sales are more challenging than they were a year ago. In this episode of the Design-Build Central podcast, Bruce Case and Bill Millholland go behind the scenes to give an in-depth review of what Case Design/Remodeling is experiencing today with its sales team and homeowners.

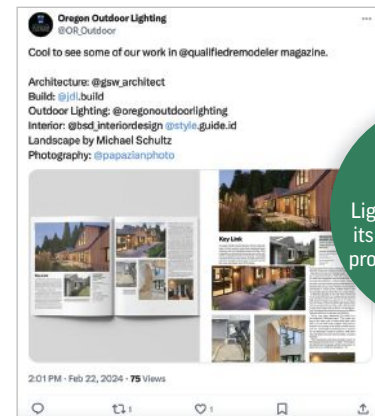
Specifically, you'll hear about the tools the company has developed to increase close rate and address objections. Effective adjustments are required to compete and win in the current environment. To listen to the episode, visit qualifiedremodeler.com/key-metrics-for-design-build-sales.

QR on Social Media

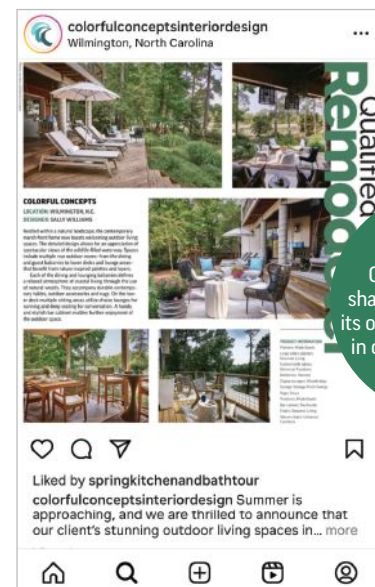
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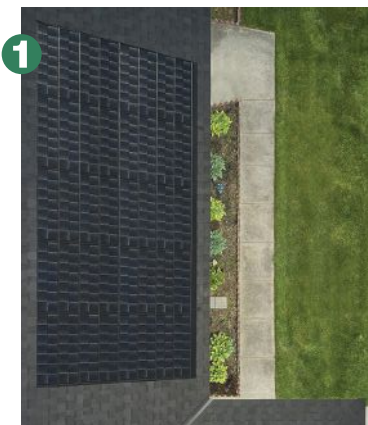
A Facebook user shares a Randy Angell Designs project from our annual Outdoor Planning Guide.



Oregon Outdoor Lighting tweets about its products used in a project in our January/February issue.



Colorful Concepts shares our coverage of its outdoor living project in our annual Outdoor Planning Guide.



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Franchise Your Marketing

by Shawn McCadden, CR, CLC, CAPS

OVER THE COURSE OF my career, I've asked remodelers if they had a marketing plan. I also asked if I could see it. If they had one, most just had a list of the tactics. They thought that was a plan. Tactics are required. But you must also articulate *why* you're using those tactics and have a way to measure whether those tactics are serving your intended purposes. If not, you're likely wasting a lot of money and time.

From a strategy standpoint, you might want to consider franchising your marketing. By that I mean that you should set up your marketing, so the right employee will know *why* you do the marketing you do. That person can also be empowered to make it happen and to make sure the money and time invested are serving the intended purpose.

Establish a Budget and a Written Plan

Before you can develop your marketing plan, you need to decide how much money you will commit to investing for the year. The key word is commit. Think like a design-builder. If you're doing the design-build process the way it is intended, you should never start planning until you know which budget you need to be working within.

If you are a full-service remodeler who hasn't been doing much marketing and you now need more leads, you'll probably need to invest at least 4 to 5 percent of your volume on marketing. Once your marketing is up and running—and your plan is working—you can likely then start to reduce how much you invest. The “flywheel effect” applies here. Getting it up to speed takes extra energy, but once it is up to speed, it has its own momentum. It requires less energy to maintain that momentum. However, if you stop your marketing and let the flywheel slow down, it will take just as much energy to get it going the second time as it did the first.

You'll also need a written plan. Again, a plan is not a list of tactics. Those come later. First you need to document the purposes for

your marketing. You need to be clear about the *why*.

Remember that marketing is a combination of advertising and branding. Your plan should clarify how the marketing will reveal and support your brand. This comes before any results from advertisements.

Decide Your Tactics and Purposes

Having committed to a budget and then clearly understanding your intended purposes, now you can choose the tactics you'll use to accomplish your plan. I suggest creating a grid listing all the tactics you intend to use. Write these down the left side of a sheet of paper or type them into a spreadsheet. Across the top, list the purposes you identified in your written marketing plan. With this outline in place, then indicate within your grid whether each of the tactics support the purposes from your marketing plan that are listed across the top of your spreadsheet.

This exercise can help you visualize the potential cross pollination of your group of tactics. This will help you strategize the best combination of tactics required to hit your goals. This exercise will also help you make choices that maximize your return on investment (ROI). With the grid tool, it's easier to visualize how certain combinations of tactics can serve multiple purposes.

ROI Must Be Measured

Marketing is simply an expense if you can't measure whether it is working. On the other hand, marketing can be converted from an expense to an investment if it's measurable. A good marketing plan will include how you'll capture the performance of each tactic. Further, a good marketing plan will offer a way to analyze actual results against your plan.

Create a lead sheet for tracking incoming leads, their sources and what prospects know about your brand (or not). Use your lead sheet to also track the types of projects requested, project locations and other factors that correspond with your written

plan. Ask why they contacted your company versus your competition. This is a great way to gauge if your marketing is working.

Create a Marketing Calendar

With your purposes and tactics identified, now you will need to decide when you will do each tactic throughout the year. A grid tool helps in this area too. Tactics are listed on the vertical column, and months of the year go across the top. Tally up the cost of each tactic for each month. These details will help you stay within your budget, strategize maximum returns and anticipate the cash flow your business requires. Very often, tactics cost more at different times of the year. You want to be sure you can pay for the marketing as it happens.

Empower the Right Person

With all the prior pieces in place, it's time to franchise your marketing. Like a franchisor would do when selecting franchisees, be sure you're delegating the marketing plan to the right person. Fully empower them to get it done on their own. With the pre-work completed, the designated employee will know the why and the what. They'll also know the budget that they're empowered to deploy without having to ask for it. Knowing the why gives the employee the ability to track and measure whether the tactics are working.

Final Word of Caution

Just like a franchisor would do, don't let the employee you assigned to handle marketing just keep going without checking in to see that you're on the right path. Fully delegate the responsibility but check in along the way. Don't abdicate it and then be surprised months later to find out the plan had faltered along the way. **QR**

Shawn McCadden is a speaker, business trainer, columnist and award-winning remodeler with more than 35 years of experience. He can be reached at shawnmccadden.com.



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Photos: Ron McCoy Photography

Front Elevation

Award-winning remodelers transform home exteriors while improving the functionality of living spaces.

by Kyle Clapham

CURB APPEAL describes the general attractiveness of a house—from the sidewalk or the street—to a prospective buyer. Often used by realtors trying to sell or evaluate a piece of property, the term also carries importance for homeowners who have no intention of moving. Exterior upgrades can range from inexpensive touch-ups, such as a paint job, to a complete change in architectural style.

Home facelifts provide owners an opportunity to improve the functionality of their living space as well. Transforming the exterior of a house can redirect foot traffic through a new entry foyer or bump out an interior area to refine circulation. A makeover can even repurpose unused space to create additional room for parking, storage or entertaining guests in an outdoor living setting.

Each of the winners in our annual Master Design Awards for an exterior renovation modified the outside of a home to boost curb appeal. In the process, they also adapted living space to enhance the everyday life of their clients, who continue to benefit from the project. Their design solutions give other remodelers an example of how they can effectively plan and execute their own facelift.

Lift Off

In 2012 Hurricane Sandy damaged many homes in Mantoloking, New Jersey, a coastal borough in Ocean County. FEMA flood maps, as a result, changed to include areas that had not been in a flood zone. Even if a house does not sit on the ocean, it still needs to comply with the new flood regulations when the owner pursues a renovation worth more than half of the value of the home.

“The existing floor of a house might be in violation of that flood requirement by an inch or two,” says Richard Bubnowski, owner of Richard Bubnowski Design, a residential firm based in Point Pleasant. “If you do nothing to the house, or if you’re just doing some very minor cosmetic work, you don’t have to lift the house. But the basic rule is once you exceed 50 percent of the assessed value of the house, you then have to comply with FEMA regulations and update building codes.”

A client who purchased a home across the street from the ocean hired Bubnowski as a consultant before buying the property. Because the remodel surpassed half its value, the house needed to be raised only 2 or 3 feet to satisfy the new flood zones. Bubnowski, nevertheless, encouraged them to raise it high enough to produce the requisite space for a new two-car garage and some storage.

“I tell clients, ‘If you have the ability financially to do this, and it’s not creating a height issue or a variance on height, you may as well raise the house up high enough where now you can create some garage space on that ground level,’” Bubnowski says. “You can’t do habitable space on the ground level, but you can do storage space or outdoor living space. Everybody along the shore, they’ve got bicycles, surfboards and sailboats and all kinds of things that they need storage for.”

The firm ended up lifting their home nearly 10 feet, which gave the owners enough room for not only a two-car garage and storage but also a rear outdoor living area. An original front porch had been on the left side of the house at grade level, so Bubnowski designed a new elevated, covered porch along the street façade that takes advantage of east ocean views as well as natural breezes.

“We didn’t want to start messing with the structure of the main body of the house too much, but we went through quite a few aesthetic studies on the front of what the porch would look like,” he explains.

Bubnowski used the front porch and western red cedar shingles to transform the dated 1960s residence into a classic Mantoloking beach house. “They get people all the time who stop by and compliment them,” he notes. “We did something that fit into the neighborhood contextually, and the scale was appropriate. The neighbors are complimentary of the project—and that says a lot.”



