

Reputation Building Blocks

The third annual *Qualified Remodeler*/GuildQuality customer satisfaction report offers new insights on cornerstone tactics for happy clients and highlights 60 remodeling firms leading the way.

This report was edited and written by Kacey Larsen, Kyle Clapham and Patrick O'Toole with the data and graphics collaboration of Alex Overall, Justin Ruckman, Bailey D'Alessio and Robyn Hazelton at GuildQuality.

The building blocks of any successful remodeling or home improvement business are many. There must be a firm handle on overhead, job costs, estimating, pricing and production, just to name a few. Further down that list but of equal importance is customer satisfaction strategy and measurement.

Remodelers usually come into the industry with a clear sense of what it takes to make customers happy. New remodelers often come with years of experience in carpentry and project management. The thinking is that happy customers are the natural byproduct of quality workmanship, fair prices and a friendly demeanor. But as GuildQuality and thousands of remodelers around the country learn, there's a lot more to it. Customer satisfaction is a discipline unto itself and is a foundational building block of any profitable and long-term survivor in remodeling.

Twelve years ago, *Qualified Remodeler* offered the first of five annual surveys on customer satisfaction, running from 2005 to 2010. By surveying clients who had recently completed remodeling work, the research netted new insights into the client-relationship traits that correlated most closely with high rates of those clients who expressed a willingness to refer their remodeler. The results of those early surveys showed that timeliness, jobsite cleanliness and communication were critically important to the remodeler-client relationship. They consistently ranked higher than fair prices and quality of workmanship—the very attributes most remodelers rely on for client happiness when they come to this industry.

Of all the building blocks to a solid remodeling business, client satisfaction seemed to be getting the least attention. That was and remains today a big disconnect. Remodelers feel they are doing everything possible to make their clients happy while, in fact, seemingly small behaviors have permanently sidetracked client relationships. Customer by customer, this translates to lower levels of repeats and referrals. Both

are the lifeblood of most sustainable remodeling enterprises. Perhaps most telling was and is the frustration of many remodelers who simply did not have the right information to recognize their client satisfaction shortcomings, or to pursue new behaviors to put future client relationships on the right track. Lastly, they lacked the objective customer feedback, collected by a third party, that would help them get started.

NEW PARTNERS AND BETTER FINDINGS

Over the years, GuildQuality has emerged a leader in customer satisfaction measurement. Its simplified online process of surveying a remodeler's recent clients nets clear and actionable results for thousands of remodelers and home improvement firms in all 50 states and Canada. Each year they collect tens of thousands of survey results. In the aggregate, those survey results tell a story. They show the pain points and positive interactions associated with a wide variety of job types. For example, cleanliness of jobsites is more important on major remodeling projects affecting interior spaces than it is on exterior projects. Starting three years ago, *Qualified Remodeler* and GuildQuality partnered to create its first "heat map" using their reams of data to draw correlations between homeowner satisfaction traits and the 40 most common types of remodeling projects.

To date it has been a successful partnership. And most important from the perspective of the *Qualified Remodeler* editorial team, it continues its long-held commitment to communicating the significance of customer satisfaction as a critical remodeling business building block. With each successive iteration of the *Qualified Remodeler*/GuildQuality heat map, changes have been made to improve the data. This year the analytics team at GuildQuality—particularly data expert Alex Overall—introduced a new, more accurate way of gauging the sensitive correlations between behaviors and results. It is called the Pearson Coefficient. [Please see the explanation of this change on pg. 53 for more details.]

GUILDQUALITY

GuildQuality was founded in 2003 by Geoff Graham during his time as a real estate developer to be a surveying solution for small to mid-sized home builders and remodelers. Since then, GuildQuality has grown to become a leader in web-based customer satisfaction surveying for the residential construction industry. With thousands of companies who are members of the GuildQuality community of quality and having surveyed more than 1 million homeowners, GuildQuality is the trusted partner of homebuilders, remodelers and home improvement contractors who value gathering authentic customer feedback and providing high-quality service to their customers. Top residential construction professionals rely on GuildQuality's customer satisfaction surveying, performance reporting, and marketing tools to help them monitor, improve and share their commitment to quality and receive the recognition they deserve for doing exceptional work.

Three years ago, GuildQuality also provided us with a list of customer satisfaction leaders. These are remodelers and home improvement professionals whose exemplary scores, year in and year out, make them worthy of both recognition and study. As in years past, this year we offer the customer satisfaction stories of 60 firms who supplied their best advice for success in creating happy clients and profitable streams of referrals.

This year we've added a third key tool to the mix—a summary across all remodeling job types of the most important factors in creating happy clients. That table, shown right, is a ready-made roadmap that remodelers can use in their business right away—even if they are just starting their customer-satisfaction journey.

The goal in presenting this information is threefold: increase the stature of customer satisfaction as a business building block, provide hard data that proves the correlation of other factors that drive satisfaction beyond price and quality, and finally to flesh out those drivers over many different job types. This customer satisfaction report checks all the boxes to remove any potential guesswork. | **QR**

EDITOR'S NOTE: We asked each of the 60 firms highlighted on the following pages to comment on these three topics:

- What is the tactic or best practice you attribute to your high customer satisfaction scores?
- Discuss a situation where you successfully turned a negative client situation into a positive.
- Provide an example of how your company improves business procedures using client feedback.

Only one response has been included for each firm in this report.

To read all responses, visit QualifiedRemodeler.com/customer-satisfaction/.

