

# Qualified Remodeler

QualifiedRemodeler.com

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## SPECIAL REPORT:



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# Trust, Value & Solutions

Thousands of your clients have spoken. The 5th annual QR GuildQuality Satisfaction Report shows their happiness depends on these three traits more than any others.

*This report contains two parts: A statistical analysis of more than 100,000 GuildQuality, post-remodel client surveys and profiles of 60 remodeling firms with extremely high levels of customer satisfaction. It was edited and written by Kacey Larsen and Patrick O'Toole, with the data and graphics collaboration of Alex Overall, Bailey D'Alessio and Michelle Lolley at GuildQuality.*

**THE** U.S. economy is strong—so is the remodeling market, which is estimated to grow 3 percent or more to nearly \$400 billion in 2019. These gains come on top of several years of even more robust growth for remodeling. That is why it is so striking that “value” has gained traction with clients, moving to the No. 2 spot when viewed as a trait of overall satisfaction. In addition, “budget” as a factor in satisfaction has jumped from the No. 15 spot in each of the last two years to the No. 7 spot this year. Could this subtle shift toward bottom-line results, among others year over year, be a harbinger of larger shifts in the market? Take the latest forecast for remodeling from John Burns Real Estate Consulting. It sees a slowdown in remodeling activity derived from big projects (everything over \$5,000) and strong growth in the number of small projects (under \$5,000). There are a number of reasons why the average ticket is falling back. First, younger homeowners are doing more home improvement; DIY is ticking upward too. Second, after years of rising house prices in most metro areas, that growth is slowing, meaning slower equity growth. As a result, maybe this year, for the first time in a while, people are putting tighter limits on what they are willing to invest.

## Higher Expectations

Responsiveness to completed items on a final “punchlist” has grown in importance over the last three years. Back in 2016, it ranked as the No. 12 most important driver of customer satisfaction. Last year it moved up to the No. 7 spot, and this year it stands at No. 5. Does this shift correspond with market changes? Probably not. More likely it is a byproduct of widespread improvements in service levels in all parts of the broader consumer

economy. How quickly does Amazon solve a problem with an order? You send it back and the money is quickly refunded. In industry after industry, technology has raised expectations. Problems are resolved faster with less hassle. So if you are operating at 1995 or 2005 service-level speed, 2020 standards will certainly have a negative impact on how your customers perceive the job you are doing for them.

## Responsiveness, Eye-to-Eye Communication

It should be reassuring to know, then, that after five consecutive years of careful measurement in producing this report with data from GuildQuality, attributes of “trust,” “responsiveness,” and an ability to “resolve problems” remain at the top of the satisfaction-driver list. You may not offer the most up-to-date communication technology—apps for viewing progress or regular photos from the jobsite. Your way might be a text or a voice call with weekly updates. Clients are OK without all the bells and whistles. But you certainly can control how they feel about you as a reliable partner. How well do you handle a situation when, unexpectedly, there is a pipe running through a wall that is slated for demo? How well do you communicate the value and quality of your solutions? You can do it. Even if you are old school, you can satisfy customers.

The data presented at right represents most-desired traits across all job types. On the following pages you will find these numbers broken down by job category and type. Some traits are more highly prized in big projects versus smaller ones. Finally, we profile 60 companies who share their thoughts on what makes them so successful at creating happy clients. It is information that can certainly help you improve your bottom line. **QR**

## SATISFACTION TRAIT

2018  
PEARSON  
COEFFICIENT

2017  
PEARSON  
COEFFICIENT

2018  
PERCENT  
CHANGE

### Trust

"I trust my remodeling company to follow through on commitments."

.827

.838

-1.3

### Value

"I feel I am receiving a fair value for my money."

.803

.775

3.7

### Problem Resolution

"The staff addresses and resolves problems effectively."

.773

.746

3.6

### Professional & Organized

"My remodeling company is organized and professional."

.760

.768

-1.0

### Punchlist

"The punchlist was completed in a timely manner."

.730

.724

0.9

### Employees Professional

"The employees of my remodeling company are professional and courteous."

.705

.620

13.7

### Budget

"My remodeling company worked within our budget and kept costs in line."

.703

.673

4.5

### Communication

"The staff at my remodeling company communicates with me effectively."

.696

.668

4.1

### Construction Quality

"I am satisfied with the quality of materials and workmanship."