Photos: Lauren Hagerstrom/Hagerstrom Images



MASTER DESIGN AWARDS 2023 EXTERIOR FACELIFT GOLD

COMPANY INFORMATION

Richard Bubnowski Design LLC
Point Pleasant, N.J.
richardbubnowskidesign.com

Contractor:
Klaus Professional Contracting
Millwork:
Eastern Architectural Millwork
Engineering:
KSI Professional Engineers

PROJECT INFORMATION

Location: Mantoloking, N.J.
Square footage before: 2,732
Square footage after: 3,837
Project cost: \$750,000

PRODUCT INFORMATION

Doors: Tru-Stile; Thermo-Tru
Tile: Ann Sacks
Lighting: Halo; Copper Lantern Lighting
HVAC: Trane
Roofing: GAF
Siding: SBC Cedar
Brick: Glen-Gery
Windows: Andersen
Locksets/hardware: Emtek
Structural: Trus Joist
Insulation: Icynene
Paint/stain: Benjamin Moore
Decking: Ipe Woods USA

Photos: Anica Hochlander Photography



**MASTER DESIGN
AWARDS 2023
EXTERIOR FACELIFT
SILVER**

COMPANY INFORMATION

Donald Lococo Architects
Washington, D.C.
donaldlococoarchitects.com

PROJECT INFORMATION

Location: Chevy Chase, Md.
Square footage before: 4,054
Square footage after: 4,275
Project cost: \$300,000

PRODUCT INFORMATION

Doors: Tru-Stile
Windows: Weather Shield
Roofing: Virginia Slate Corporation
Siding: James Hardie



Soft Welcome

Within the Village of St. Martin's Additions in Maryland, a home built in 1938 underwent renovations to its kitchen and family room areas in the back of the house. The front formal spaces such as the entry and living and dining rooms, on the other hand, were not adequate for a modern family. As a result, the owners wanted to make them more livable as they updated the exterior of their home.

"Because they began to work on those areas that were more formal in the front of the house, that also led to an opportunity to work on their curb appeal," says Donald Lococo, AIA, NCARB and principal of Donald Lococo Architects in Washington, D.C. "One of the biggest things was that they couldn't even get a bed up to the second floor. They had taken drastic means of going out the back, sometimes in back windows, to get mattresses of adequate size into that second floor."

A non-conforming front stairway did not allow them to make the turns necessary to transport a mattress to the second floor. Lococo had minimal space to meet their requests for an entry hall, new

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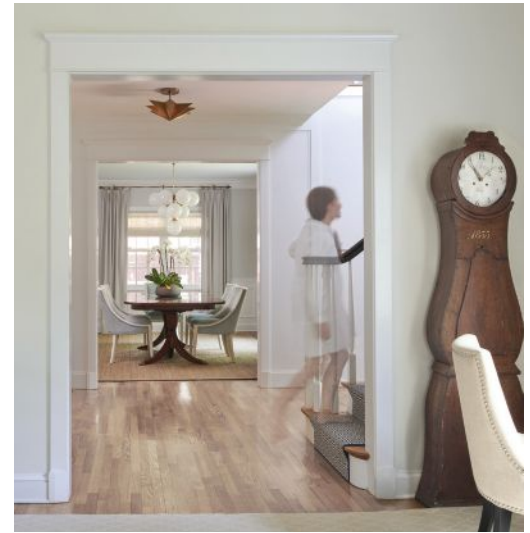
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stairway and second-floor playroom because of the established front building setback, so he designed a gambrel roof on the front that added a modest 221 square feet to the interior footprint.

“It could have been a gable or a square or more moderate if we were doing the whole front,” he notes. “But because the existing house had a gambrel roof down the two side yards, and it was in a neighborhood that was pretty traditional, we used those as a cue to add a gambrel on the front. The gambrel shape leans to what was going on in those side elevations. We modified it to give a little more of an aesthetic feeling to the proportions of the slight bends in the corners of the front.

“It gave it more of a welcoming and softer nature,” he adds. “Instead of a portico that came out, we created a portico that you go into. So, you’re standing out of the rain, but it’s not something that was added on in front of that second-part gambrel. You’re underneath the existing; I think that’s part of the charm of it. You’re nestled and also sheltered when you knock on the door.”

Relocating the stairway provided an opportunity to create a spacious entryway that adds height, breaking the continuous low ceilings in the house. Lococo added much-needed storage, some of which are touch latch panels under the lowest part of the stair to utilize every inch. The solution integrated the home into the neighborhood heritage and resulted in a lower-than-expected budget.

“The thing I love about this design is that there’s so much that was existing,” he says. “Those two windows on the side flanking the first floor—the two windows flanking that new gambrel—and the two dormers are all existing. In fact, we kept the existing roof material. The old slate roof that was on there, it sort of gives a little bit of a patina and doesn’t make it feel like it’s entirely new.”





Methodical Approach

When homeowners in Tucson, Arizona, could not find a lot in a location they liked to build a custom house, they opted for a full exterior remodel instead. After previously adding a master suite on the other side of the garage to give them more livable space, they felt the addition did not tie into the rest of the existing home and stood out like a sore thumb. It also made the existing garage feel out of place.

“The addition was a flat roof, whereas the original house had a tiled roof,” says designer Bry Pavlov, owner of Deluxe Designs of Arizona in Oro Valley. “It was also recessed back pretty far with an exterior door that was closer to the street than the front door. Visually, it looked a little disjointed; functionally, they would get packages delivered not to the front door, but the door on the addition. And, a lot of people would walk up to that section, mistaking it for the front door.”

The owners hired Pavlov to blend the addition with the existing house and help redirect the flow of traffic to the correct entrance. Originally an L shape, the addition made the home more of a T shape with the garage protruding farther from the center of the house than the other areas. Pavlov added a private patio off the master bedroom to pull the area forward and make it more balanced.

She pulled the courtyard forward as well with an angled entry to redirect the flow of traffic and



MASTER DESIGN AWARDS 2023 EXTERIOR FACELIFT BRONZE

COMPANY INFORMATION

Deluxe Designs of Arizona
Oro Valley, Ariz.
deluxedesignsaz.com

PROJECT INFORMATION

Location: Tucson, Ariz.
Project cost: \$240,000





make the house feel visually more connected and uniform. The material selection for the exterior facelift presented a challenge because the clients wanted the new selections to fit with the ranch-style architecture of their existing home while also giving it a more modernized look.

Pavlov opted for a standing seam roof, which fit well with the ranch style, and selected the color black to give the house a modern flair. The firm repeated this material and color combination in several other architectural details such as the awning and gates to help everything feel cohesive.

“There are a lot of Southwest [style] homes in Tucson, where it can sometimes be challenging to make a house feel more modern without completely changing every aspect of the home,” Pavlov notes. “The homeowners were already in need of a new roof, so we used this to our advantage and changed the roofing material. This, along with the integration of the brick and metal accents, helped us to achieve our goal without a major demo.”

The homeowners had believed it would not be possible to get everything they wanted with their current design. They were blown away with what the firm accomplished, especially at the price point. Thrilled to be able to keep their existing location close to family and friends, they have told Pavlov how much they enjoy showing off their new home to everyone in the neighborhood.

“Their brother hired us to design an addition, and their father hired us for his backyard remodel,” Pavlov says. “Two neighbors also asked them for my contact information after seeing their remodeled home, so we have received several new projects just from clients reaching out to the homeowners to ask who they’ve worked with.” **QR**

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Photos: ALH Home Renovations

Interior Revision

ALH Home Renovations reimagines a main living floor to incorporate contemporary features and travel-inspired Scandinavian pieces.

by *Melissa Young*

THE homeowners approached us with a much-needed remodel of their main floor. They had hopes of being able to have an open floor plan and make better use of all the space they had available. They wanted a space that felt clean, modern and homey all at the same time.

They knew there was some wasted space and intended to use up every square inch as much as possible to gain more living area. The attic space above the kitchen, bathroom and laundry room was open, which enabled us to create a vaulted ceiling. Creating the vaulted ceiling made the architectural elements in this home even more captivating.

In the garage, there was an unused storage space/hallway that was perfect to help with the need for more space. The laundry room and half-bathroom were relocated behind the existing kitchen wall in the unused storage space/hallway



in the garage. To meet this request, the floor had to be raised to meet with the existing kitchen.

The old laundry room was also a second access from the garage to the kitchen. It was small and dark and didn't fit the needs of the client.

The homeowners were happy with the functionality of the old kitchen and liked the location of appliances and the work triangle. Because of its size, however, the space was not ideal for food prepping and entertaining. A large island was just what they needed.

There was a structural post between the kitchen and eat-in area that could not be removed, so we concealed it to look like a decorative post. The post not only helped section off each space, but it can also house electronics and cookbooks.

They sought to keep the "new" existing back door and the location of it, but they did not want a completely white kitchen. The list of must-haves for the space included a microwave drawer, beverage fridge, more storage for small appliances, and a 48-inch Wolf range with pot filler.

The backsplash tile installed above the cooktop was hand-chosen, piece by piece, to ensure a continuous flow from one tile to the next. The expanded kitchen allowed the clients to have

The attic space above the kitchen, bathroom and laundry room was open, which enabled the company to create a vaulted ceiling. The vaulted ceiling made the architectural elements even more captivating.



The clients' wish list included a kitchen that was not completely white, a microwave drawer, beverage fridge, more storage for small appliances, a large island for prepping food/entertaining, and a 48-inch Wolf range with pot filler.

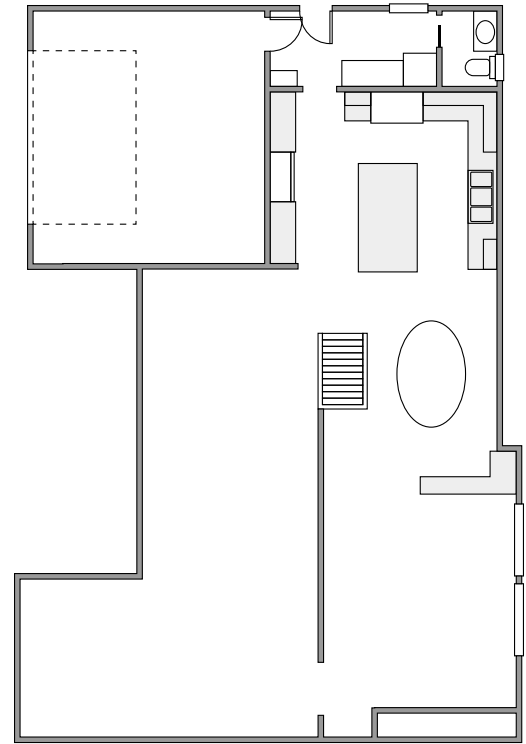
**MASTER DESIGN
AWARDS 2023
BRONZE
RESIDENTIAL INTERIOR
MORE THAN \$100,000**

COMPANY INFORMATION

ALH Home Renovations
Roeland Park, Kan.
alhhomerenovations.com

PRODUCT INFORMATION

Location: Overland Park, Kan.
Total cost: \$256,888



The laundry room and half-bathroom (above) were relocated behind the existing kitchen wall. A 65-inch TV (above right) comes out of a unit from the top and can swivel 360 degrees.

their 48-inch Wolf range with usable storage and counter space on each side. The skylights bring in more natural light and draw attention to the new vaulted ceiling.