2017 TOP SATISFACTION DRIVERS







SATISFACTION TRAIT	2017 PEARSON COEFFICIENT	2016 PEARSON COEFFICIENT	2017 PERCENT CHANGE
Problem Resolution "The staff at remodeling company addresses and resolves problems effectively."	0.793	0.766	3.63%
Trust "I trust remodeling company to follow through on commitments."	0.777	0.787	-1.25%
Value "I feel I am receiving a fair value for my money."	0.770	0.740	4.09%
Professional & Organized "My remodeling company is organized and professional."	0.760	0.742	2.34%
Employees Professionalism "The employees of my remodeling company are professional and courteous."	0.694	0.666	4.22%
Quality Of Workmanship "I am satisfied with the quality of the workmanship."	0.691	0.651	6.08%
Communication "The staff at my remodeling company communicates with me effectively."	0.681	0.681	0.00%
Work Done Right "My work was done right the first time."	0.662	0.651	1.74%
Construction Quality "I am satisfied with the quality of materials and workmanship."	0.661	0.666	-0.66%
Expertise "My remodeling company had the necessary expertise to build my project."	0.654	0.601	8.87%
Installation Crew "My remodeling company installation crew was organized and professional."	0.627	0.619	1.24%
Punchlist "The punchlist was completed in a timely manner."	0.623	0.686	-9.13%
Quality Of Materials "I am satisfied with the quality of materials used."	0.576	0.564	2.09%
Schedule "My remodeling company adhered to our agreed upon schedule."	0.569	0.551	3.21%
Budget "My remodeling company worked within our budget and kept costs in line."	0.535	0.518	3.30%
Employees & Subcontractors "The employees and subcontractors of my remodeling company are professional and courteous."	0.526	0.480	9.62%
Sales Knowledge "My salesperson was knowledgeable and helpful regarding my project."	0.513	0.534	-3.92%
Clean & Safe "The jobsite is kept clean and safe."	0.496	0.480	3.30%
Salesperson Professionalism "My salesperson was on time and professional."	0.392	0.415	-5.57%

COMPANY	TYPE OF FIRM	CEO	RESPONSE
ADR Builders, Ltd. Timonium, Md. adrbuilder.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 64 Number of Jobs in 2016	Design/Build	 Jane Stokes (L) Bret Stokes (R)	NEGATIVE TO POSITIVE: We built a large deck and screen porch for a client couple. They objected to the appearance of the screen panels (about a \$1,400 purchase). Even though there was technically nothing wrong with them, we found an alternate source online in Texas, had a sample made that pleased the clients, then ordered and installed new screens. All this was done at no cost to the client and without complaint from ADR or staff.
American Home Design Goodlettsville, Tenn. americanhomedesign.com 94.16% GQ All-time Recommend Rate 94.04% GQ 2016 Recommend Rate 804 Number of Jobs in 2016	Home Improvement/Replacement	 Don Bruce	BEST PRACTICE: We offer a lifetime workmanship warranty in addition to our product warranties—we've been backing this up for 40 years. This assurance that if there's any trouble we'll go back and fix our workmanship at no cost to the customer gives our clients confidence when purchasing with us. We also have a bonus program for our installers , allowing them to get bonuses based on our customers' satisfaction. This encourages the installers to go above and beyond to make sure our customers are happy.
Austin Pro Siding and Windows Austin, Texas austinprosiding.com 98.6% GQ All-time Recommend Rate 99.04% GQ 2016 Recommend Rate 90 Number of Jobs in 2016	Home Improvement/Replacement	 Paul Schantz	NEGATIVE TO POSITIVE: Just recently we installed ColorPlus (James Hardie) siding and, to my chagrin, a new crew member touched up about 200 spots on the house with field applied touch-up kit, thus resulting in a polka dot-looking house due to sheen differences. We took the initiative to paint the house , and the customer loved the final outcome. It proves you don't have to be perfect nor do you have to apologize, but you do have to be willing to provide a plan of action and then deliver on that plan.
Bailey Remodeling & Construction, LLC Louisville, Ky. baileyremodel.com 99.29% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 30 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Brandon Bailey (L) Jon Steimel (R)	NEGATIVE INTO POSITIVE: We installed a hardwood floor in a home but neither the client or we were happy, so we asked our subcontractor to redo it. On the second effort, we were still disappointed, so we fired that sub and hired someone to make it right. The floor looked good, but nails were starting to come up, posing a risk to the homeowners. We made efforts to address those issues, but we talked this February and the nails were still coming up. At no cost to the homeowner and planned around their spring break vacation , we tore out 1,000 square feet of hardwood and replaced it.
Boardwalk Builders, Inc. Rehoboth Beach, Del. boardwalkbuilders.com 96.61% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 25 Number of Jobs in 2016	Full-service Remodeler	 Patricia McDaniel	BEST PRACTICE: Principal factors we believe lead to high levels of customer satisfaction: being on time; keeping the jobsite clean; delivering high levels of craftsmanship and communication; and acting with integrity.
Breyer Construction & Landscape LLC Reading, Pa. breyerconstruction.com 92.88% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 127 Number of Jobs in 2016	Full-service Remodeler	 Matt Breyer	BEST PRACTICE: We strive to consistently communicate in a timely manner throughout every aspect of the consult, design and construction process. This higher and more detailed level of interaction allows us to identify and address any issues while they are still just a "concern," and to ultimately provide a custom solution quickly and efficiently. This in turn helps to create a positive working relationship with our clients and allows us to deliver a high-quality product.