.692

.653

6.0

### Expertise

"My remodeling company had the necessary expertise to build my project."

.674

.652

3.5

### Work Done Right

"My work was done right the first time."

.664

.640

3.7

### Quality of Workmanship

"I am satisfied with the quality of workmanship."

.661

.698

-5.3

### Installation Crew

"My remodeling company installation crew was organized and professional."

.629

.665

-5.5

### Employees & Subcontractors

"The employees and subcontractors are professional and courteous."

.612

.628

-2.6

### Schedule

"My remodeling company adhered to our agreed-upon schedule."

.590

.562

4.9

### Clean & Safe

"The jobsite is kept clean and safe."

.532

.480

10.9

### Quality of Materials

"I am satisfied with the quality of materials used."

.522

.569

-8.3

### Sales Knowledge

"My salesperson was knowledgeable and helpful regarding my project."

.520

.535

-2.8

### Salesperson Professional

"My salesperson was professional and courteous."

.406

.368

-16.9

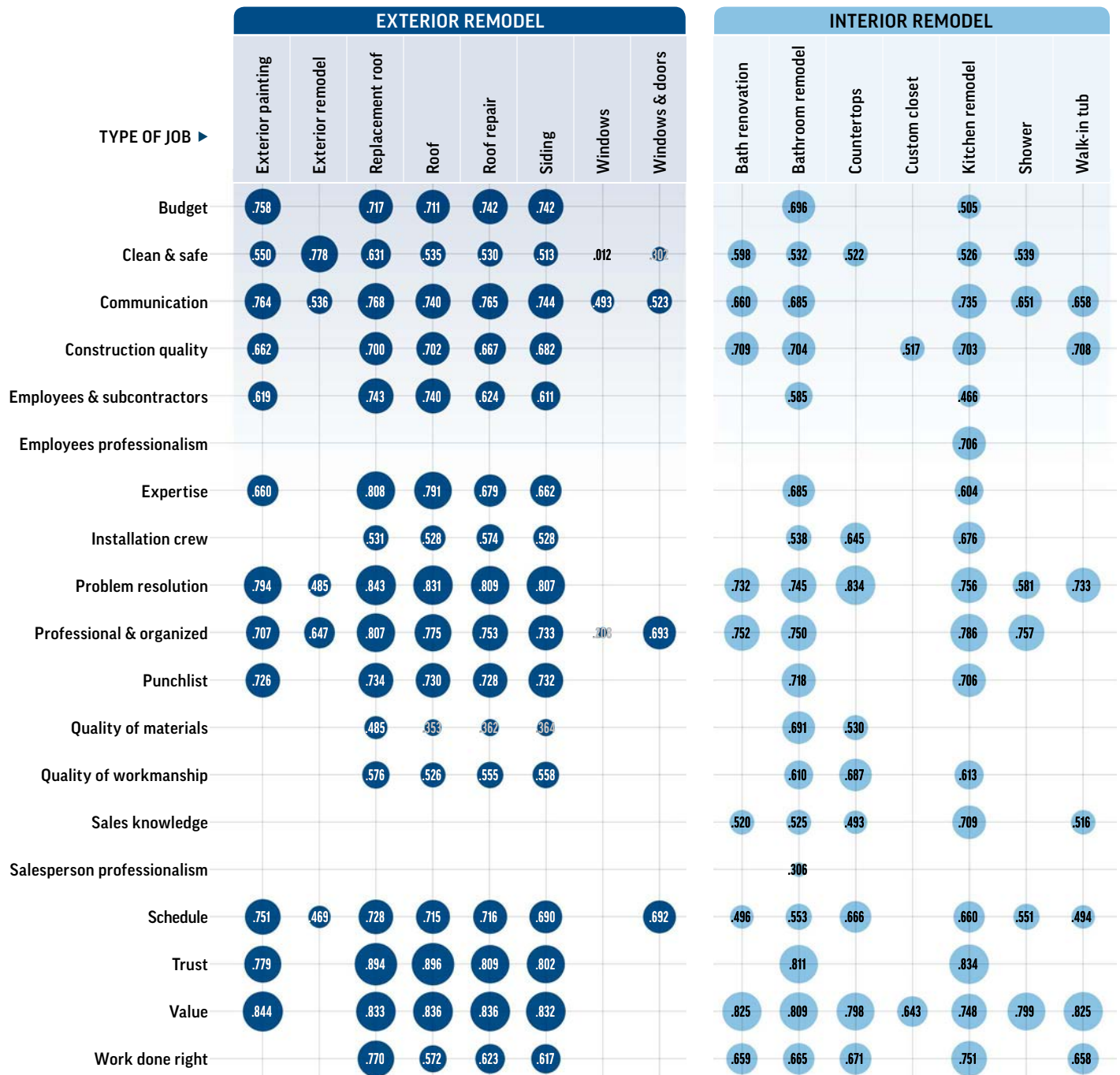
## GUILDQUALITY

Since 2003, over 15,000 remodelers, home-builders 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.

# The Heat Map

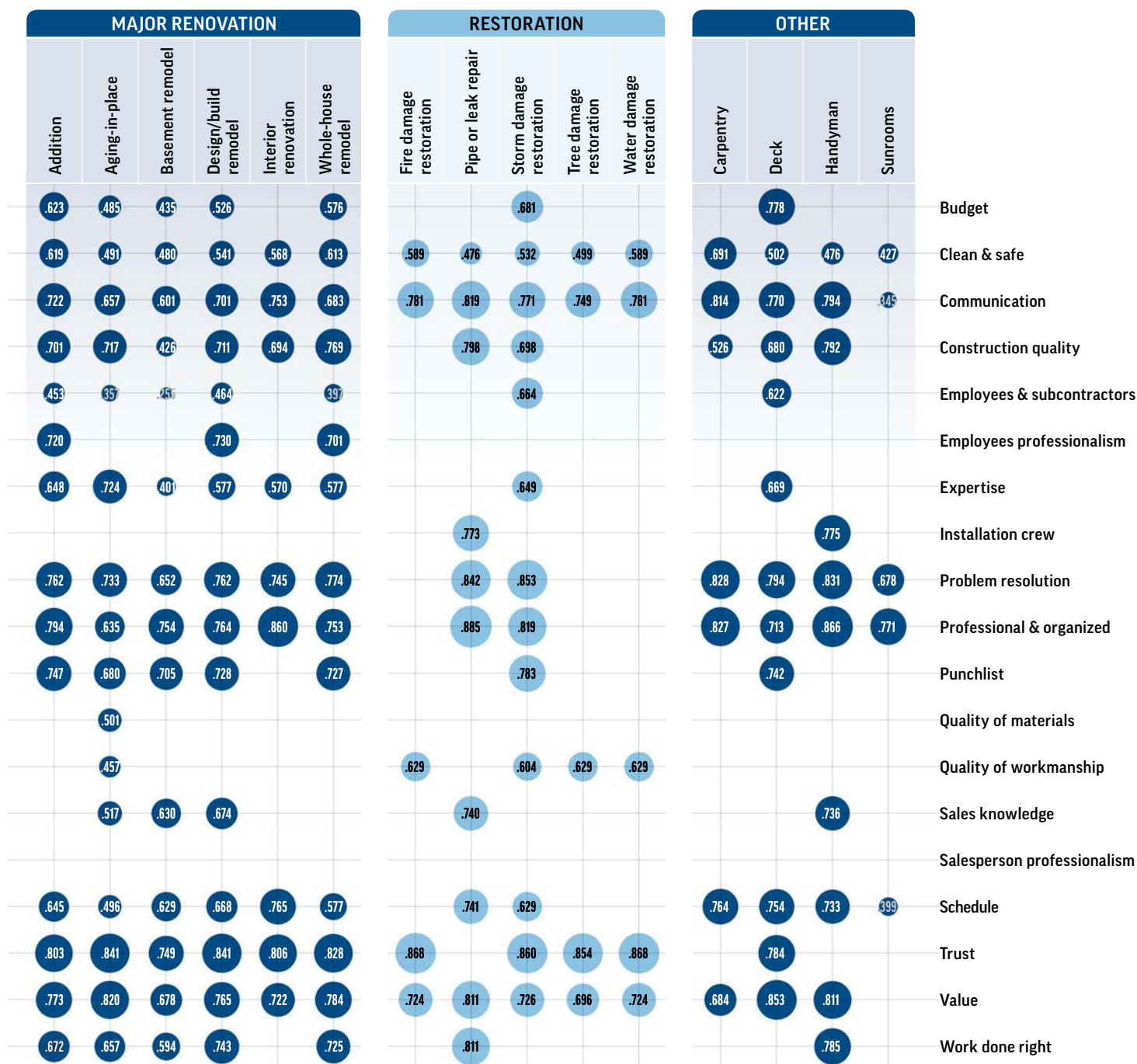
At a Glance: Satisfaction Drivers for 30 Types of Remodeling Jobs