The existing walls around the stairs that were load bearing were removed according to the plan to achieve an open concept. Two covered posts and a contemporary handrail with glass inserts were designed to keep a welcoming and unbroken flow from room to room.

The custom railing was fabricated out of steel, and the dark and distressed finish of the steel rails complement the posts and other elements in the space.

Since the living room was opening up to the other rooms, the nook that was housing the TV was removed. The homeowners wanted to keep

a TV in the space without mounting it above the high mantle, though, so a custom entertainment center was designed to house a 65-inch TV and hide the beverage fridge.

The TV comes out of the unit from the top and can swivel 360 degrees, making it viewable from any room on the main level.

Being world travelers, the clients also desired to bring their travels into their home. They wanted to do this architecturally and aesthetically. Each space and detail are a piece of art and custom-designed specifically for these homeowners.

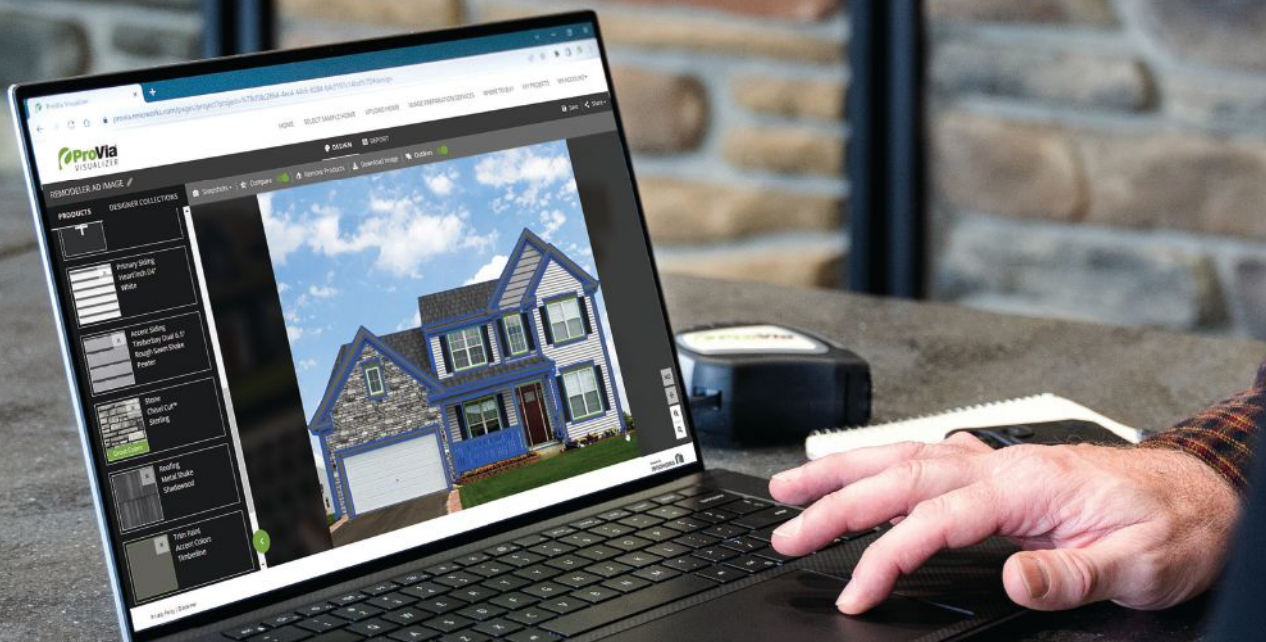
Their cultural background influenced many of the materials chosen for the renovation, from the natural stone behind the range to the organic, live-wood edges. The eclectic design incorporates contemporary features mixed with Scandinavian pieces.

In all, the stunning remodel made this once chopped-up, closed-off home become a welcoming, light and airy residence perfect for entertaining. The owners love how everything now flows together and how they can host group gatherings and not feel separated. **QR**

Melissa Young is an interior designer with ALH Home Renovations, based in Roeland Park, Kan. The company adheres to a well-considered project plan that includes all the detailed steps—from concept through design and a professionally executed remodel.

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National Winners Shine



The 2024 national CotY winners represent some of the best of remodeling from all parts of the U.S.

by QR staff

EACH YEAR the National Association of the Remodeling Industry (NARI) recognizes excellence in remodeling with its Contractor of the Year Awards, also known as the CotYs.

NARI members nationwide submit projects for consideration in 44 design categories, ranging from kitchens and bathrooms to exteriors and outdoor living spaces. The category of residential architectural design was added this year to highlight the process of creating and planning the layout, structure and aesthetics of living spaces that meet clients' needs and preferences.

For NARI members, the CotY Awards are the highest form of recognition by industry leaders and peers. A panel of judges, all experts in the industry or associated fields, selects the winners. They review before-and-after photos and project descriptions for each anonymous entry.

Judges evaluate problem-solving, functionality, aesthetics, craftsmanship, innovation, degree of functionality and entry presentation.

The 2024 National CotY Award program's class of entries from across the U.S. grew to levels not seen since 2008. They represented more than \$230 million in remodeling dollar volume. The 43 national winners were selected from a field of 215 regional CotY winners.

"The CotY Awards allow us to celebrate our members who are committed to design and best practices," said Tracy Wright, Co-CEO of NARI. "The judges consistently commented on the level of superior craftsmanship and design. These winners are truly among the best of the best in the remodeling industry."

To see more images of each project listed here and to be further inspired by the transformations, go to nari.org/nationalcoty. **QR**



Residential Kitchen Over \$200,000
 Che Bella Interiors Design + Remodeling
 Burnsville, Minnesota



Residential Kitchen \$100,000 to \$150,000
 ELEA HEALY - Remodelists
 Minneapolis, Minnesota



Residential Bath Under \$40,000
 Ken Spears Construction
 DeKalb, Illinois



Residential Kitchen Under \$50,000
 Buckeye Basements, Inc.
 Delaware, Ohio



Residential Kitchen \$50,000 to \$100,000
 Sawhill Custom Kitchen & Design, Inc.
 Minneapolis, Minnesota



Residential Bath \$40,000 to \$70,000
 Dave Fox Design Build Remodelers
 Columbus, Ohio



Residential Kitchen \$150,000 to \$200,000
 Val Collective
 Hickory, North Carolina



Residential Bath \$70,000 to \$100,000
 C&R Design Remodel
 Salem, Oregon



Residential Bath Over \$150,000
 Feinman, Inc.
 Lexington, Massachusetts



Residential Interior Under \$100,000
 LBK Design Build
 Doylestown, Pennsylvania



Residential Interior \$250,000 to \$500,000
 D.R. Domenichini Construction
 Morgan Hill, California



Residential Bath \$100,000 to \$150,000
 Mantis Design + Build, LLC
 Minneapolis, Minnesota



Residential Interior \$100,000 to \$250,000
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 Columbus, Ohio



Residential Interior Over \$500,000
 Harrell Design + Build
 with team members All Natural Stone and The Tile and Grout King
 Mountain View, California



Residential Interior Feature \$50,000 and Over
 The Cleary Company
 with team member Yellow Weld
 Columbus, Ohio



Residential Interior Element Under \$50,000
 Buckeye Basements, Inc.
 With Team Member Columbus Custom Cabinets
 Delaware, Ohio



Residential Addition Over \$500,000
 MainStreet Design Build
 Birmingham, Michigan



Residential Exterior Under \$50,000
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Residential Exterior \$50,000 to \$100,000
 Small Carpenters at Large, Inc.
 Atlanta, Georgia



Residential Exterior Over \$200,000
 Renovations by Starr Homes
 Stilwell, Kansas



Residential Detached Structure
 Refined Homes
 Saint Paul, Minnesota



Residential Addition Under \$250,000
 DiFabion Remodeling, Inc.
 with team members The Marble & Stone Shop and Intelligent Design Engineering
 Indian Trail, North Carolina



Residential Exterior \$100,000 to \$200,000
 Chads Design Build
 Madison, Wisconsin



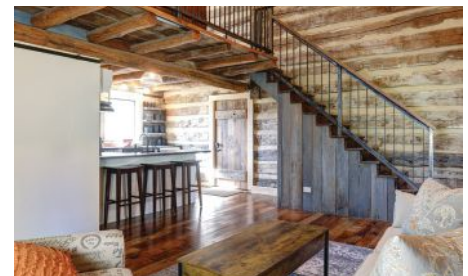
Residential Addition \$250,000 to \$500,000
 HDR Remodeling, Inc.
 Emeryville, California



Entire House \$750,000 to \$1,000,000
 Jackson Design and Remodeling
 San Diego, California



Entire House over \$1,000,000
 Renovations by Starr Homes
 Stilwell, Kansas



**Residential Historical Renovation/
 Restoration Under \$250,000**
 Alloy Architecture & Construction
 Charlottesville, Virginia



Commercial Interior
 Timber Innovations LLC
 Kimberly, Wisconsin



Residential Landscape Design/Outdoor Living Under \$100,000
 Austin Deck Company
 Austin, Texas



Commercial Exterior
 Q Construction Solutions
 Austin, Texas



Entire House Under \$250,000
 Raybrook Homes
 Greer, South Carolina



Entire House \$250,000 to \$500,000
 Brentwood Builders, Inc.
 Cedarville, Ohio



Entire House \$500,000 to \$750,000
 Liv Companies, LLC
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 Burr Ridge, Illinois



Residential Landscape Design/Outdoor Living \$100,000 to \$250,000
 The Cleary Company
 Columbus, Ohio



Residential Landscape Design/Outdoor Living Over \$250,000
 Mom's Design Build
 Shakopee, Minnesota



Basement Under \$100,000
 Buckeye Basements, Inc.
 Delaware, Ohio



Basement \$100,000 to \$250,000
 Buckeye Basements, Inc.
 Delaware, Ohio



Basement Over \$250,000
 Stephenson Construction, LLC
 Buford, Georgia



Universal Design - Kitchen
 Tony Trapp Remodeling LLC
 with team members Rivendell Design Works and Driftmier Designs LLC
 Madison, Wisconsin



Residential Architectural Design Under 500 Sq. Ft.
 Greater Dayton Building & Remodeling
 Beavercreek, Ohio



Residential Architectural Design Over 500 Sq. Ft.
 Residential Designed Solutions
 Columbus, Ohio



Universal Design - Bath
 Sunshine on a Ranney Day
 Roswell, Georgia



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Applicants for NARI Contractor of the Year, the Chrysalis Awards and PRO Awards may submit those materials for the Master Design Awards.