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Callen Construction Muskego, Wis. callcallen.com 96.58% GQ All-time Recommend Rate 97.93% GQ 2016 Recommend Rate 449 Number of Jobs in 2016	Full-service Remodeler + Home Improvement/Replacement	 Philip Callen (L) Michael Wood (R)	BEST PRACTICE: Jobsite cleanup; please and thank you's; quality workmanship; and true care for our customers and their homes. Communication every morning with the customers to let them know when we will arrive and what will be done that day; communication in the evening to the salespeople to let them know what was done on their jobs that day.
Champion Window of Huntsville Huntsville, Ala. getchampion.com/huntsville 94.55% GQ All-time Recommend Rate 98.15% GQ 2016 Recommend Rate 1,325 Number of Jobs in 2016	Home Improvement/Replacement	 Bob Zarzaur	NEGATIVE INTO POSITIVE: We sold and installed siding on a manufactured home. A couple of weeks after installation the siding started coming off. After further investigation, we determined the installation crew did not install to our standards. We sent a different crew to remove all the siding and installed new. We also covered the home with OSB the second time before installing the siding, so it is structurally better than before we arrived—all this at no additional charge to the homeowner. The customer could not be happier.
Contract Exteriors Murrells Inlet, S.C. contractexteriors.com 94.2% GQ All-time Recommend Rate 95.24% GQ 2016 Recommend Rate 360 Number of Jobs in 2016	Home Improvement/Replacement	 Randy Hann (L) Will McCourt (R)	USING CLIENT FEEDBACK: Anytime a customer provides constructive feedback we pay attention. For example, a homeowner said there were several team members out to her home, but they did not seem to be on the same page when it came to her project. Because of this, we streamlined our process for there to be one main point of contact for the customer. We even have a CRM that is able to track real-time notes about the customer and project. This way the homeowner feels more comfortable having one person as a point of contact, and everyone is aware of the project status.
Copper Creek Construction Las Vegas, Nev. coppercreekconst.com 93.43% GQ All-time Recommend Rate 94.27% GQ 2016 Recommend Rate 327 Number of Jobs in 2016	Full-service Remodeler + Fire/Water Damage Restoration	 Blake Burr	USING CLIENT FEEDBACK: GuildQuality surveys are a topic of every production meeting. We use them on a regular basis to identify ways we can improve the client experience during a time when their home is "under construction." We often receive comments about our subcontractors as well, which helps us work with them to be united in our efforts to provide the best services available.
Crystal Exteriors LLC Silver Spring, Md. crystalexteriors.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 50 Number of Jobs in 2016	Home Improvement/Replacement	 Edgar Li	BEST PRACTICE: Since 1995, Crystal Exteriors has provided clients with courteous, prompt, expert service. We strive to provide high-quality products and services at competitive prices without cutting corners so customers can depend on both the materials and workmanship to last for many years. The president of the company oversees each job, ensuring completion up to his high standards, and he is in direct communication with the clients so all jobs are completed to the customer's satisfaction. Integrity is the foundation of the company, which is why 80 percent of our new clients come to us through referrals from satisfied customers.
Daniel Builders Anderson, S.C. danielbuilders.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 80 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Robert Cord (L) Daniel Jachens (R)	USING CLIENT FEEDBACK: In general, a customer asking, "Where are we with this project?" has been significant motivation to 1) provide a clear outline of every step and timeline upfront, and 2) provide regular updates and reminders throughout the design/build process. Today if a customer asks that question it represents a significant breakdown in our communication.

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Doing It Right Roofing · Siding · Remodeling Russellton, Pa. roofingcontractorpittsburgh.com 98.28% GQ All-time Recommend Rate 97.73% GQ 2016 Recommend Rate 250 Number of Jobs in 2016	Full-service Remodeling + Home Improvement/Replacement	 Robert Jermalowski	BEST PRACTICE: Customer service is an important aspect of the business. We follow the "customer is always right" principle, and after installation is complete, we stand behind a "lifetime" labor warranty. When a customer calls for service, we respond quickly and without hesitation to resolve the problem/issue. Another aspect of the business we firmly believe in is customer education, starting at the time of the salesperson appointment. We feel an obligation to educate the customers of the proper way to install a roof so they receive the full potential of replacement.
DreamMaker Bath & Kitchen Ann Arbor Ann Arbor, Mich. dm-remodel.com 95.65% GQ All-time Recommend Rate 97.5% GQ 2016 Recommend Rate 110 Number of Jobs in 2016	Full-service Remodeler	 Bob Ender (L) Lee Willwerth (R)	USING CLIENT FEEDBACK: We watch and read our GuildQuality surveys very carefully in order to adjust processes and respond to customer feedback. Because of GuildQuality surveys, we've added a "communication log" to our jobsites so that homeowners and carpenters can communicate more effectively about their remodel.
Eberle Remodeling Sacramento, Calif. eberleremodeling.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 23 Number of Jobs in 2016	Design/Build	 Kent Eberle	BEST PRACTICE: We always try to do what we will say we will do. Along with that, we always try to exceed customer expectations. We constantly strive to be as thorough as possible in all phases of our design/build process. Our comprehensive process makes for the smoothest running projects possible.
Elite Remodeling Frisco, Texas elitehomeremodeling.com 95.77% GQ All-time Recommend Rate 95.65% GQ 2016 Recommend Rate 30 Number of Jobs in 2016	Full-service Remodeler	 John Todd	USING CLIENT FEEDBACK: Every GuildQuality report I get back I forward back to customers and thank them. Plus, I give them my perspective on our lessons learned. I also ask for more of their feedback. Once I receive that feedback, I then share the entire report with our entire team in our Monday morning construction meeting. In that meeting, we talk about processes and lessons learned.
Erdmann Exterior Designs Ltd. Arlington Heights, Ill. erdmannexteriors.com 94.51% GQ All-time Recommend Rate 91.89% GQ 2016 Recommend Rate 141 Number of Jobs in 2016	Full-service Remodeler	 Kevin Erdmann (L) Kyle Erdmann (R)	USING CLIENT FEEDBACK: We had a person post on our Facebook page that they "love our page, but would love to know product details when reviewing our project pictures." Our marketing coordinator started not only including the color and style of our products but also tagging manufacturers to connect our current and potential clients to Erdmann Exterior Designs and our manufacturers. This feedback led to action, which led to new leads coming in through Houzz and Facebook, referencing posts we made. Our clients are able to understand our process and the products we offer before making the call to schedule an appointment.
Exterior Source Richmond, Va. exteriorsourceva.com 97.45% GQ All-time Recommend Rate 97.28% GQ 2016 Recommend Rate 1,869 Number of Jobs in 2016	Home Improvement/Replacement	 Rodney Renfrow	BEST PRACTICE: I personally read every GuildQuality survey that is taken. We have it set up where our sales, production and office managers receive these surveys too. They then share the surveys with the people in their specific department who were involved with each project. It's a great way to share successes and to learn where there is room for improvement.


