

Why Pay a Premium?

Remodeling your home to suit your personal style and accommodate your needs is an investment that delivers a high level of comfort and satisfaction. Doing so saves the hassles and costs of moving and settling into a new area. It is also an excellent way to protect the value of a most important financial asset, your home.

As such, it makes little sense to "go cheap" and select less-expensive, less durable and reliable products and practitioners. In this case, the axiom of "you get what you pay for" definitely applies.

Common sense tells us there is a premium to be paid for a better built and more satisfying home, and that certainly pertains to remodeling. By "better," we mean a home that has been remodeled to exacting specifications and standards, performs well over time and by a professional contractor who stands by his work. Let's take a closer look at these costs and why we believe it is worth paying a reasonable premium for them instead of basing decisions on the lowest bid or price.

**Better Materials.** Professional remodelers who build to a high level of quality have higher standards for the materials that go into their projects. They cull lumber piles for the straightest studs and send the warped and knotted ones back to the lumberyard. They inspect and confirm deliveries, protect materials from weather, seek out the best warranties and track problems to weed out poor-performing materials.

When a company insists on that level of quality and provides that level of attention and care, one would expect to pay a bit more. Like cheap houses, cheap materials can deliver substandard results that often cost more to repair or replace than the premium you might pay upfront for a higher-quality option.

**Better Construction.** Remodelers who specify and only accept better-quality products do so to achieve a higher level of overall construction quality and long-term durability. They make sure products and materials are installed properly by the most competent subcontractors and adhere to performance standards that are far beyond what the local building code requires.

Why? Because the professionals in our industry know that their reputation is on the line with every project they deliver. When homeowners begin to see evidence of poor workmanship, it doesn't take long to spread the word about their disappointment with both the builder and the project. This is too high a price to pay for any company who is in business for the long-term and understands the real value of a satisfied client.

As with better materials and products, a better-built project may (and should) cost more upfront, but cost less over time. As we've seen repeatedly over the years, a quality remodel requires less repair, replacement and maintenance in the long run.

**A Better Experience.** Is it possible to put a price tag on peace of mind? Consider the value of a hassle-free remodeling project. Less stress, no hurt feelings, no horror stories, no busted budgets, no lawsuits. What is it worth to have your home improvement completed on schedule, for the agreed cost, with a contractor who is there to answer your questions from groundbreaking through move-in and beyond?

And what do you get? An improved house that meets your expectations, that is solidly built, with superior fit and finish. It's livable, comfortable, and meets your lifestyle needs. In other words, a "home." Your home.