10 Key Factors in Evaluating Franchise Opportunities

Plus, QR's annual listing of Franchise and Dealer Opportunities

by QR Staff

MANY of the largest and fastest-growing home improvement brands on Qualified Remodeler's annual ranking of large remodelers and home improvement firms—the TOP 500—are driven by franchise or dealership models. Window World and Leaf Home are prime examples. These firms among many others are built for today's homeowner. They offer attractive national brands that are well supported by good products and strong systems and processes.

For home improvement pros looking to add a line of business or to start a new one a franchise is an attractive way to go. To that end, we've compiled a list of franchise opportunities that you can see on the following pages. We've also compiled a list of key factors to consider when evaluating a franchise

opportunity. Beyond the capital required, the franchisee must sign on to a list of additional obligations that must be met.

For potential franchisees the evaluation of a franchise opportunity should be thorough and multifaceted. Here are the key factors to consider before committing to a franchise:

- 1. Brand Recognition and Reputation:** Evaluate the brand's market presence and reputation. A well-known and respected brand can make it easier to attract customers. However, also consider any negative publicity and how it could impact the business.
- 2. Initial and Ongoing Costs:** Understand all costs involved, including the initial franchise fee, ongoing royalty fees, marketing fees, and other operational costs. It's crucial to have a clear picture of the total investment required and the ongoing financial commitments.
- 3. Financial Performance of Existing Franchises:** Look at the financial disclosures provided in the Franchise Disclosure Document (FDD) and speak with existing franchisees about their financial performance and experiences. This can give insights into potential earnings and the financial viability of the business.
- 4. Training and Support:** Assess the level and quality of training and ongoing support provided by the franchisor. Effective training programs, operational support, marketing assistance, and access to an established supply chain are critical for the success of a franchisee.
- 5. Territorial Rights and Restrictions:** Understand any territorial rights that come with the franchise. This includes whether you are guaranteed an exclusive area without competition from other franchisees of the same brand and any restrictions on where you can operate or market.
- 6. Legal and Contractual Obligations:** Review the franchise agreement carefully with the help of a lawyer experienced in franchise law. Pay attention to the terms of the agreement, including

the length of the franchise term, renewal options, and any restrictions or obligations placed on the franchisee.

- 7. Market Demand and Competition:** Research the local market demand for the franchise's products or services and assess the competition, both from other franchises and alternative solutions. Understanding the local market dynamics is crucial for determining potential success.
- 8. Franchisor's Track Record and Stability:** Investigate the franchisor's history and business stability. Look into how long they have been operating, how many franchise units have succeeded versus failed, and the overall growth of the franchise system.
- 9. Exit Strategy:** Consider your exit options. Understand the process and implications of selling your franchise or terminating your franchise agreement. This includes any fees, transfer conditions, or non-compete clauses.
- 10. Alignment with Personal Goals:** Reflect on how well the franchise aligns with your personal, professional, and financial goals. Consider the lifestyle implications of running the franchise, such as work-life balance, daily responsibilities, and your enthusiasm for the business model.

Taking the time to carefully evaluate these factors will help potential franchisees make an informed decision about entering into a franchise agreement, helping ensure that their investment is sound and aligns with their long-term objectives. **QR**

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B

BLOCKHOUSE SHEDS Become a Blockhouse Factory Direct Representative in your area. Blockhouses are 100% insulated, contain no wood and can be built by two individuals with modest skills in a few days. Make great money running a local territory using your very own Blockhouse as a local showroom and business office.

Franchise fee is \$20,000.

blockhousesheds.com
Contact Larry Genkin, larry@titansunrooms.com

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

www.brickkicker.com
(888) 339-5425

BRISTOL REPLACEMENT WINDOWS from Winchester Industries is a privately owned and operated manufacturer of custom-made replacement windows and doors. Celebrating 40 years of delivering high-end triple-pane products, Bristol offers exclusive territories and products. The company provides US based dealers with the tools to greatly increase closing rates, customer satisfaction and profit levels. No franchise fees.

www.winchesterwindows.net
(724) 639-3551
Or email Michael Surgrue at
msurgrue@winchesterwindows.net.

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

www.budget-blinds-franchise.com

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

C

CABINET RESTYLERS Join the fast-growing industry of cabinet restyling with Cabinet Restylers. They are one of the largest refacing manufacturers in the nation. With their high quality products, innovative training for sales and installation, you have the opportunity to grow your business with high profits.

www.cabinetrestylers.com
info@cabinetrestylers.com; or call
the factory at (419) 281-8449

CERTAPRO is the largest residential and commercial painting company in North America. CertaPro recognizes that "Painting is Personal," whether it's a large commercial project or a residential home. CertaPro customers know they are working with professionals who respect their businesses and homes. This consistent experience has made CertaPro Painters the most referred painting company in the U.S.

www.ownacertapro.com
Stephen G. Kuhn, skuhn@certapro.com
(267) 908-9772; (800) GO-CERTA

CLASSIC METAL ROOFING SYSTEMS manufactures high-end specialty residential metal roofs designed to look like slate, wood shakes, tile, and shingles. They provide their dealers with a proven scripted in-home sales system as well as training for marketing, sales, and installation to ensure their success.

<http://www.isaihindustries.com>
todd.miller@isaihindustries.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 ongoing support.

www.clearchoice-usa.biz
North American & U.S. Headquarters
545 N. Broad St., Ste. 2, Canfield, Ohio 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, on-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
info@thecrackteam.com; (866) 272-2583

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

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

DREAMMAKER BATH & KITCHEN BY WORLDWIDE is a kitchen and bath remodeling franchise opportunity that helps remodelers earn strong financial numbers while having a focus on improving their quality of life. DreamMaker offers the niche of full-service kitchen and bath remodeling. Our business model and technology are also designed to expand into full interior remodeling which allows you to maximize your marketing dollars and create a customer for life. Our franchise owners enjoy much stronger margins than the industry. DreamMaker's business practices are guided by biblical principles of service, respect and integrity – and are key to our success. Initial fee: \$40,000 to \$48,000.

www.dreammakerfranchise.com
(800) 253-9153

DURADEK VINYL DECKING DEALERSHIP Build a waterproof decking business with North America's premier vinyl decking brand. Duradek's proven success has a simplistic approach – hands-on support for our distributor and applicator network. The foundation of support for key partners is training, installation expertise, marketing, and lead generation. A superior product, excellent technical and marketing support keeps Duradek the leading brand in its category.

duradek.com/contact/become-a-dealer
Contact Susan Smith at (800) 338-3568
| email: duradek@duradek.com

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 weighing 70 pounds.

www.fafco.com
(800) 994-7652

FLOOR SHIELD is looking for talented and motivated business professionals who want to make significant income from a great product offering with little upfront investment. The concrete floor coatings market is one of the fastest growing in the building trades industry. Floor Shield offers you a State of the Art 100% Polyaspartic Coating System to outsell the market.

<https://floorshieldcoatings.com/business-dealership-opportunities/>

Jerold Hall, VP of Sales & Dealer Development;
(850) 424-6805, ext. 1005; jhall@amcoatind.com

FOUR SEASONS proudly offers a unique business opportunity to independent contractors worldwide. For nearly 50 years, Four Seasons has been a leader in manufacturing innovative, quality outdoor living solutions. As a Four Seasons dealer, you can take advantage of one of the best opportunities in the building industry. You will have the ability to capitalize on the foundation of 50 years of real-world-hands-on experience to assist you in developing a profitable business. Their strategic partnership provides best practices, financing solutions, an exclusive line of products, high customer satisfaction and opportunities to benefit from their national leads.

www.fourseasonssunrooms.com

Mike Zokle, Chief Sales Officer, mzokle@latiumusa.com, (843) 810-0675
5005 Veterans Memorial Highway,
Holbrook, N.Y. 11741

G

GARAGETEK offers dealerships for the GarageTek brand in appropriate territories. The company offers garage organization and storage solutions that are custom designed and installed. It offers full training and access to all collateral and proprietary product. No franchise fee. No capital requirement.

www.garagetek.com

Skip Barrett, sbarrett@garagetek.com
37 N. Mall, Plainview, N.Y.
(866) 664-2724 x1004

GET A GRIP RESURFACING is a no-royalty, franchise and turn-key, complete business system to start quickly. Get A Grip Resurfacing performs minor and major repairs on laminate and cultured marble vanity sinks; ceramic tiles; porcelain bathtubs and sinks; fiberglass bathtubs, showers and enclosures. They provide all training, products and marketing support needed to hit the ground running/immediately begin acquiring customers.

www.getagrip.com

(800) 290-6004
8905 Adams St. NE, Albuquerque, N.M. 87113

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 The Glass Guru franchise opportunity offers entrepreneurs a unique entry-point into what has been a traditionally closed-off industry. Despite high margins and large net earnings potential, the glass, door, and window market is a "sleepier industry" dominated by independent tradesmen and small shops. The right products and services at the right time, combined with our proven business model, branding/marketing systems, and dedicated support staff give The Glass Guru franchise owners a distinct competitive advantage in the marketplace. The effectiveness of their program is evident in their results. Franchise fee is \$19,000 to \$45,000.

www.theglassguru.com

(916) 960-7491
5550 Granite Parkway, Ste. 280, Plano, Texas 75024

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 between \$24,030 and \$40,000.

www.groutdoctor.com

JC Sneyd, jc@groutdoctor.com; (877) 476-8800

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—which it distributes through home remodeling companies and small contractor businesses nationwide. The company also offers exclusive, professional support in sales, marketing and administration to all of its distributors.

www.gutterprousa.com

(800) 273-6080 or (828) 328-1139.