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Foremost Builders West Lebanon, N.H. foremostbuilders.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 37 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 David Clarenbach	USING CLIENT FEEDBACK: Our feedback rating is constantly put in front of our employees as an example of why we go one step further with client experience. Sharing our scores with potential clients enables us to stay viable in a growing market. We make adjustments in how we “sell” certain elements of our business’ value to a potential client, maintaining alignment with what our customers tell us they are experiencing. We would not benefit ourselves or our customers if we told potential clients we can paint the sky orange when past customers are telling us we only achieved a mild yellow!
Forest Glen Construction Co., Inc. Highland Park, Ill. forestglenconstruction.com 98.65% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 25 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Thomas Reidy	BEST PRACTICE: We are honest, forthright and professional. We offer our clients our best advice and counsel. We don’t overcommit ourselves. We coach our subcontractors to recognize the customer’s home they are working in is our best advertising.
G. Fedale Roofing and Siding Wilmington, Del. gfedaleroof.com 95.51% GQ All-time Recommend Rate 94.68% GQ 2016 Recommend Rate 150 Number of Jobs in 2016	Home Improvement/Replacement	 Glenn Fedale (L) Allen Fedale (R)	USING CLIENT FEEDBACK: We greatly value the input we receive from our employees, customers and vendors. We certainly haven’t arrived, and look for ways to grow and move forward each day. Recently, a customer expressed concern about the timing between one phase of their project to another—they waited too long, and they were right. As a result, we tightened our scheduling, created a better flow of communication and created realistic expectations from time of sale through the process of completion. Not only did that customer have an overall positive experience, but their feedback is helping us do the same for many others.
HIVEX Basement Finishing Co. Fredericksburg, Va. hivexbasements.com 98.91% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 110 Number of Jobs in 2016	Home Improvement/Replacement	 Christopher McNally (L) Lena McNally (R)	BEST PRACTICE: At HIVEX Basement Finishing Co., we are truly passionate about satisfying our customers. We look at finishing basements as an opportunity to turn the potential of someone’s home into a reality. We do not consider our work to be complete until we have fulfilled every promise we made to our client in their contract. It is the culture of our company to seek out ways to improve our client experience as we deliver an exceptional product with the most seamless possible process.
Home Exterior Systems LLC Tomball, Texas homeexteriorsystems.com 95.04% GQ All-time Recommend Rate 94.2% GQ 2016 Recommend Rate 350 Number of Jobs in 2016	Home Improvement/Replacement	 Patrick McCollim (L) Caleb McCollim (R)	BEST PRACTICE: From the zero-pressure sales manner to the final project review, the goal remains: Deliver highest quality results as stress-free as possible and with the utmost integrity. HES embraces the notion that anything that streamlines your project, keeps you aware and feeling in control to the extent you prefer is good. HES embraces technology everywhere, which speeds reliable communication, allows constant performance measurement and adds dozens of other customer benefits. Experience tells us [clients] expect clear documentation, transparent project management, regular communication and no surprises during all project phases.
Hullco Chattanooga, Tenn. callhullco.com 96.77% GQ All-time Recommend Rate 96.54% GQ 2016 Recommend Rate 948 Number of Jobs in 2016	Home Improvement/Replacement	 Matt Hullander (L) Jenny Hullander (R)	NEGATIVE INTO POSITIVE: When Gorell Windows went into receivership and became insolvent and after Soft-Lite Windows’ purchase, we made good on many glass replacements—honoring warranties of a company who had gone out of business—taking care of our customers.






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Johnson County Siding & Window Co., Inc. Olathe, Kan. jocosiding.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 104 Number of Jobs in 2016	Home Improvement/Replacement	 Bill Christie (L) Teresa Christie (R)	BEST PRACTICE: Our family owned business operates as a team with every member committed to complete customer satisfaction and the customer's experience from the initial contact to project completion. Every exterior remodel begins as an interactive process with the homeowner to determine the goals of the project. From there, we proceed to the design phase, ensuring all textures, styles and colors correlate to create aesthetic balance. Finally, we credit the quality and craftsmanship of our labor force for expert installations resulting in transformed exteriors. It's the commitment of the entire team that makes the difference, and the result is happy, satisfied customers!
Keilty Remodeling, Inc. Boise, Idaho keiltyremodeling.com 96.39% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 30 Number of Jobs in 2016	Full-service Remodeler	 Bill Keilty (L) Chris Keilty (R)	NEGATIVE INTO POSITIVE: We had a demanding client last year who just wanted to find things wrong. The husband would spend all weekend with a level checking drywall and all the work done the week before. Monday morning, he would hit the production manager with a multitude of things he felt were "done wrong" when most items just hadn't been completed yet or were explainable. Chris met with the homeowners; assured them construction isn't an exact science; they need to concentrate on how great the project will be once done, not day-to-day activities; and by the end, all issues raised would be addressed.
Kotch's Windows N More LLC Brighton, Mich. Kotchs.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 125 Number of Jobs in 2016	Home Improvement/Replacement	 Michael Kotch	NEGATIVE INTO POSITIVE: We installed an entry door with one sidelite. The door had issues that were factory related. We made sure the manufacturer would replace the door, and we would reinstall at no charge.
Landis Architects/Builders Washington, D.C. landisconstruction.com 93.51% GQ All-time Recommend Rate 94.87% GQ 2016 Recommend Rate 60 Number of Jobs in 2016	Design/Build	 Chris Landis (L) Ethan Landis (R)	BEST PRACTICE: We use a system called "8 Meetings for Success" that covers both client and in-house meetings throughout the progress of a project. It keeps our team on track and maintains communication with the client.
LeafGuard by Home Solutions of Iowa Granger, Iowa homesolutionsiowa.com 96.7% GQ All-time Recommend Rate 98.07% GQ 2016 Recommend Rate 1,051 Number of Jobs in 2016	Home Improvement/Replacement	 Joseph Smith	NEGATIVE INTO POSITIVE: A customer had a project completed on their home and wanted to have the same project on their next door rental property. The homeowners had thought their rental property had the same style of roof build-out, so the project should have been an equal cost estimate. We had thoroughly measured and made note of the extra build-out, providing side-by-side photos and videos of the two properties. The homeowners were surprised the two homes did have a difference and felt reassured that we had taken the extra time to explain the differences and features of each home.
Legacy Builders Group Cincinnati, Ohio designbuildremodel.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 20 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Bill Haussler (L) Chris Otte (R)	BEST PRACTICE: It starts with our core purpose and passion: To improve quality of life for clients by building, remodeling and conducting business with personal attention, integrity and expertise. Everything is purposeful and geared toward our customer's experience. One best practice is setting and managing our client's expectations. There are many ways we go about this, but one example is how we conduct our pre-construction meeting. At this meeting, we talk to them about the emotional roller coaster they are about to board, and we want them to know we get it and are here for them.

