

Qualified Remodeler

QualifiedRemodeler.com

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★ SPECIAL REPORT ★

Customer Satisfaction Leaders

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TRUST

The 4th annual *Qualified Remodeler* | GuildQuality customer satisfaction report ranks the factors that matter most in creating satisfied customers. It also highlights the best practices and techniques deployed by 60 of GuildQuality's highest-scoring remodelers.

THE remodeling and home improvement market has changed a lot in the four years since *Qualified Remodeler* and GuildQuality first teamed up to present this annual customer satisfaction report.

First, demand for remodeling services has grown dramatically, giving remodelers more opportunity to grow and, in some cases, straining labor and time resources to the brink. Second, continual improvement in communications technology has given remodelers new, faster and more consistent ways to interact with their prospects and clients—24 hours a day, seven days a week.

So while remodelers are certainly in expansion mode, the demands and expectations placed on them by their clients are going up. Photos of in-progress remodeling work, text messages from the jobsite, and on-demand renderings are all now increasingly baked into a generally higher set of client expectations. Not long ago these communication “extras” helped set remodelers apart from the crowd; but the world is changing, and top remodelers are keeping pace.

MEASURING CLIENT SATISFACTION

The tables and charts in this report quantify the top pain-points in the client relationship and offer remodelers a guide on areas of greatest importance to homeowners. The data is grounded in satisfaction survey feedback from tens of thousands of remodeling customers.

The information is presented in two ways: 1) In the Aggregate: This is a table of top attributes associated with happy clients across all types of remodeling jobs. It can be found on the opposite page. 2) By Job Type: Because client pain-points vary dramatically by type of job, the information is broken out across 40 different job types. For example, a major kitchen remodel places a higher need for jobsite cleanliness versus a window replacement job, where price and speed matter most. The resulting Heat Map of Customer Satisfaction Traits by job type is found on pages 50 and 51.

You will notice that the numbers used to represent the relative strength of a client attribute are presented as decimals. They are placed

on a scale called a Pearson Coefficient where 1 is the highest possible correlation to client satisfaction and -1 is the weakest possible relationship to client satisfaction.

A score of .850, for example, is very strong and correlates strongly to customer happiness. Any number under 0 is weaker. Most if not all of the client satisfaction drivers presented in this report are close to 1 and are, therefore, worth noting in your company's efforts to make clients happy.

Another way we are able to make the data more understandable is using bubble graphics. Larger bubbles indicate a higher Pearson Coefficient and a stronger correlation to client satisfaction. Smaller bubbles show a relationship, but one that is not as strong.

PROFILES AND TIPS

Many remodeling and home improvement firms excel when it comes to satisfying their customers. As in past years, we are highlighting the stories of 60 firms who are among the best in this area. With their listing you will find the percentage of their clients, both overall and scores specific to 2017, who say they are willing to recommend that company. How do they do it? That information is also included, featuring ideas and tips that may help you get more business from your existing client base. | **QR**

GUILDQUALITY

Since 2003, over 15,000 remodelers, homebuilders and home service providers have trusted GuildQuality to survey their customers and get honest, authentic feedback. Founded by Geoff Graham during his time as a real estate developer to be a surveying solution for small to mid-sized homebuilders and remodelers, GuildQuality's multitouch survey process, performance reporting and marketing tools make it easy for professionals in the residential construction industry to see their company through their customers' eyes, pinpoint their strengths and weaknesses, improve their online reputation, and generate more business.

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

2017 TOP SATISFACTION DRIVERS

SATISFACTION TRAIT	2017 PEARSON COEFFICIENT	2016 PEARSON COEFFICIENT	2017 PERCENT CHANGE
Trust "I trust remodeling company to follow through on commitments."	0.808	0.777	4.04%
Problem Resolution "The staff at remodeling company addresses and resolves problems effectively."	0.784	0.793	-1.16%
Value "I feel I am receiving a fair value for my money."	0.774	0.770	0.53%
Professional & Organized "My remodeling company is organized and professional."	0.748	0.760	-1.52%
Quality Of Workmanship "I am satisfied with the quality of the workmanship."	0.701	0.691	1.40%
Communication "The staff at my remodeling company communicates with me effectively."	0.674	0.681	-1.11%
Punchlist "The punchlist was completed in a timely manner."	0.671	0.623	7.56%
Work Done Right "My work was done right the first time."	0.669	0.662	1.03%
Installation Crew "My remodeling company installation crew was organized and professional."	0.658	0.627	5.07%