H

HANDYMAN CONNECTION is a home improvement franchise that serves the repair, restoration, and maintenance needs of residential and commercial properties. They specialize in small to medium-sized home improvements, repairs, and remodeling projects that cover a wide range of "around-the-house" type handyman services. Their vision is simple: Be the lifetime connection for all of their customers' home improvement needs. No other handyman franchise concept has the amount of the industry market share and experience that they do. Handyman Connection is ranked No. 1 in the Handyman space on the Qualified Remodeler Top 500 list. Initial fee is \$60,000.

franchiseopportunity.handymanconnection.com
(855) 769-1112

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

www.handymanmatters.com

(866) 808-8401

HANDYPRO INTERNATIONAL HandyPro was founded to protect homeowners from contractor scams after the owner's grandmother fell victim to one during a kitchen remodel. Today, HandyPro offers reliable handyman and home-modification services, supported by a robust management digital system including a mobile app for continual guidance and support. With HandyPro, aspiring entrepreneurs can tap into their passion to launch a thriving business.

www.handypro.com/request-information/handypro

handyproleads@handypro.com; (800) 942-6394 ask for Skip Starr

HARTSON-KENNEDY CABINET TOP offers remodelers access to quality laminate countertops for remodels and other large projects. They seek two types of partners: those interested in using laminates for their own purposes to complete remodels and other project-based work, and those interested in becoming a dealer of the product to other remodelers. The company offers a projects team with experience on large and small remodels and is ready to answer questions.

www.hartson-kennedy.com

(765) 618-4945

Brad Hazelwood, bhazelwood@hartson-kennedy.com

HOUSE DOCTORS 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. Backed by the resources and relationships of a network and many advantages from being part of a national company, training is available from House Doctors on running your business. Plus, financing is also available from third parties for qualified candidates. This can be an easy, affordable entry to business ownership for qualified candidates. 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 TechCenter Drive, Ste. 101, Milford, Ohio
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



INSPECT-IT 1ST PROPERTY INSPECTION provides 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

JAMES MARTIN VANITIES offers 40 vanity collections; 400 styles and colors; and sizes ranging from 16 in. to 72 in. to 142 in. The vanity cabinets are modern, transitional, traditional and old-world North American hardwoods. Some collections come standard with electrical outlets, USB chargers, and built-in bamboo and faux Shagreen drawer organizers. There are ADA-compliant vanity options, makeup counter connection options, marble, granite, solid-surface top options.

www.jamesmartinvanities.com

(512) 795-4171 customer@jamesmartinvanities.com



KITCHEN CITY offers a complete home improvement center with general building license that provides a full service of home remodeling, from design to finish. The company seeks to expand the name and is connecting with professional contractors in different regions. We will provide a line of products from major factories—from cabinets and flooring to windows, doors and countertops.

www.newkitchencity.com

(818) 345-1516
Magdi Abu, magdi@newkitchencity.com
16933 Saticoy St., Lake Balboa, Calif. 91406

KITCHEN SAVER, an industry leader in cabinet refacing, is rapidly expanding and offers the opportunity to partner with individuals in key local markets. All back-office functions—including finance, HR, recruiting, licensing, call center and marketing—will be handled from corporate headquarters. This allows local partners to concentrate solely on acquiring and pleasing customers. The model has proven successful across many locations and product lines.

Great opportunity for the right individuals. Protected territories. No franchise fee. Capital required.

www.kitchensaver.com

Pete Ciccocioppo, pciccocioppo@kitchensaver.com

KITCHEN SOLVERS was founded in 1982 as a home-based business. Kitchen Solvers is an innovator in the cabinet refacing industry. With over 45,000 kitchens completed, Kitchen Solvers is a multi-dimensional kitchen remodeling business, offering solutions for homeowners across the country. As a one-stop-shop kitchen remodeling business, our franchisees never have to say no because they offer the widest selection of products and services available—kitchen design, cabinet refacing, new cabinetry, custom countertops, tile backsplashes and storage solutions. Kitchen Solvers is the right fit for anybody thinking about a kitchen remodeling business.

www.kitchensolversfranchise.com

(608) 615-7399
Zach Nolte, President
301 4th St. S., LaCrosse, Wis. 54601

KITCHEN TUNE-UP appeals to entrepreneurs transitioning into business ownership from corporate backgrounds. The standout remodeling concept offers personalized service and incredible results. Everyone has a kitchen, and kitchens are the heart of the home. Our belief is that you don't have to spend a fortune or be displaced from your home for weeks in order to improve your space. Not all kitchens need to be replaced in order to be transformed into a room that homeowners love. We offer multiple options to update kitchens including the original 1 day Tune-Up, Cabinet Redooring, Cabinet Painting, Cabinet Refacing & Custom Cabinets. Initial franchise fee is \$72,000.

www.ktufranchise.com/contact/ownership-inquiry



MASTERSHIELD GUTTER PROTECTION offers a turn-key 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 network is made up of exclusive and nonexclusive dealers and distributors that sell and install the Matrix Basement Finishing System. The system consists of a basement SIP and a raised sub-flooring system with 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-on-one sales, production and installation support; engineering, permitting and pre-cost services; lead generation; and sales training in-house or on-site at your location.

www.mymatrixbasement.com/dealer.html

Anne La Francis, alafancis@mymatrixbasement.com
(888) 322-5200

MIRACLE METHOD Make money in the fast-growing home improvement industry by running your own Miracle Method Surface Refinishing business. Secure your future as you follow their proven system to build your team and grow your business. Saving money will never go out of style. Refinishing will always be in high demand. Initial franchise fee is \$45,000.

<https://www.miraclemethod.com/franchise-sales/>

(888) 514-7823

Colleen O'Brien, cobrien@miraclemethod.com, Franchise Sales

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

www.mrhandyman.com

(800) 289-4600



ONE-DAY DOORS AND CLOSETS is changing the untapped replacement door market by using 3D-measuring technology to produce custom-fitting and painted doors that can be installed in minutes and without traditional construction. With little to no competition and a proven sales and marketing system, One Day dealers are growing large businesses, quickly. Dealers close 3X's the industry average by following One Day's proprietary sales system. One Day is looking for sales and marketing-driven dealers who will follow the system and focus exclusively on the business.

www.onedaydoorsandclosets.com/become-a-dealer/

(916) 244-2417

3387 Industrial Ave., Rocklin, Calif. 95765

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 offers 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 square feet.

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. Its experience and dedication to providing best-in-class training and support to both its clients and franchisees makes it the leading restoration company in the business.

www.pauldavis.com

franchisesales@pauldavis.com; (800) 722-5066

PENNTEK INDUSTRIAL COATINGS dealers have protected territories without complicated franchise agreements. The company's commitment includes comprehensive installation training, proven sales and marketing strategies, and ongoing technical support. Penntek's coating systems are installed by a two-person crew in just one day, allowing your customers to enjoy full service of their space within 24 hours. Its products are unsurpassed in quality and workability and come with a 15-year manufacturer's backed warranty. Its dealers are thrilled with an average net profit in excess of 40 percent. No franchise fee. Capital required.

www.penntekcoatings.com

(952) 236-9305

7850 Lakeville Blvd., Lakeville, Minn. 55044

PILLAR TO POST knows home inspection makes a difference, not only in the lives of the homebuyers 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 U.S. states and nine Canadian provinces.

www.home-inspection-franchise-opportunity.com

(877) 963-3129

PRECISION DOOR SERVICE has been providing 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 x223

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-size cities and towns who want to extend their current businesses through this opportunity.

www.premiergarage.com

(866) 483-4272

PRO ENERGY CONSULTANTS is the nation's first and largest franchise of energy auditing and energy-improvement professionals, serving 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

PROSOURCE ProSource Wholesale is America's premier home improvement franchise. We exclusively serve trade pros and their clients from members-only showrooms, focused on flooring, kitchen and bath products. As a franchise owner, you don't measure and install. You sell the widest variety of products to trade professionals who do the installation. Our wholesale model means no retail hours with limited inventory. Franchise fee starts at \$46,450.

Call (833) 852-7327

or email franchise@pswholesale.com

PROVIA manufactures premium quality entry doors, replacement windows, vinyl siding, manufactured stone, and metal roofing. ProVia offers a diverse line-up of Professional-Class exterior building products, personalized account service, customized marketing support, and installer certification programs. ProVia's mission is to serve, by caring for details in ways others won't.

www.provia.com

(800) 669-4711 or (330) 852-4711

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 providing 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 is America's premier bathroom remodeling organization with over 100 locations throughout North America. Re-Bath provides its customers with an easy bathroom remodeling experience around the design, functional or safety needs of their bathroom. They give their franchisees everything they need to run a successful business and focus on providing consistent exceptional customer service. How? by providing a sales and marketing focused business model, industry leading start up training, continued post opening learning opportunities, reliable product supply line and purchasing power, and exclusive business management software. Franchise fee is \$35,000.

<https://www.rebathfranchise.com/>

(866) 489-4014

Taylor Hernandez; (480) 754-8993; taylor.hernandez@rebathcorp.com

RHINO SHIELD is looking for select dealer partners to complete their U.S. dealer network. Rhino Shield is a proprietary ceramic elastomeric coating system that is 8-10 times thicker than paint and guaranteed for 25 years. Rhino Shield dealerships are very profitable averaging 55-60% gross margins and \$1.5MM in revenues. Start-up costs are minimal, and territories are protected.

<https://rhinoshield.com>

Jerold Hall, VP of Sales & Dealer Development; (850) 424-6805, ext. 1005; jhall@amcoatind.com

ROOF RIGHT NOW is a roofing business-in-a-box including financing, warranties, ads, pricing and a technical package that goes beyond other roofing companies and most manufacturers.

www.roofrightnow.com

Chris Ripley, chris@smartersorting.com

RSU CONTRACTORS has a unique franchise opportunity that offers both large-scale, multimillion dollar home renovations and 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 whom 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 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.

www.solatube.com

(888) 765-2882



SUNRISE WINDOWS AND DOORS fabricates high-performance window and door products at their plant in Temperance, Michigan. Utilizing a dealer direct model, Sunrise builds and ships products to home improvement professionals in 36 states east of the Rockies. As a sales and marketing organization, the Sunrise Sales and Marketing team has retail experience themselves, as well as the ability to train dealers and their teams on how to best position the product in the home to maximize closing percentages and margins.

www.sunrisewindows.com

(734) 770-1841

Joe Mills, Director of Marketing,
jmills@sunrisewindows.com

200 Enterprise Dr., Temperance, Mich. 48182

SURFACE SPECIALISTS offers a diverse variety of service options—perhaps more than any other franchise in the bathroom and kitchen repair and refinishing industry. Franchisees capitalize on over 38 years of experience. Surface Specialists' reputation as experts is important to success of the organization. The company seeks those with blue-collar skills and an executive mindset who also believe in the importance of top-quality workmanship.

www.surfacespecialistsfranchise.com

(866) 239-8707

info@surfacespecialists.com

621-B Stallings Road, Matthews, N.C. 28104

SYNMAR & CASTECH provides custom kitchen and bath materials for remodelers, builders and dealers, including cast stone showers, tubs and vanity tops, natural granite countertops, custom wood countertops, natural thin stone wall paneling, new innovative poly shower paneling, and custom metalized tubs, countertops, corbels, cabinets doors and more. Custom materials are custom made to virtually any size or shape in a vast number of colors and material varieties. Serving the building and remodeling industry with quality materials and services since 1978.