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Leo Lantz Construction, Inc. Glen Allen, Va. leolantz.com <div>100% GQ All-time Recommend Rate</div> <div>100% GQ 2016 Recommend Rate</div> <div>63 Number of Jobs in 2016</div>	Design/Build	 Leo Lantz	USING CLIENT FEEDBACK: We had a client provide feedback that they would have liked a schedule update every Friday so they could plan their weekend. We normally would schedule the following work week on Friday and provide it to the customer on Monday. The client feedback allowed us to tweak our processes to provide our client with a more positive experience.
Luxury Bath and Kitchens, Inc. Warminster, Pa. luxurybathandkitchens.com <div>98.41% GQ All-time Recommend Rate</div> <div>95% GQ 2016 Recommend Rate</div> <div>45 Number of Jobs in 2016</div>	Kitchen & Bath Specialist	 Nickolas Kornea	NEGATIVE INTO POSITIVE: We were midway through a kitchen project during the winter, and around 7:30 p.m. on a Friday were bombarded with phone calls from this client, saying we caused a water line leak into their basement. The client was furious, so the job's lead carpenter and I went on-site. We discovered the leak had nothing to do with our work. A copper line froze enough to break and thawed out enough to leak. The customer apologized for blaming us before the issue was diagnosed. We put our plumber on the issue and decided not to charge for the after-hours emergency trip.
Lynnrich Seamless Siding, Windows & Doors Billings, Mont. lynnrich.com <div>92.55% GQ All-time Recommend Rate</div> <div>91.14% GQ 2016 Recommend Rate</div> <div>315 Number of Jobs in 2016</div>	Home Improvement/Replacement	 Joey Godwin	NEGATIVE INTO POSITIVE: When choosing seamless steel siding colors and styles, customers often struggled with imagining what certain colors may look like on their house. To make this process easier, we spent several days taking pictures of different completed siding jobs we had previously done and labeled them. We uploaded these pictures to several iPads that our sales representatives now carry to give customers an opportunity to view their options along with images of completed jobs in all the colors and styles we offer to give them a [better] idea of what it may look like once installed.
Majestic Exteriors LLC Colts Neck, N.J. majesticrenovations.com <div>98.49% GQ All-time Recommend Rate</div> <div>100% GQ 2016 Recommend Rate</div> <div>820 Number of Jobs in 2016</div>	Full-service Remodeler + Home Improvement/Replacement	 Tania Goodman	USING CLIENT FEEDBACK: Client feedback is extremely important. Sometimes a customer didn't have a chance to call to voice their opinion or felt it would go undone until we receive feedback and immediately address the situation.
McBride Construction, Inc. Petoskey, Mich. mcbrideconstructioninc.com <div>100% GQ All-time Recommend Rate</div> <div>100% GQ 2016 Recommend Rate</div> <div>160 Number of Jobs in 2016</div>	Design/Build + Full-service Remodeler	 David McBride	BEST PRACTICE: It's not just one tactic or practice, rather a combination of several to create a highly satisfied customer. It starts from the first phone call to the last nail in the project: constant communication, up-to-date schedules, high-quality craftsmanship, jobsite cleanliness, superior follow-through and continual training for our crew. We do whatever it takes to make the remodeling process as smooth and enjoyable as possible for the client.
Murphy Bros Design Build Remodel Minneapolis, Minn. mbros.com <div>94.16% GQ All-time Recommend Rate</div> <div>91.43% GQ 2016 Recommend Rate</div> <div>70 Number of Jobs in 2016</div>	Design/Build + Full-service Remodeler + Handyman	 John Murphy (L) Sherry Murphy (R)	USING CLIENT FEEDBACK: It's all about the idea of continuous improvement. We have found that clients often feel somewhat abandoned during what can be several weeks or more of time between contract signing and first demo, so we added a personal email from the project manager a few days after the contract meeting explaining next steps and likely time frame. In addition, we added a "communication checklist" to the initial pre-construction meeting with PMs, lead carpenters, sales/consultants and clients to cover their communication expectations as well as ours. This puts it in writing and at the forefront establishing communication as the most critical aspect.

