

DISTINCTIVE VS. COMPETITION

When deciding which remodeler to partner with in the transformation of your greatest asset, consider the following points to help weigh the value of different companies:

DISTINCTIVE VS. BRAND X

Accountability

Guarantees

- | | | |
|---|---------------|----------------------------------|
| On-time guarantee, with cash rebate if project is late? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| On-budget guarantee, Fixed Price contract? | Distinctive ✓ | Brand X <input type="checkbox"/> |

Warranties

- | | | |
|---|---------------|----------------------------------|
| 3-year limited Workmanship warranty? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| 7-year limited Structural warranty? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Lifetime limited cabinet warranty (only Dealership Brands apply)? | Distinctive ✓ | Brand X <input type="checkbox"/> |

Customer Service

- | | | |
|--|---------------|----------------------------------|
| Account manager / Client Advocate? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Project manager / On-Site Supervision? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Production manager / Quality Control? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Lead carpenter / In-house carpenter? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Office manager / Backroom support? | Distinctive ✓ | Brand X <input type="checkbox"/> |

Solid Reputation

Customer Feedback *(provided by 3rd party unbiased sources)*

- | | | |
|--------------------------------|---------------|----------------------------------|
| 90%+ client satisfaction rate? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Consumer Choice Award? | Distinctive ✓ | Brand X <input type="checkbox"/> |

Design Credentials

- | | | |
|--|---------------|----------------------------------|
| Won awards Locally for Design excellence? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Won awards Regionally for Design excellence? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Won awards Nationally for Design excellence? | Distinctive ✓ | Brand X <input type="checkbox"/> |

100% Residential Remodeling / Business Longevity & Experience

- | | | |
|--|---------------|----------------------------------|
| Does the remodeling company own permanent office space? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Is their business focus 100% Residential Remodeling work? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Does their "typical project" match your project type & size? | Distinctive ✓ | Brand X <input type="checkbox"/> |

DISTINCTIVE VS. COMPETITION

Industry Leadership & Involvement

Do employees hold industry certifications like CR, CGR, CLC?	Distinctive ✓	Brand X <input type="checkbox"/>
Members of National Association of Remodeling Industries (NARI)?	Distinctive ✓	Brand X <input type="checkbox"/>
Members of National Kitchen & Bath Association (NKBA)?	Distinctive ✓	Brand X <input type="checkbox"/>
Members of National Association of Homebuilders (NAHB)?	Distinctive ✓	Brand X <input type="checkbox"/>
Currently, or in the past, served on Industry Association Boards?	Distinctive ✓	Brand X <input type="checkbox"/>
Listed in Top 15 Remodelers in Atlanta (Atlanta Business Chronicle)?	Distinctive ✓	Brand X <input type="checkbox"/>
Listed in Top 500 Remodelers nationwide (Qualified Remodeler)?	Distinctive ✓	Brand X <input type="checkbox"/>
Been included on nationwide Inc. 5000 List (Inc. Magazine)?	Distinctive ✓	Brand X <input type="checkbox"/>
Consistent Junior League of Atlanta Tour of Kitchens supporter?	Distinctive ✓	Brand X <input type="checkbox"/>

Respectfully Accommodating Easy Access & Multiple Forms of Communication

E-mail?	Distinctive ✓	Brand X <input type="checkbox"/>
Fax?	Distinctive ✓	Brand X <input type="checkbox"/>
Cell phone?	Distinctive ✓	Brand X <input type="checkbox"/>
Office?	Distinctive ✓	Brand X <input type="checkbox"/>

Pre-Construction Activities

Provide a comprehensive Homeowners Expectation Guide?	Distinctive ✓	Brand X <input type="checkbox"/>
Hold Pre-Construction Meetings to help ensure you are prepared?	Distinctive ✓	Brand X <input type="checkbox"/>
Landscape protection plan?	Distinctive ✓	Brand X <input type="checkbox"/>
Interior dust management and site protection?	Distinctive ✓	Brand X <input type="checkbox"/>

Site Management / Communication Plan

Procedures and Standards for job site cleanliness?	Distinctive ✓	Brand X <input type="checkbox"/>
Provide dumpster and portable toilet for every project?	Distinctive ✓	Brand X <input type="checkbox"/>
Post Job Site & Safety Rules?	Distinctive ✓	Brand X <input type="checkbox"/>
Scheduled meetings with Project Managers, every week?	Distinctive ✓	Brand X <input type="checkbox"/>

DISTINCTIVE VS. COMPETITION

Managing the Stress

Sales & Design

Provide a professionally written detailed Initial Proposal?	Distinctive ✓	Brand X <input type="checkbox"/>
Provide & coordinate Design Services to communicate the project?	Distinctive ✓	Brand X <input type="checkbox"/>
Provide a Designer to assist with product selections?	Distinctive ✓	Brand X <input type="checkbox"/>
Assist with required Building Variances?	Distinctive ✓	Brand X <input type="checkbox"/>

Risk Management

Systems and Employees in place, should the Owner become ill or die?	Distinctive ✓	Brand X <input type="checkbox"/>
Have Worker's Compensation insurance?	Distinctive ✓	Brand X <input type="checkbox"/>
Have General Liability insurance?	Distinctive ✓	Brand X <input type="checkbox"/>
Have Builders Risk insurance?	Distinctive ✓	Brand X <input type="checkbox"/>
Pull all required Permits?	Distinctive ✓	Brand X <input type="checkbox"/>
Have Contractors License (effective July, 2008)?	Distinctive ✓	Brand X <input type="checkbox"/>
Always uses Licensed mechanical and electrical contractors?	Distinctive ✓	Brand X <input type="checkbox"/>

Quality Controls

Defined Design and Construction Standards?	Distinctive ✓	Brand X <input type="checkbox"/>
Pre-sheetrock client walk-throughs?	Distinctive ✓	Brand X <input type="checkbox"/>
Substantial completion client walk-throughs?	Distinctive ✓	Brand X <input type="checkbox"/>
Utilizes a proven project closeout process to ensure satisfaction?	Distinctive ✓	Brand X <input type="checkbox"/>

Upon Completion

Provide Care & Maintenance Guide, to help protect your investment?	Distinctive ✓	Brand X <input type="checkbox"/>
Provide Warranty Manual, clearly defining procedures & coverage?	Distinctive ✓	Brand X <input type="checkbox"/>

A distinctively different way to renovate