www.synmarandcastech.com

(770) 478-0770

Kimberly Peek, kpeek@synmarandcastech.com

8750 Roberts Rd., PO Box 1033,
Jonesboro, Ga. 30237

T-U

TITAN SUNROOMS is seeking aluminum structure contractors looking to differentiate themselves. Titan's proprietary Colorbeam Framing System was designed for regions prone to high winds. The system includes various framing members in 5 standard colors along with insulated metal roofing panels. Titan's sales training will allow you to gain a leg up on the competition. Homeowners demand higher quality, Colorbeam is the answer.

www.titansunrooms.com

Larry Genkin, larry@titansunrooms.com

UNITED STATES SEAMLESS provides each new dealer with a new siding machine and trailer with an exclusive embossing pattern. Dealers will have exclusive access to high-level marketing support, training opportunities, marketing literature, and discounts on material/machines from the company.

www.usseamless.com

info@usseamless.com; (888) 743-3632

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.

www.winfranchise.com

(800) 967-8127

WINCHESTER INDUSTRIES is a privately owned and operated manufacturer of custom replacement windows and doors for over 35 years. The company offers exclusive dealerships and provides contractors with the tools to greatly increase closing rates and customer satisfaction levels. The company is looking for smart business owners who know that satisfied customers will increase referral business, lower lead costs and increase profit margins. No franchise fee.

www.winchesterwindows.net

(724) 639-3551

Or email Michael Sugrue at mfsugrue@winchesterwindows.net

WINDOW DEPOT USA is more than just a network, or a buying group...it's an organization made up of individual contractors and entrepreneurs that want to band together and build something special. They believe in serving homeowners, providing more value than any company in the marketplace, and creating businesses that are long term assets. They have a team dedicated to helping you, every day, in the areas of marketing, sales, design, Internet technologies, customer service, finance and more.

www.windowdepotusa.com

THE WINDOW SOURCE offers a licensed program that provides all the tools and resources to execute one of the most successful business models in the replacement window industry. Licensees are provided with a protected trade area, training, marketing and advertising materials, ongoing support and national branding. Start-up cost is low and products are competitively priced. Initial fee is \$7,500.

www.thewindowsource.net

info@thewindowsource.net; (800) 370-5413

WINDOW MEDICS was founded in 2004 and is one of the fastest-growing window businesses in the country, with over 200 locations throughout Canada and the U.S. Largely a result of its concentration in window restoration, Window Medics has changed the way people think about window replacement businesses. With a relatively small investment in money, time and equipment, you can begin generating your income right from scratch. Window Medics Dealership Pricing starts at \$ 25,000

www.windowmedics.com/dealership

(888) 329-7116

WINDOW WORLD INC., Window World is the premier exterior remodeling franchise opportunity in the US, with over 225 locally owned retailers nationwide. Core family values, a proven business model, unmatched buying power, and wide product mix of windows, doors, siding, roofing, and more sets Window World apart. Franchisees receive comprehensive training, ongoing support, and a state-of-the-art CRM system to support ongoing success.

Zach Luffman

Director of Franchising

ZLuffman@WindowWorld.com

(336) 657-4740

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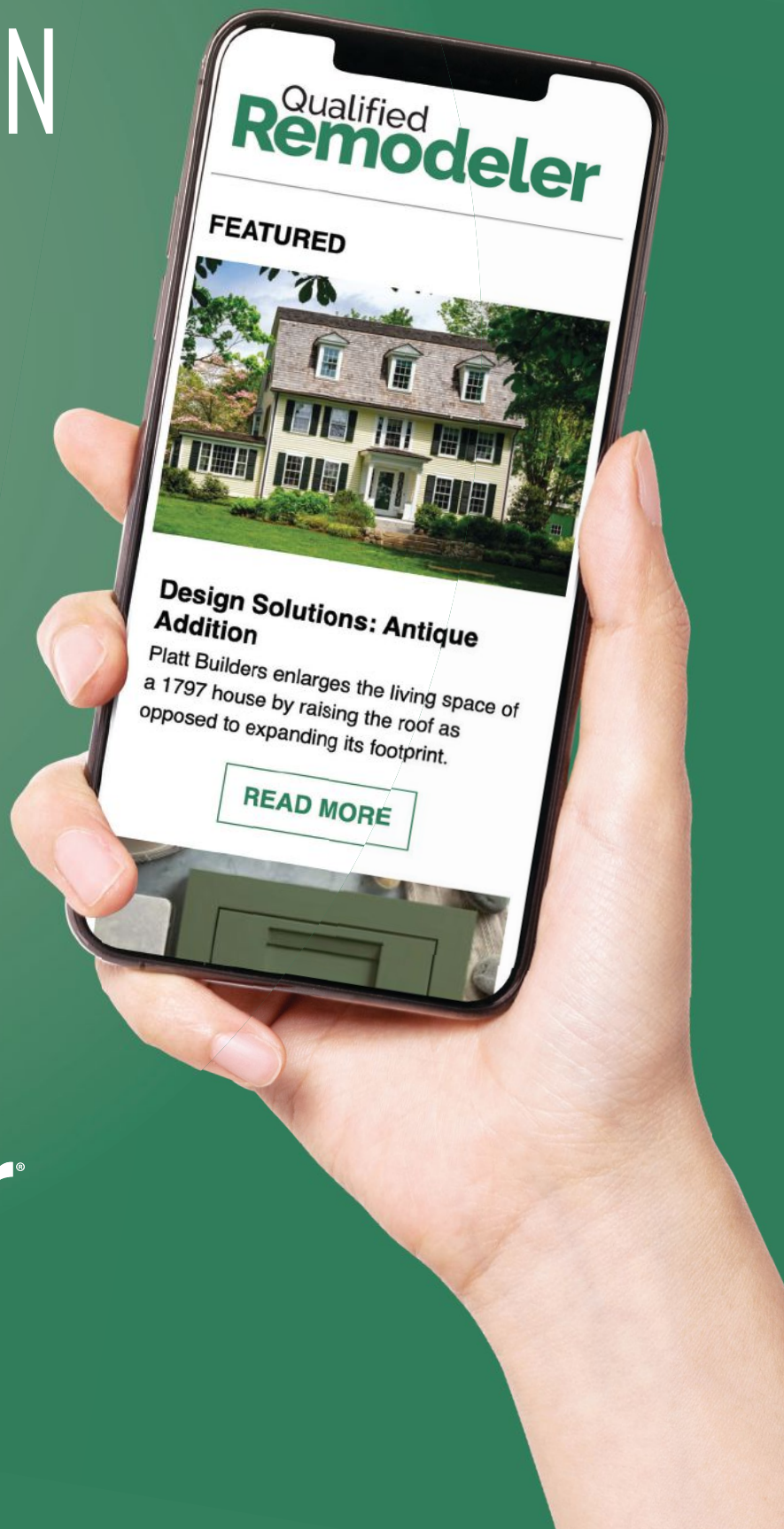
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ALSIDE ASCEND is a composite cladding engineered with a combination of glass-reinforced polymer and graphite-infused polystyrene. alside.com

Siding Brands and Their Product Lines

Siding manufacturers today offer more products than ever. Here's the current framework of the market by manufacturer and the latest trends.

by QR Staff

THE VOLUME of siding available to remodelers and home improvement contractors is vast and growing—too broad for most home pros to stay 100 percent up to date. What follows, then, is a summary of recent introductions by major manufacturers over the past 18 months with the added goal offering an updated market framework complete with ideas for your next job.

Before discussing the leading brands and their new products, it's important to make note of the various market forces that are shaping the overall siding market.

At the very high end of the market, remodelers are increasingly involved in projects that involve complex exterior wall systems. The growing complexity of wall systems is driven by a desire for increased energy efficiency, which leads to more durable buildings and more comfortable interior spaces, even in extreme cold, extreme heat or in coastal areas.

As a result, we've seen growth in the number of weather-resistant barriers (WRBs) that are part of more complicated wall systems. There are also a

growing number of drainage materials underneath siding that help keep homes dry and durable for decades. These new WRBs and rainscreens have opened up the number of cladding choices as well as new combinations of cladding choices now available to architects and designers to present to their clients. Good examples are open-joint cladding using various materials including composite decking; masonry stone veneer products; large-format, architectural, fiber-cement boards; and many others.

Another driver at the high end of the market is the need to replicate popular traditional exterior styles for American homes. These are colonial, Cape Cod, craftsman and others. Architects and their clients often want to achieve these traditional looks very authentically with the same shadow lines. But they would rather not opt for utilizing original substrates like cedar that are expensive to buy and maintain. Many of today's siding brands go a long way to achieving these traditional styles using vinyl, composite and engineered wood solutions.

For home improvement and replacement contractors who are focused on residential products there are a number of key factors—beyond performance, pattern, color and design—that drive the decision-making on siding purchases. Among those factors are ease of installation, ease of product ordering and delivery, and the level of support offered by the manufacturer through dealer programs. These supports include rebates, website content, leads for new business and more.

Better performance and bolder designs is the overarching theme of the new siding products that *Qualified Remodeler* editors are seeing on the market today. That's why it's so important to offer an overview of the building product manufacturers. Again, this is not a comprehensive list. We encourage you to check out our online product portal at qualifiedremodeler.com for players who have been left off this list for space reasons. Tando is a good example of a siding firm that is growing a quality offering beginning with its Beach House Shake.

Many siding manufacturers bring numerous brands to market. Westlake Royal is parent company to several stand-alone siding brands, each with their own unique set of products and covering a range of materials from vinyl to nailable poly-ash. Cornerstone Building Products is similar. It, too, has several stand-alone brands, each with their own new colors, patterns and sizes. Those brands, from PlyGem to Mastic, are better known to many of you than that parent company because many have been on the market for many years, pre-dating the larger company.

CertainTeed, Georgia Pacific and Alside are loosely equivalent, offering many product types and brand choices. Other firms such as Tando, Azek, James Hardie and Louisiana Pacific focus on fewer



product types but have innovated in finishes, sizes, patterns and colors.

Alside

ASCEND Composite Cladding: This product combines aesthetic appeal with performance and ease of installation, making it a good upgrade option for contractors who have worked with Alside for many years. It's also a good option for contractors who have not worked with Alside in the past but are looking for more designed exterior for their clients.