COMPANY	TYPE OF FIRM	CEO	RESPONSE
My Guys Remodeling, Inc. Apex, N.C. myguysremodeling.com 95.92% GQ All-time Recommend Rate 94.92% GQ 2016 Recommend Rate 141 Number of Jobs in 2016	Home Improvement/Replacement	 Joe Bass	NEGATIVE INTO POSITIVE: Recently, our supplier could not fill our James Hardie with ColorPlus Technology siding order—we were short about 10 squares. We received the balance of materials and installed about 500-square-feet of siding. The client noticed the color was not the same. Although the siding was ordered and delivered as the proper color, the batches were noticeably different. On our dime, we removed all of the inconsistent siding and replaced it with a third batch that matched exactly. The client went from steaming mad to delighted with our professionalism, even in dealing with adversity beyond our control.
New England Design & Construction Boston, Mass. nedesignbuild.com 94.81% GQ All-time Recommend Rate 93.1% GQ 2016 Recommend Rate 17 Number of Jobs in 2016	Design/Build	 David Supple	USING CLIENT FEEDBACK: We are constantly seeking feedback on how we can continue to improve our processes and grow as a company. Many new company policies have been born out of client feedback. For example, we received some client feedback that sometimes a client would talk to one of our employees and their feedback wasn't communicated to the whole team. This opened up an opportunity for us to build a better communication system between our office staff and the client, and forced us to improve the way we track client conversations to make sure we don't drop the ball again in the future.
Next Door & Window Burr Ridge, Ill. nextdoorandwindow.com 96.92% GQ All-time Recommend Rate 97.42% GQ 2016 Recommend Rate 1,500 Number of Jobs in 2016	Home Improvement/Replacement	 Justin Bartley	BEST PRACTICE: We survey all customers and share all results with our whole team. In meetings, we pick three to four good and bad surveys, and use them to reinforce our strengths and highlight our opportunities to improve. This constant sharing and celebrating our core value of relentless customer service reinforces our commitment to quality every day and every week. We also tie several bonuses to GuildQuality scores.
Normandy Remodeling Hinsdale, Ill. normandyremodeling.com 93.49% GQ All-time Recommend Rate 92.17% GQ 2016 Recommend Rate 183 Number of Jobs in 2016	Design/Build	 Andy Wells	USING CLIENT FEEDBACK: One recurring area we garnered less than perfect marks was related to timing; our customers were feeling days were not utilized fully. Our production manager had always talked with the superintendents each day, but conversations focused on issues to be resolved or challenges. Rather than continue this reactive approach, our production manager began holding weekly meetings with superintendents to talk about finding ways we can tighten the schedule for every job. Since this has been implemented, we've been able to trim an average of 20 days from our construction time, and our customer surveys indicate an increased satisfaction for timing.
North Georgia Replacement Windows, Inc. Roswell, Ga. ngwindows.com 98.13% GQ All-time Recommend Rate 98.72% GQ 2016 Recommend Rate 1,297 Number of Jobs in 2016	Home Improvement/Replacement	 Ted Kirk (L) Jonathan Collum (R)	USING CLIENT FEEDBACK: We take our GuildQuality surveys to heart. Our installers are also paid bonuses based on the quality of their scores. We use the follow-up survey to make sure we are using the job signs in the yard, the salesmen are well trained, and our jobsites are kept clean and safe. GuildQuality surveys are a perfect way for business owners to stay connected to customers and ensure everyone in the company is accountable in making sure all customers are 100 percent happy with our work.
Patriot Roofing LLC Gig Harbor, Wash. patriotroofing.biz 97.69% GQ All-time Recommend Rate 97.16% GQ 2016 Recommend Rate 237 Number of Jobs in 2016	Home Improvement/Replacement	 Stephen Campbell	NEGATIVE INTO POSITIVE: We had a customer where the installers had dried-in the roof. The supplier loaded the roof that evening and stepped through a marked bath fan opening, tearing the felt. The customer called around 1:00 a.m. during a storm, and let us know water was cascading into the house. We dispatched the crew leader as well as the general manager to find the problem and correct the issue. The owner was on-site the next morning with an apology for the customer experience. The customer was very calm and stated our response the night before reinforced their decision to choose Patriot Roofing.