SATISFACTION TRAIT	2017 PEARSON COEFFICIENT	2016 PEARSON COEFFICIENT	2017 PERCENT CHANGE
Construction Quality "I am satisfied with the quality of materials and workmanship."	0.648	0.661	-2.05%
Expertise "My remodeling company had the necessary expertise to build my project."	0.622	0.654	-4.76%
Employee Professionalism "The employees of my remodeling company are professional and courteous."	0.622	0.694	-10.47%
Schedule "My remodeling company adhered to our agreed upon schedule."	0.596	0.569	4.81%
Quality Of Materials "I am satisfied with the quality of materials used."	0.581	0.576	0.96%
Budget "My remodeling company worked within our budget and kept costs in line."	0.574	0.535	7.15%
Employees & Subcontractors "The employees and subcontractors of my remodeling company are professional and courteous."	0.560	0.526	6.33%
Sales Knowledge "My salesperson was knowledgeable and helpful regarding my project."	0.538	0.513	4.76%
Clean & Safe "The jobsite is kept clean and safe."	0.501	0.496	0.93%

COMPANY	TYPE OF FIRM	CEO	RESPONSE
<p>Brad VanWeelden Co. Des Moines, Iowa bradvanweelden.com</p> <p>99.55% GQ All-time Recommend Rate 95.24% GQ 2017 Recommend Rate 60 Number of Jobs in 2017</p>	Home Improvement/Replacement	 Brad VanWeelden	<p>CHALLENGING JOB TYPE: Siding projects seem to be challenging for us. They take a little longer, and all of the work is done right in front of the customer, so the level of detail needs to be high.</p>
<p>Built Square Seattle, Wash. builtsquare.com</p> <p>98.28% GQ All-time Recommend Rate 100% GQ 2017 Recommend Rate 20 Number of Jobs in 2017</p>	Full-service Remodeler	 Divven Browne (L) Nathan Werner (R)	<p>USING RECOMMEND RATE: People see our online reviews when they are deciding which contractor to call. We also have several printouts in our client manual that we review with every potential client. In this day and age, great reviews and a good online presence are critical to success.</p>
<p>Burnett Windows & Siding Tulsa, Okla. burnettinc.com</p> <p>99.25% GQ All-time Recommend Rate 100% GQ 2017 Recommend Rate 173 Number of Jobs in 2017</p>	Home Improvement/Replacement	 Scott Burnett (L) Kim Burnett (R)	<p>CHALLENGING JOB TYPE: Due to the GuildQuality survey process, we learned that a few gutter replacement projects received lower satisfaction ratings than expected. In response, we adjusted our practices and offered our crew members additional training, which prevented future issues and improved satisfaction ratings. We approach each and every job with the same intention: to provide the highest quality products and installation.</p>
<p>Case Design/Remodeling of San Jose San Jose, Calif. casesanjose.com</p> <p>96.21% GQ All-time Recommend Rate 100% GQ 2017 Recommend Rate 36 Number of Jobs in 2017</p>	Full-service Remodeler	 James Kabel	<p>CHALLENGING JOB TYPE: The most challenging projects are phased whole-house remodels where the homeowner is planning to live in the property during the work. The level of communication has to be nearly flawless as the inconvenience factor and the client's oversight are extreme on a daily basis. In these cases, we first build a plan to make sure they understand the sequence of work and then communicate extensively during the project. We also plan more on-site meetings to make sure expectations are continually updated. We've also developed a "Hello neighbor" card for our project managers to introduce themselves [to clients' neighbors] and communicate that we are on-site and available to answer questions or handle any possible issues.</p>
<p>Classic Remodeling & Construction, Inc. Johns Island, S.C. classicremodeling.com</p> <p>95.71% GQ All-time Recommend Rate 97.06% GQ 2017 Recommend Rate 60 Number of Jobs in 2017</p>	Design/Build	 Bob Fleming	<p>CHALLENGING JOB TYPE: Whole-house renovations are sometimes more trying for the customer. With larger budgets and longer construction times, we tend to find clients' stress levels go up as the job goes along. In addition to trying to keep lines of communication open, we also use GuildQuality to survey these larger projects more frequently throughout the job. We know that sometimes clients will share information with a third party they may not necessarily feel comfortable sharing with us directly. By surveying at key points throughout the job, we can hopefully get a better gauge of how the client is feeling, giving us an opportunity to identify any areas we need to address [and] making sure we wrap things up on a positive note.</p>