Insulated Vinyl Siding: Alside's insulated siding offers improved home insulation and supports effective energy management by keeping homes warmer in winter and cooler in summer. This is an important offering given the overall trend on the part of consumers who seek greater energy efficiency and authentic alternatives to wood siding.

Prodigy One-Piece Insulated Siding System: Highlighted for its thick insulation, this system provides significant resistance to heat flow, helping to reduce energy costs. It features an interlocking panel design for a secure fit and aesthetic appeal without the need for face nailing or caulking.

Azek

TimberTech from Azek, primarily a decking brand, also offers siding solutions. Similar to their decking offerings, their siding options focus on high-performance, low-maintenance materials that mimic the look of wood without the typical upkeep. They offer closed-joint and open-joint cladding options, which provide different aesthetic appeals and practical benefits such as moisture and damage resistance.

These products are PVC material and resist to various environmental factors like mold, mildew

ALSIDE ASCEND composite siding is shown here in a farmhouse style exterior with stone and shutters. alside.com



LOUISIANA PACIFIC LP Smart-Side engineered wood siding has expanded into finished colors. The ExpertFinish color collection offers 16 factory finishes in latex paint. lpcorp.com

and moisture. TimberTech cladding offers realistic color blends and woodgrain textures.

CertainTeed

CertainTeed has introduced several new products and updates to their siding collection over the last couple of years.

Urban Reserve: This is a metal siding collection designed for both protection and aesthetics. It's highly durable, being made from high tensile strength aluminum that is resistant to extreme weather conditions, UV exposure and fire. It also offers a variety of matching accessories for a cohesive look.

Monogram Vinyl Siding: The Monogram line continues to offer robust options with its clapboard and Dutch-lap styles, known for their durability and low-maintenance requirements. It features a patented locking system for secure installation and has been tested to withstand high wind pressures.

New Colors: CertainTeed has expanded its color offerings across various product lines. The Monogram and MainStreet vinyl sidings have new colors like Melrose, Brownstone, Castle Stone, Sable Brown and Pacific Blue. There are also additions in the Cedar Impressions and Northwoods lines, such as Colonial White, Sandstone Beige and Desert Tan.

Georgia-Pacific

GP manufactures a variety of vinyl siding products under brands like Shadow Ridge, Compass and Forest Ridge, which are popular for their affordability and ease of maintenance.

Shadow Ridge: This is Georgia-Pacific's flagship vinyl siding product, designed to offer a classic

woodgrain look with the durability and low maintenance of vinyl. It is available in a range of colors and has been a popular choice for homeowners looking for an economical siding solution.

Compass: This line features 29 colors and is available in traditional lap siding as well as Dutch Lap styles. It is designed for durability and to withstand various environmental elements.

Vision Pro: A budget-friendly vinyl siding option that still offers good quality and a variety of color choices. It is easy to install and maintain, making it a practical choice for many homeowners.

Caliber: This is a high-performance insulated siding that not only improves the aesthetic of the home but also enhances its energy efficiency.

Plytanium Plywood Siding: Although not vinyl, this product is a traditional wood siding option offered by Georgia-Pacific, featuring the natural beauty and warmth of real wood with a rustic finish.

James Hardie

James Hardie is the leading manufacturer of fiber-cement siding, and it markets these products primarily under its own name, James Hardie. Within this brand, James Hardie offers various product lines that cater to different needs and aesthetic preferences. Here are some of the key product lines.

HardiePlank Lap Siding: This is James Hardie's best-selling product, known for its strength, beauty and durability. It's available in a variety of textures and finishes.

HardiePanel Vertical Siding: Offers a modern and unique look with the same durability and low maintenance as other James Hardie products. It's suitable for contemporary designs.

HardieShingle Siding: Provides the same warm, authentic look as cedar shingles, but resists rotting, cracking, and splitting.

HardieTrim Boards: Used for trimming around windows, doors and other finishes, these boards provide a perfect finish to any James Hardie siding job.

HardieSoffit Panels: These are used for finishing the underside of eaves and include both vented and non-vented options.

Cornerstone Building Brands

Cornerstone manufactures and distributes a wide range of siding products through various brands under its umbrella. Here's a look at some of their key siding brands and the types of products they offer.

Ply Gem: One of the most prominent brands under Cornerstone Building Brands, Ply Gem offers a comprehensive range of vinyl siding options. This includes multiple styles such as traditional lap siding, Dutch lap, and vertical siding. Ply Gem also offers steel siding for enhanced durability and resistance to weather conditions.



Mastic by Ply Gem: This brand is known for its premium vinyl siding products that offer durability, a broad color palette, and various styles. Mastic siding products are designed for easy maintenance and long-lasting performance.

Variform by Ply Gem: Variform siding is designed for both its aesthetic appeal and durability. It includes a variety of vinyl siding options that are popular among builders and contractors for their reliability and ease of installation.

Napco by Ply Gem: Napco offers vinyl siding that combines beauty, durability, and simple upkeep. Their products are designed to provide a great value with a wide range of options to suit different design preferences and budgets.

Kleer Lumber: Kleer offers PVC trim and architectural moldings which can complement a siding project but are primarily focused on providing premium, moisture-resistant trim that can be used with a variety of siding materials.

LP Building Solutions

LP (Louisiana Pacific) offers a variety of siding products under the LP SmartSide brand, which is known for its durability and innovative engineered wood technology. Here's a rundown of the main siding solutions they provide.

SmartSide Trim & Siding: This comprehensive line includes a range of engineered wood lap siding, panel siding, shake siding, and trim boards. It's designed for durability and versatility with a traditional wood appearance, benefiting from LP's SmartGuard process which provides resistance against termites and fungal decay.

SmartSide ExpertFinish Trim & Siding: This line features prefinished siding and trim products that come in a variety of colors. The ExpertFinish color collection is highly resistant to fading and includes a proprietary joint that helps minimize seam visibility on the installed product.

Vertical Siding: Offers a different aesthetic with the same durability and protection as other LP SmartSide products, providing a board and batten look that is popular in both traditional and contemporary home designs.

Cedar Texture Shake Siding: Provides the authentic look of real cedar shakes without the high maintenance, ideal for accentuating gables or other architectural features of a home.

Perfection Shingle: This product mimics the look of individual shingles, offering a more refined and elegant appearance, perfect for achieving a distinct look or enhancing curb appeal.

ProVia

ProVia offers several siding options that focus on durability, energy efficiency, and aesthetic appeal.

HeartTech by ProVia: HeartTech is ProVia's super polymer siding line that's engineered for superior durability. It's known for its wide color selection and comprehensive warranty. This brand is frequently chosen for its high performance in resisting harsh weather conditions.

CedarMAX Insulated Vinyl Siding: An insulated vinyl siding product, CedarMAX offers thermal protection and increased energy efficiency, which can help reduce heating and cooling costs. Its design also includes a rigid foam backing that contributes

PROVIA offers a number of siding solutions: vinyl, insulated vinyl and composite shakes and shingles.
provia.com



WESTLAKE ROYAL is home to several siding brands, including its unique and solid Celect product line, which is extruded from fly-ash. The board-and-batten profile is shown here. westlakeroyalbuildingproducts.com



to better durability and impact resistance.

Ultra Vinyl Siding: This line is noted for its strength and ability to withstand the elements, making it a solid choice for homeowners looking for long-lasting protection with minimal maintenance.

Endure Vinyl Siding: ProVia's Endure vinyl siding provides performance and an attractive appearance. It features a high-grade vinyl that resists fading and weathering, ensuring that the siding remains vibrant and durable for years.

Timberbay Shakes & Scallops: These are specialty sidings that mimic the natural appearance of cedar shakes and scallops but are made from vinyl for greater durability and less maintenance. This product is often used for accent areas on the home's exterior to enhance curb appeal.

Cedar Peaks: Another super polymer siding option from ProVia, Cedar Peaks is known for its exceptional color retention and resistance to weather impacts, ensuring a long-lasting attractive finish.

Westlake Royal Building Products

Westlake Royal offers a diverse range of siding brands and products designed to suit various architectural styles and performance needs. Here's a breakdown of some of their primary siding brands and the products they offer.

TruExterior Siding & Trim: Known for its innovation in poly-ash material, TruExterior offers a variety of trim and siding profiles, including lap

siding, shiplap, and trim boards. This line is celebrated for its authenticity and durability, with resistance to moisture and decay without the need for sealing on cut edges.

Celect Cellular Composite Siding: Celect is a premium cellular composite siding that mimics the natural appearance of wood but offers greater durability and low maintenance. It features an interlocking joint system that helps eliminate seams and provide a smooth, continuous look.

Royal Vinyl Siding: Offering a wide range of vinyl siding products, Royal Vinyl Siding features traditional lap siding, vertical siding, and shakes and shingles. This line is favored for its cost-effectiveness and extensive color and style options.

Zuri Premium Decking: While primarily a decking product, Zuri can be used for architectural details and features that complement siding installations. It offers the appearance of exotic wood without the maintenance typically associated with it.

Exterior Portfolio: This brand includes various types of vinyl siding, such as CraneBoard (a foam-backed insulated siding), Board & Batten, and traditional lap siding. It offers a balance of performance and aesthetic appeal.

Foundry Specialty Siding: Specializes in providing vinyl shingle and shake siding that offers the charm of traditional wood siding with the low maintenance of vinyl. **QR**



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Nominations for the **2024 Fred Case Remodeling Entrepreneur of the Year Award** are now being accepted. Simply e-mail the nominee's name and contact information to ADeLand@casedesign.com. Four finalists will each win \$2,500. The winner, to be announced in October, will win an additional \$10,000.

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Fred Case founded Case Design/Remodeling in 1961 on a shoe string and a dream of building a business, not a practice. For Fred, the status quo was never enough, so he grew Case over the years by bringing innovative solutions to his clients' needs. Fred believes that this same innovation can be found throughout the remodeling industry and he wants to honor and celebrate it. The Fred Case Remodeling Entrepreneur of the Year Award recognizes those who exemplify innovation in their business that may manifest in different ways: new business processes; unique building processes or use of materials; streamlined systems; relevant training programs; and creative use of technology.