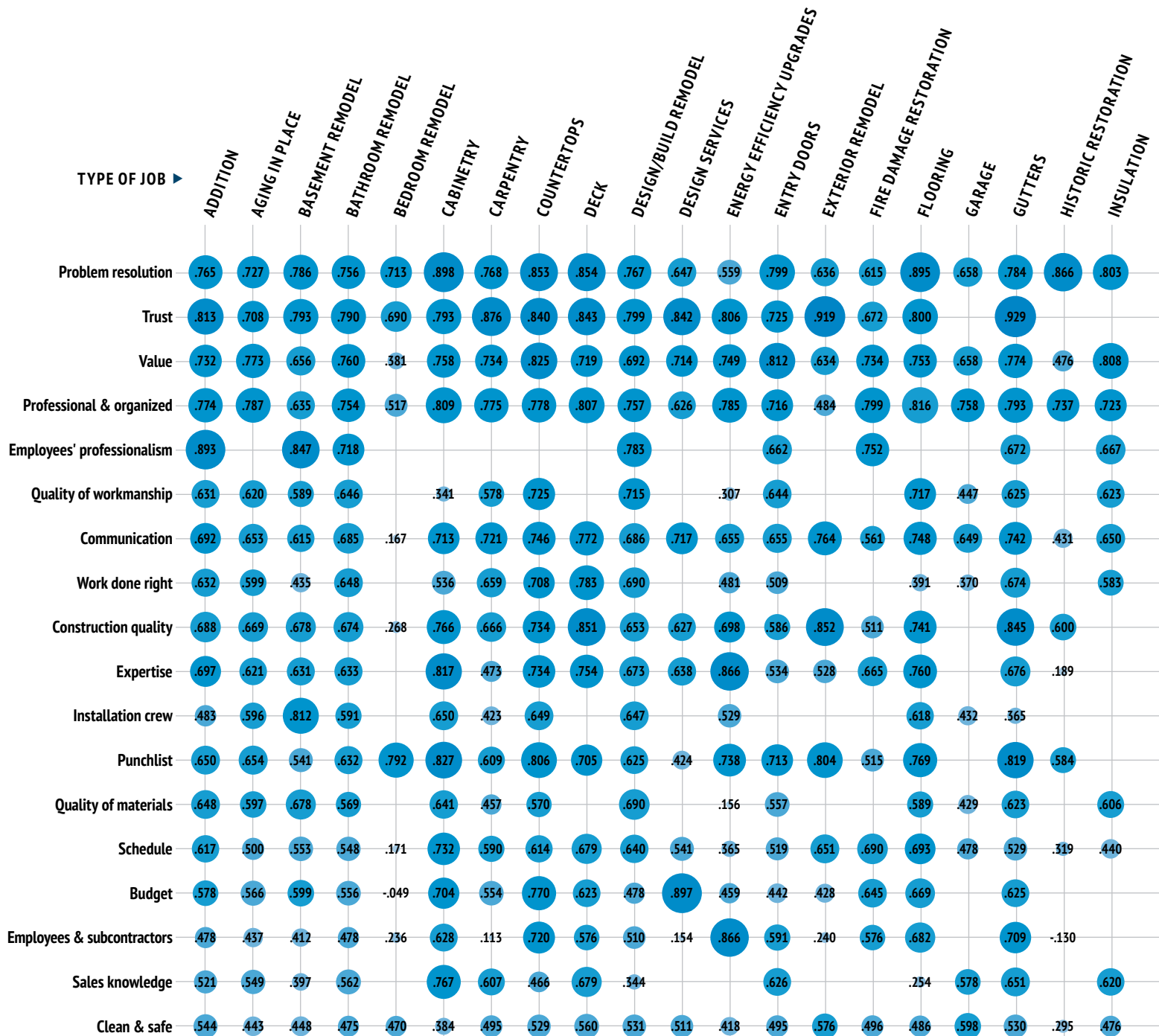
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Payne & Payne Builders Chardon, Ohio payne-payne.com 97.85% GQ All-time Recommend Rate 96.08% GQ 2016 Recommend Rate 47 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Eric Payne (L) David Payne (R)	USING CLIENT FEEDBACK: While we enjoy the positive feedback we receive, we frequently scrutinize our GuildQuality scores to identify any relatively lower averages, and then use this information to generate improvement initiatives. For instance, we'd noticed our clients' scoring of our "punchlist completion time frame" was slightly lower than other categories. Upon reviewing our systems, we determined we were tracking and completing outstanding items expeditiously, but we needed to improve our communication systems to keep the clients informed on their status. This simple step has improved our scores and clients' satisfaction.
Peak Improvements Ltd. Edmonton, Alberta peakimprovements.com 96.88% GQ All-time Recommend Rate 96.55% GQ 2016 Recommend Rate 34 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Rick St Laurent (L) Chris Schellenberg (R)	USING CLIENT FEEDBACK: A clean jobsite and great communication are two recent areas of focus. In our first call to a potential client interview, the No. 1 answer to, "What is most important to you when working with a contractor?" is communication, and the second is cleanliness. We implemented monitored processes and policies that set contact schedules for project managers to send an email, phone call or both to every job in progress every day. We also insist all tools are put away and the worksite is broom cleaned every day.
Professional Building Services by PMC Salem, N.H. professionalbuildingservices.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 200 Number of Jobs in 2016	Home Improvement/Replacement	 Peter Ciaraldi	USING CLIENT FEEDBACK: Our business is not as clean as a Five Star restaurant. It's often very messy, and we have to extract too many nails to count. Our customer feedback was always incredibly positive, but any comments we received about cleanliness were always traced back to one specific crew. By using GuildQuality, it gave us insight we wouldn't have had and allowed us to put corrective measures and additional training in place for this crew. We were also able to track and measure the improvements of this crew, all of whom are still with us today.
Quality Advantage Home Products Hampton, Va. updatemybathroom.com 94.82% GQ All-time Recommend Rate 93.59% GQ 2016 Recommend Rate 430 Number of Jobs in 2016	Bath Specialist	 John Campbell	NEGATIVE INTO POSITIVE: One of our customers contacted us in regard to their bathroom remodel. They had another company start their remodel; that company left after the demo but never returned. This customer was really hesitant to hire another company in fear they would be stuck in that position again. Our sales rep worked to gain this customer's trust. Their new bathroom was installed with great success and a happy customer!
Re-Bath of the Triad/Triangle/Wilmington Greensboro, N.C. remodelmybathroom.com 95.14% GQ All-time Recommend Rate 94.83% GQ 2016 Recommend Rate 975 Number of Jobs in 2016	Bathroom Specialist	 Tim Koehler	USING CLIENT FEEDBACK: Every GuildQuality review is sent to team members who had a part in that customer's experience. Our customers show us where we fell short and what we can do to improve their experience. Customer feedback has prompted us to change policies and/or add new policies to enhance the customer experience.
Riverside Construction LLC West Lafayette, Ind. riversideconstruction.com 97.12% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 25 Number of Jobs in 2016	Design/Build	 Andrew Haste	BEST PRACTICE: We work hard to create a positive relationship with our clients through the whole process. That way if something happens or frustrates them, they feel comfortable letting us know what's going on rather than worrying about it and it not getting addressed.

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R.R. of Alabama, Inc. Birmingham, Ala. reliablerem.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 20 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 James Walton	USING CLIENT FEEDBACK: We added language to our selection process for specialty fabrication, such as frameless glass enclosures, to ensure future clients understand the lead time and delays associated with this type of special order. Although we had customarily informed our customers of these delays, we did not place an emphasis on putting this down in writing. After reviewing several clients answers to GuildQuality reviews, we found clients were not understanding the process to the level we previously thought. This allows us to see our clients' perceptions to the remodeling and construction process; we can think more like a homeowner, not the contractor.
Schloegel Design Remodel Kansas City, Mo. remodelagain.com 97.67% GQ All-time Recommend Rate 94.79% GQ 2016 Recommend Rate 64 Number of Jobs in 2016	Full-service Remodeler	 Jake Schloegel	NEGATIVE INTO POSITIVE: We had a project where the tile floor was an issue. After having the tile sub back multiple times, it still wasn't meeting our standards, but the client was ready to accept it. Acceptable is not good enough. We ended up tearing out the floor and replacing it; SDR paid for the floor to be replaced as our tile sub wouldn't stand behind his work. The client was very happy we had their best interest in mind. This is another situation where we say, "Take the money out of the equation. What is the right thing to do?"
Sideco Inc. North Little Rock, Ark. sidecoinc.com 98.96% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 65 Number of Jobs in 2016	Home Improvement/Replacement	 Jimmy Russell	BEST PRACTICE: At Sideco, we have a very simple tactic to ensure high customer satisfaction scores: We completely ignore the potential scores and concentrate solely on earning high customer satisfaction. The scores will take care of themselves. We use the very best materials and the most exacting installation procedures. Perhaps most importantly, we are in constant contact with our clients and respond to any input they may have. At the job's completion, our clients have a total sense of control over and ownership of the outcome.
Signature Window & Door Replacement Auburn, Wash. signaturewindow.com 94.58% GQ All-time Recommend Rate 93.84% GQ 2016 Recommend Rate 328 Number of Jobs in 2016	Home Improvement/Replacement	 Grant Neiss (L) Randy Lucas (R)	BEST PRACTICE: We are committed to providing the best products, best service and best installation in the business. We evaluate each job against that commitment. We call it the "signature difference." When we get a good review, we praise our team. When we get a less than positive review, we take the time to discuss what we could have done better and what we may need to do differently in the future.
Southwest Exteriors San Antonio, Texas southwestexteriors.com 97.65% GQ All-time Recommend Rate 97.75% GQ 2016 Recommend Rate 750 Number of Jobs in 2016	Home Improvement/Replacement	 Scott Barr (pictured) Steve McNary	NEGATIVE INTO POSITIVE: We had a situation where one of our installers did not verify the correct windows were delivered to be installed. He proceeded with the installation and removed the customer's largest window only to find the new window was the incorrect size. This lead to the homeowner having wood as a window for a few weeks—right during the Thanksgiving holiday—while the new window was ordered. This resulted in a very negative Yelp review. Scott stepped in and resolved the situation. When the job was completed, the homeowner went back to Yelp and changed our rating to a 4.
Stebnitz Builders, Inc. Elkhorn, Wis. stebnitzbuilders.com 98.61% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 65 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Chris Stebnitz	BEST PRACTICE: Our team of consultants, production managers, carpenters and office staff pride themselves on proactive and responsive communication that reveals more than just the low hanging fruit of information. "Procedural listening" allows us to perform two very important tasks: First, it prompts us to ask very specific questions, not only answering "what" people would like to accomplish with their project but, maybe even more importantly, the "why." Secondly, our clients want and deserve to be "in the know." Our level of regular communication and availability make us a 24/7 home adviser and information funnel for our clients.

COMPANY	TYPE OF FIRM	CEO	RESPONSE
The Board Store Home Improvements La Crosse, Wis. theboardstoreonline.com 97.52% GQ All-time Recommend Rate 97.89% GQ 2016 Recommend Rate 797 Number of Jobs in 2016	Home Improvement/Replacement	 Miles Wilkins	BEST PRACTICE: We ask for feedback all the time. Sometimes when you ask for feedback, you might discover an issue [clients] might have forgotten to communicate had you not reached out. We send follow-up postcards after our sales staff visit a home, thank-you cards after a job is completed, and the GuildQuality survey and find out some things we were not aware of because it is not us asking. Can't say we understand this, but as long as we find out, can rectify the situation and have a happy customer, then that's what is most important.
Trademark Construction LLC Baltimore, Md. trademarkconstruct.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 100 Number of Jobs in 2016	Design/Build + Full-service Remodeler	 Vasiliou Vourou (L) Irene Vourou (R)	BEST PRACTICE: At Trademark Construction in Baltimore, we set client success from the very beginning (initial call). Everyone from the office assistants to carpenters are trained by the owner to run the company like it is their own company. As someone who is passionate about running his own business, Vasiliou has set high standards for his company, ensuring all clients receive high-quality craftsmanship from construction teams with a strong work ethic. He believes in providing excellent customer service to every client, ensuring they're satisfied with the work his crew does.
Turnkey Restoration Maple Grove, Minn. turnkeyrestorationmn.com 100% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 150 Number of Jobs in 2016	Full-service Remodeler + Home Improvement/Replacement	 Melanie Mistelske (L) Spencer Mistelske (R)	NEGATIVE INTO POSITIVE: I [Spencer] am a Haag Certified Roofing Inspector and went to inspect a home where the homeowner was not happy about the fact she had to pay a substantial out-of-pocket amount to sell her home. Using my expertise, I was able to uncover legitimate hail damage to her home. She ultimately filed an insurance claim, and I was able to help her get \$22,000 for only her \$1,000 insurance deductible. To say the least, she was extremely happy.
Twin Cities Siding Professionals West St. Paul, Minn. tcsidingprofessionals.com 97.97% GQ All-time Recommend Rate 96.55% GQ 2016 Recommend Rate 160 Number of Jobs in 2016	Home Improvement/Replacement	 Terry Stamman (pictured) Kristen Stamman	NEGATIVE INTO POSITIVE: We had a serious labor shortage last year. We apprised our clients of the situation, and most understood. However, one project was absolutely going on too long as we only had two employees working on the job. My field supervisor called to discuss the situation. I was stumped as to a solution for the problem, then the answer hit me. For the first time in almost 15 years, I strapped on a tool belt and spent two weeks helping our crew finish before Christmas. Our client was very impressed I honored our commitment to have her project finished.
Two Storey Building Bolton, Mass. twostoreybuilding.com 98.25% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 22 Number of Jobs in 2016	Design/Build	 Douglas Storey	NEGATIVE INTO POSITIVE: We had a situation where a project was delayed in finishing tile right before the holidays. We are very straightforward with the situation even if the news isn't the best. The customer was not happy. I realized we needed to put everyone on it to get it done, pulled my guys from other jobs and had everyone focus on getting the job done. We didn't completely finish in time, but most of it was done to a point where the customer was very impressed with the effort of the entire crew on her behalf. Sincere effort goes a long way.
Window Nation Fulton, Md. windownation.com 93.87% GQ All-time Recommend Rate 100% GQ 2016 Recommend Rate 9,144 Number of Jobs in 2016	Home Improvement/Replacement	 Harley Magden (L) Aaron Magden (R)	USING CLIENT FEEDBACK: We tie a majority of our customer facing staff to KPIs tracked through a GuildQuality metric. For example, our sales managers are tracked against the GQI for a "sales bundle" of questions. This has allowed us to provide continual training to our sales reps to ensure they are knowledgeable, friendly and leave a good, lasting impression.

The GuildQuality/Qualified Remodeler Heat Map of Highly Valued Service Traits

Data by GuildQuality Inc.'s Alex Overall, Edited by Qualified Remodeler



Key Satisfaction Areas for 40 Common Remodeling Jobs— Problem Resolution, Trust, Value, and Being Professional and Organized are Universal Top Traits.

This bubble matrix shows areas of focus and importance for consumers regarding their recent remodeling projects. The data was collected by GuildQuality and represents more than 100,000 consumer surveys conducted post-remodeling projects. Using the Pearson Coefficient—which describes the strength of the relationship between two variables on a decimal scale of -1 to +1 and indicates the strongest possible relationship—the chart denotes the correlation between overall satisfaction and specific aspects of the customer experience for different types of projects.