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What's New

Tool streamlines façade renovation jobs

SPEEDHEATER SYSTEMS presents Flexiarm, the latest addition to its range of facade renovation tools. Flexiarm is designed to make façade renovation projects faster, more efficient and more comfortable. By offering a combination of flexibility and ergonomic design, Flexi Arm enables professional craftsmen to achieve high-quality results with reduced effort as well as increased productivity. Flexi Arm is the tool to make façade renovations a smooth and efficient experience. speedheater.com



Tile collection combines blues with whites

WALKER ZANGER unveils its latest tile collection: Accent Bleu. It features exotic blues in natural stone, expertly complemented by the pristine white of Thassos marble. Each product boasts a polished finish that enhances its natural appeal, from mosaics to field tiles and trims. With a classic color palette that combines universally beloved blues with pristine whites alongside intricate tile designs, the Accent Bleu Collection is the perfect choice for a range of spaces. walkerzanger.com



Surface line adds new color collection

REHAU expands its RAUVISIO crystal acrylic surface line with the new agate color collection, featuring three shades: Atlantico, Laguna and Terriccio. The agate collection joins the diamond, obsidian, vermarine and mineral collections, all of which are inspired by gemstones. Offered in polished finishes, the new collection emits waves of serenity in any space with its reflective gloss. Lightweight yet durable, RAUVISIO crystal creates a deep and multifaceted aesthetic. rehaui.com

Smoke alarms give advanced warning

BRK BRANDS introduces Precision Detection advanced sensing technology smoke and combination smoke and carbon monoxide alarms. They are designed and tested to provide early warning in the event of a home fire emergency while also reducing nuisance alarms as the technology better differentiates non-threatening from threatening smoke. The alarms were created to address modern construction materials and home furnishings like synthetic materials. brkelectronics.com



Porcelain slabs ideal for indoor, outdoor use

XTONE, part of the Porcelanosa Group, launches three new designs: Calatorao, Neda and Terre Nero. The large-format porcelain slabs come in a variety of striking finishes and thicknesses that adapt to any environment and application. Xtone porcelain slabs allow for the materialization of ideas through a durable, elegant and functional material. They are ideal for both indoor and outdoor use with application possibilities from flooring and countertops to decorative elements. xtone-surface.com

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Bath



Towel racks highlight product updates

AMBA PRODUCTS commemorates 20 years of innovation by streamlining one of its most popular collections. The Radiant Collection is now available with improved features that are more user-friendly and easier to install. Updates to the product line include a newly designed power switch. It is located on the bottom of the vertical bar on the lefthand side. Each Radiant Collection model is also now a combination product equipped with a plug-in option and a hardwire conversion kit. ambaproducts.com



Tub offers clean lines, colorful choices

ACQUABELLA presents the Carezza tub, a design achievement that celebrates the singular beauty of simplicity. Its curved lines and minimalist aesthetic flow together to create a soothing, spa-inspired setting with a timeless appeal at home in any bath setting, from coastal casual to city chic. Measuring 63 by 31 inches, the tub is generously sized with abundant space for a deeply relaxing bath experience. Carezza is sculpted from Dolotek, an eco-friendly mineral composite. acquabella.us

Vanity collection adds modern luxury

STRASSER unveils Colville, the first design from the anticipated Christopher Grubb Collection. Reflecting the Beverly Hills designer's signature clean-lined, contemporary style, Colville offers versatility for the bath vanity. Available in four sizes, Colville adds modern luxury in any environment from an urban loft to a mountain retreat. Like all Strasser wood vanities, Colville is made to order and hand-finished. It's available in three unique finishes, or finish combinations. strasserwood.com



Faucet series gives beauty of teak wood

CALIFORNIA FAUCETS introduces the San Elijo Series, a bath faucet that blends modern design with the natural warmth of teak wood. With a softened contemporary look, San Elijo features a gently rounded spout and optional teak wood lever or cross handles. The wooden handles are lightly rounded for an overall more graceful look and feel. Recognized for its durability and resistance to moisture, teak wood offers a grain pattern that infuses texture and a touch of organic beauty. calfaucets.com



Vessel sinks pay homage to rich heritage

STONE FOREST debuts the exceptionally crafted Edo Vessel Sink. Imagined in collaboration with designer Tod Babick, the sink is available in both Golden Bronze and Desert Cream Limestone. The enigmatic Edo Vessel pays homage to the rich heritage of Japanese pottery while pushing the boundaries of contemporary design. The stunning fixture is a testament to Stone Forest's unique ability to honor the natural world through imaginative creations and a commitment to quality. stoneforest.com

Exterior

Stone veneer provides efficient solutions

TORO STONE debuts a new stone veneer brand designed with the needs of masons and contractors in mind. With selling points that include nationwide distribution, innovative packaging and consistent colors, Toro Stone simplifies the specification and ordering processes to provide customers with efficient stone solutions and ongoing product support. InStone, a large wholesale stone distributor of thin veneer masonry products in the U.S., developed the Toro Stone brand. torostone.com



Aluminum trim enhances siding installations

MILLBOARD introduces Envello Décor, a new product in its Envello siding range. Envello Décor is a decorative and structural aluminum trim designed to enhance siding installations, creating a higher premium feel and overall finish. It allows the end-consumer to either section or zone their siding area and create a visually unique display that further refines their outdoor living space. Décor offers both decorative uniqueness and structural durability to any outdoor living space. millboard.com

Underlayment packaging reduces weight

CERTAINTEED announces a new shrink-wrap packaging for its WinterGuard Granular and Sand products. The improvement to the packaging of its WinterGuard Sand and WinterGuard Granular underlayment provides contractors with a lighter alternative to boxes. It contributes to reducing CO2 emissions and global warming potential and reduces the warehouse footprint, so customers can store more product. The products are easier to handle and more resistant to outdoor elements. certainteed.com



Air barrier offers higher R-value per inch

RMAX ensures commercial and residential construction projects stay on track using a polyiso continuous insulation: ECOMAXci FR Air Barrier. Rmax Polyiso offers a higher R-value per inch, compared to mineral wool, allowing cladding to be secured closer to structural studs, eliminating the need for expensive cladding attachment systems. Unlike mineral wool, Polyiso is also unaffected by exposure to water and vapor, ensuring long-term performance and stability. rmax.com

Flashing membranes improve integrity

TARCO launches two new products: LeakBarrier 25RA self-adhered flashing membrane and LeakBarrier Butyl self-adhesive moisture barrier. The premium-grade, self-adhered flashing membranes offer unrivaled moisture protection in critical areas of construction, ensuring the long-term integrity and durability of building envelopes. The 25-mil thickness of 25RA ensures a formidable moisture barrier, and the 20-mil thick Butyl excels on vertical and sloped surfaces. tarcoroofing.com



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conferenceonarchitecture.com

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Family Matters

No. 255 Exterior Pros operates with a clear mission and core values to inspire employees and drive additional sales.

by Kyle Clapham

UPON RECEIVING an interior architecture degree from the Milwaukee Institute of Art and Design in 2021, Taylor Hibl worked for a local design firm. After 18 months, the company her mom Sheila founded in 2012—Exterior Pros—was growing fast and needed someone to manage sales and marketing. Taylor, who loves home improvement and design, decided to join the family business.

“Since I was little, I’ve always loved watching TV ‘before and afters’ and transitions,” says Hibl, who left her job as a designer at a large senior living company. “Everybody always asks me, ‘Did you ever see yourself getting sucked into the family business?’ And honestly, I didn’t. I didn’t know the direction the company was going to go in. They started primarily with storm roofing, and that wasn’t really something that interested me.

“But as we started to move into the full exterior space—doing full transformations of exteriors—and then moving into the interior (because now we do wet-space renovations for baths and showers), it just really intrigued me,” she adds. “And joining the family business overall was great for the culture and where we are heading. We get each other from a leadership aspect.”

The company has benefited from two hailstorms already this year, which brought in a great deal of restoration business, she notes. Coming off an amazing 2022 in which business grew about 73 percent over the previous year, 2023 presented a learning curve. Exterior Pros still beat its 2022 numbers but focused more on leadership roles and bottom-line profitability.

On the retail side, the company added 10 new project consultants in the first quarter this year and is training them on products and processes, Hibl says. “They’re super hungry, and they’re ready to get out there. We would like to do \$11 million in net revenue in 2024. We are currently on pace, and I’m hoping to get ahead of that pace with all these new sales reps coming on.”

Generating leads in several ways, Exterior Pros enjoys many longstanding partnerships with lead aggregators, she notes. The company has a strong presence with Google and PPC as well, so the business receives myriad pay-per-click leads. Its internal marketing team posts organic content that often goes viral, leading to even more organic traffic coming back to the company website.

“We do a lot with [Instagram] Reels and TikTok, and we are just starting to play off the digital aspect of marketing that’s kind of taken over within the last few years,” Hibl explains. “People love watching those little 8 to 10 second videos of transformations. We also have a large, year-round event staff that meets with customers in our community.

“THAT’S SOMETHING OUR EMPLOYEES REALLY FEEL.”

Taylor Hibl, creative director

They’re responsible for about 25 percent of revenue, which I’m super proud of. A lot of our event staff are part-time college kids.”

Since the beginning of this year, Exterior Pros has noted a large increase in siding jobs, which use her favorite product. “I just feel like it has the biggest wow factor from a ‘before and after’ perspective,” Hibl says. “We’ve always been so heavy in roofing and windows, that it’s such a fun and exciting way for us to kick off the new year. We see people going from dull neutrals to bright blues and greens. A lot of people are doing white with black window wraps and gutters.

“I’ve also noticed in our bath shower space that many customers are leaning toward that sleek white with matte black



TAYLOR HIBL, ASID,
Creative Director

COMPANY:
Exterior Pros

LOCATION:
Sussex, Wisc.

DESCRIPTION:
Home improvement/
replacement contractor

replacement contractor

TOP 500 RANK: No. 255

REMODELING REVENUE: \$9.2 million (2022)

finishes,” she adds. “It’s such a clean and modern design. It’s timeless.”

The major challenge for the business in the last four months continues to be finding qualified workers. Scaling up the sales team has produced more work and additional jobs, Hibl notes. “We have an internal standard of workmanship that we expect for our customers. Finding people who can execute that can be tough. It’s definitely been our biggest struggle within the last quarter.”

For the second consecutive year, Exterior Pros won a Top Workplace award from the *Milwaukee Journal Sentinel*. “It’s based on our employees’ anonymous feedback,” she says. “We really pride ourselves in our mission and core values and being family owned and operated. That’s something our employees really feel. We’ve had people come from huge companies or ones who don’t have a great culture, and they’re so thankful to feel appreciated and perform very well based on that.”

The company has completed wet-space remodels for four or five years, although Hibl does not anticipate moving into full bathroom renovations. “I think one of our next moves is going to be attic insulation,” she explains. “We’ve also looked into doing some low accent stonework on the exterior. We just try to listen to our customers. We look into it and see if it’s something that we can add to our product portfolio.” **QR**

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