Data by GuildQuality's Alex Overall; edited by Qualified Remodeler









This bubble matrix shows areas of focus and importance for homeowners regarding their recent remodeling projects. The data was collected by GuildQuality and represents more than 100,000 consumer surveys conducted after a remodeling project. The Pearson Coefficient describes the strength of the relationship between two variables on a decimal scale of -1 to +1, which 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.



COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Acclaim Renovations &amp; Design</b> Mentor, Ohio acclaimreno.com 96.98% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 57 Number of Jobs in 2018	Full-service Remodeler	 <b>Robert Gallese</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> At the final walk-through our clients are handed a document outlining the many ways to offer opinions of my company—sites such as Facebook, Twitter, Angie's List, Google and GuildQuality. Once a client posts their comments, we take those comments and post them to several different sites, such as Facebook and our own webpage.
<b>ADR Builders</b> Baltimore, Md. adrbuilder.com 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 10 Number of Jobs in 2018	Design/Build	 <b>Bret Stokes</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Identify problems and find potential solutions prior to approaching clients with the issue.
<b>All American Exteriors</b> Locust Grove, Ga. myexteriors.com 96.29% GQ All-time Recommend Rate 98.21% GQ 2018 Recommend Rate 68 Number of Jobs in 2018	Design/Build + Full-service Remodeler + Home Improvement/Replacement	 <b>Tiffany and Thomas Williams (top) + Stephanie and Pete Williams</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> At All American Exteriors, we pride ourselves on our craftsmanship. Every project is based on high-quality materials and precision installation. We stand 100 percent behind our products and installations. That is why we hire the best, and we leave no stone unturned until our customers are fully satisfied.
<b>American Home Design, Inc.</b> Goodlettsville, Tenn. americanhomedesign.com 94.3% GQ All-time Recommend Rate 94.32% GQ 2018 Recommend Rate 1,300 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Don Bruce</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> Satisfied customers absolutely help our online ratings. We use a company called ReviewBuzz to survey our customers and make it easy to do online reviews for us.
<b>Architectural Building Arts</b> Madison, Wis. designbuildmadison.com 98.9% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 21 Number of Jobs in 2018	Design/Build	 <b>Melinda Monroe and Aaron Monroe</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> We have built a business in the community for 30 years based on quality construction and our reputation. Our process begins with problem solving and the materials selected, to our employees and trade partners delivering quality craftsmanship at ABA to create the end result. We continue to train our employees to hold that line of quality. The majority of our clients come from referrals of past clients, who are their best resource for conveying our quality of work. We make the discussion of our attention to quality part of our sales process, and it aligns with meeting their expectations.




COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Bath Planet of Oklahoma</b> Enid, Okla. bathplanet.com/oklahoma 99.57% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 144 Number of Jobs in 2018	Bath Specialist	 <b>Todd Berdit</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> The best way to produce high-quality workmanship is providing comprehensive training and a thorough performance review before he or she begins working in the customer's home. After that, you must simply be sure the installer is paid well and often! We convey our commitment to the customer by agreeing in advance to repair unforeseen damage for no extra cost. [An] example: Rotten subfloor beneath the tub or old shower pan must be replaced, but we never add money to the final bill; we just take care of the entire job without being asked and without being paid extra.
<b>Beantown Home Improvements, Inc.</b> Halifax, Mass. beantownhi.com 99.38% GQ All-time Recommend Rate 98.28% GQ 2018 Recommend Rate 195 Number of Jobs in 2018	Home Improvement/Replacement	 <b>James DelPrete</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> The biggest thing I teach all members of my crew is that if anything arises, such as breaking something or making a mistake, to inform the homeowner immediately. Almost everything can be resolved—no matter how bad it may be—if you are upfront and honest with everyone and willing to work to a common solution.
<b>BH Design + Build</b> Mohnton, Pa. bhdesign.com 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 14 Number of Jobs in 2018	Design/Build	 <b>Ben Horning and Brock Garber</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> Our experienced project managers maintain a strong presence throughout the entire job, ensuring quality work is completed by our team as well as our trusted, long-term subcontractors. At the end of a project, our customers know we are always just a phone call away if anything does not meet their expectations.
<b>Brothers Services Company</b> Hampstead, Md. brothersservices.com 93.3% GQ All-time Recommend Rate 94.68% GQ 2018 Recommend Rate 3,299 Number of Jobs in 2018	Full-service Remodeler	 <b>John Martindale and Steve Zwagil</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We try to avoid having problems in the first place by very carefully scoping every project and producing a formal scope of work that specifies all of our promises. That scope is handed off to our production team at a meeting including all three parties—the customer, sales consultant and project management team. This ensures everyone starts on the same page. Next, every customer is assigned both a customer care manager who coordinates the logistical details of their project as well as a project manager who is responsible for the field personnel as well as the quality of their work. With that level of upfront communication, problems are relatively rare. When they do arise, each project manager has a direct line to a production team manager, who is empowered to find a fair and reasonable solution.
<b>Built Square, LLC</b> Seattle, Wash. builtsquare.com 98.53% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 20 Number of Jobs in 2018	Full-service Remodeler	 <b>Divven Browne and Nathan Werner</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We feel that solid, effective communication is paramount to avoiding problems from occurring. We perform scheduled weekly meetings with all of our projects; host our production schedules online so that the customer can always track our progress; and ensure that customers sign off on all their finish items before we order them. Even with these steps—let's be honest—in the remodeling business problems do arise; it's how we handle those problems that makes the difference.



COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Byers Enterprises</b> Grass Valley, Calif. thatsbyers.com 96.83% GQ All-time Recommend Rate 93.07% GQ 2018 Recommend Rate 1,652 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Ray Byers and Ray Byers Jr.</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> To ensure quality and satisfaction, we train crews on an ongoing basis. We use a third-party survey company to make sure our clients are happy and review issues with the crews at bi-weekly production meetings. Our quality assurance manager [completes] follow-up inspections. When issues outside of our protocol are seen, digital photos are taken and shared with the crew so all members can review the issue. Another valuable tool is the "before" photos that sales capture during a pre-sale visit. These photos have saved us countless hours and resources in cases where clients see things they never noticed before we arrived to work.
<b>Callier &amp; Thompson Kitchens, Baths, Appliances</b> Manchester, Mo. callierandthompson.com 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 61 Number of Jobs in 2018	Full-service Remodeler	 <b>Bob Strate and Carolyn Beard</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We focus on setting realistic expectations through all phases of the project. We have also implemented several inter-company communication tools, helping to eliminate issues upfront. Aside from that, we've worked diligently at sending the message to everyone in our company, including subcontractors, that we are always going to do the right thing no matter what it takes. While we strive for perfection, we know that mistakes happen. We handle those mistakes the right way for our customers.
<b>Capitol Window and Door</b> Bowling Green, Ky. capitolwindowanddoor.com 99.5% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 86 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Alan Cannon</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> Our installers are highly skilled and trained. We have a small staff of professional installers and many of our prospective customers are aware of our installers' reputation and skills before we ever interact with them. We are proud of our reputation in the community of providing outstanding products and unparalleled installation.
<b>Carolina Exteriors Plus, LLC</b> Apex, N.C. carolinaexteriorsplus.com 96.32% GQ All-time Recommend Rate 97.5% GQ 2018 Recommend Rate 200 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Clifton Muckenfuss and Wesley Newton</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> 1) All crews are thoroughly vetted either through our manufacturing partners or by our in-house grading system. We will visit a current jobsite that a potential candidate/crew is working on and perform a jobsite audit and quality control inspection. 2) Project managers attend frequent internal training and quality meetings to discuss and review installation procedures, protocols, etc. 3) Project managers oversee crews of various types and size and review their work throughout the project to ensure it not only meets manufacturer's specs but also internal quality specs. 4) Project managers are evaluated based on the quality scores their crews receive.
<b>Case Design/Remodeling of San Jose</b> San Jose, Calif. casesanjose.com 96.56% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 36 Number of Jobs in 2018	Design/Build + Full-service Remodeler	 <b>Jim Kabel</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> From a proactive point of view, we set clear, quality expectations with our own craftspeople and our trade partners during the design cycle. We spell out these expectations in our subcontracts and create detailed elevations in our drawings for everyone on the production side to not only understand design details but the intent. Our designers review finish bids with tile, custom cabinet, countertop, cabinet and flooring partners, and always go on-site at the beginning of key phases, such as tile setting, to leave nothing to chance. We also photo-document key phases of the production process in our "daily logs" on our project management system. This helps communicate the "inside the wall" and other construction details that clients may not always appreciate or be able to see during their busy work days or if living off-site during the remodel.



COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Classic Remodeling &amp; Construction, Inc.</b> Johns Island, S.C. <a href="http://classicremodeling.com">classicremodeling.com</a> 95.44% GQ All-time Recommend Rate 96.88% GQ 2018 Recommend Rate 33 Number of Jobs in 2018	Design/Build	 <b>Bob Fleming</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> To ensure our work is of the highest quality, we start with a highly trained and experienced staff. We offer training and certification opportunities to make sure we have consistency in installation methods across projects and that each carpenter knows the finish details we expect. We convey workmanship to clients in a number of ways. It begins with past clients who share their experience and opinions of our work through GuildQuality reviews or testimonials. We frequently take potential clients onto jobsites or to past projects, so they can see examples of our work with their own eyes. By permitting all of our work and having each project inspected, a homeowner can be assured all our work meets or exceeds existing code. Finally, we provide a generous warranty that exceeds industry standards so our clients know we stand behind our work.
<b>Contract Exteriors</b> Murrells Inlet, S.C. <a href="http://contractexteriors.com">contractexteriors.com</a> 96.01% GQ All-time Recommend Rate 97.83% GQ 2018 Recommend Rate 559 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Randy Hann and William McCourt</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Our focus is on communication. One way we accomplish this is through team meetings. Once a project is sold, the team goes over the details to make sure everyone is on the same page. A separate meeting with the customer is then scheduled to do the exact same thing. Everything is documented and photos are taken throughout the process. We know remodeling can be stressful and not something most of our customers have experience with. This is why we try to go over all the ups and downs with them prior to the start—to help set correct expectations and help avoid any unnecessary issues. If a problem does occur, our team addresses it calmly and is able to reference the previous documentation as needed.
<b>Criner Remodeling</b> Newport News, Va. <a href="http://crinerremodeling.com">crinerremodeling.com</a> 97.62% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 30 Number of Jobs in 2018	Full-service Remodeler	 <b>Robert Criner</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> We pride our company on quality, having a solid standing in the remodeling business since 1977. First, we only hire qualified carpenters and project managers. Along with being overseen by our production manager, projects are discussed at weekly staff meetings, ensuring each project progresses according to [its] timeline and any issues are taken care of immediately with all staff in the loop. Secondly, we only hire trade vendors who have the same standard of quality. Each project manager on-site monitors trade work to ensure all is being done correctly. When clients are surveyed after completion, we have them rate our tradespeople as well as our own staff.
<b>DaBella</b> Hillsboro, Ore. <a href="http://dabella.us">dabella.us</a> 94.25% GQ All-time Recommend Rate 97.14% GQ 2018 Recommend Rate 5,038 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Donnie McMillan Jr.</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> At DaBella, we work with homeowners to provide outstanding service and premium products for roofing, siding, windows and bath replacement systems. In our first meeting with homeowners, our customer representatives go over in detail how the home improvement process will work. The customer is also assigned a project manager who reaches out to them and provides them a direct line of contact. We also have a full-time customer service department that our homeowners have access to. We are committed to keeping the customer informed and happy every step of the way and for years after their project is completed.
<b>Davis Window and Door</b> Norcross, Ga. <a href="http://daviswin.com">daviswin.com</a> 99.16% GQ All-time Recommend Rate 96.97% GQ 2018 Recommend Rate 337 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Mauricio Jaimes</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> 1) We use FARO 3D scanners to measure complex window or door shapes. Templates are always good so we deliver products right the first time, always. 2) We have developed advanced automation in our CRM: Automatic emails, dashboards and high visibility helps to see the big picture and drill into the details. Always live; always updated. 3) We have an experienced field technician that all he does is train people in the field and new employees. 4) Our installers have been with us an average of seven years, and they know the "Davis way."

COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>DreamMaker Bath &amp; Kitchens of Orland Park</b> Orland Park, Ill. dreambkop.com <b>98.31%</b> GQ All-time Recommend Rate <b>100%</b> GQ 2018 Recommend Rate <b>12</b> Number of Jobs in 2018	Design/Build	 <b>Glen Borkowski and Denise Borkowski</b> (not pictured)	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> We are proud to ask our customers for their reviews, starting with GuildQuality. We offer them a list of review sites at our first meeting and encourage them to check us out at all of the sites. We use our reviews from GuildQuality to share on Facebook and our website. Links to all reviews from GuildQuality, the Better Business Bureau, Houzz, Google and Yelp are responded to in a very timely manner, and we are proud to continue our efforts to make a customer a customer for life.
<b>Eberle Remodeling</b> Fair Oaks, Calif. eberleremodeling.com <b>100%</b> GQ All-time Recommend Rate <b>100%</b> GQ 2018 Recommend Rate <b>20</b> Number of Jobs in 2018	Design/Build	 <b>Kent Eberle</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> We do not actively encourage reviews on social media. Most of our clients are inundated with requests to fill out surveys and are tired of responding to them. In addition, much of what is read in online reviews may be erroneous and misleading. However, there is no doubt social media reviews can be powerful and can cast the company in bad light. Responding quickly and thoughtfully to negative reviews is always the best policy. One bad review can tarnish years and years of hard work, so it's important to stay on top of them with prompt, honest and heartfelt responses.
<b>Elor Energy</b> San Diego, Calif. elorenergy.com <b>98.26%</b> GQ All-time Recommend Rate <b>99.34%</b> GQ 2018 Recommend Rate <b>2,800</b> Number of Jobs in 2018	Home Improvement/Replacement + Energy-efficient Renovations	 <b>Guy Motaey and Shimrit Motaey</b> (not pictured)	<b>DELIVERING QUALITY WORKMANSHIP:</b> Elor Energy has a research department that keeps us in check for our 98 percent customer satisfaction rating. We do not purchase any extra accessories, like caulking, stucco, nails, wood, etc., from a yard store. We only have high-quality materials to ensure the lifespan in our products. Elor is 110 percent committed to high-quality and great installation. We leave a strong warranty, backed up by the manufacturing company. Labor, material [and] manufacturer: "We do it right the first time."
<b>Exterior Source</b> Richmond, Va., and Chesapeake, Va. exteriorsourceva.com <b>97.56%</b> GQ All-time Recommend Rate <b>98.34%</b> GQ 2018 Recommend Rate <b>1,946</b> Number of Jobs in 2018	Home Improvement/Replacement	 <b>Rod Renfrow</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> As a business in today's environment, you should assume that your potential customers will check you out online. This includes customer comments and recommendations. Because we realize how important customer recommendations are, we ask our customers if they would mind taking a few minutes to rate us—whether it's on Facebook or Google. We ask this during our installation follow-up call from our office. In addition, anytime that we get positive comments by phone, we ask that customer if he/she would post on our Google pages.
<b>Fick Bros Roofing &amp; Exterior Remodeling Co.</b> Baltimore, Md. fickbros.com <b>96.21%</b> GQ All-time Recommend Rate <b>97.98%</b> GQ 2018 Recommend Rate <b>100</b> Number of Jobs in 2018	Home Improvement/Replacement	 <b>Patrick Fick</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> We have "total quality management" meetings once a month. At these meetings, we review the profitability of every job. We discuss what went right, what went wrong and how we can prevent repeating those mistakes.






COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Gravina's Window Center of Littleton</b> Littleton, Colo. <a href="http://windowsforyourhome.com">windowsforyourhome.com</a> 96.24% GQ All-time Recommend Rate 97.73% GQ 2018 Recommend Rate 600 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Jim Gravina</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> We send out customer surveys all the time, and they let us know what we did right and what we can do better. We also ask them to review us anywhere they choose if they can. Good or bad, feedback is of utmost importance because not every home and job are the same. No matter how long we have been in business we can always learn something new. The best place to learn is from our customers and reviews.
<b>Hamtil Construction LLC</b> St. Louis, Mo. <a href="http://hamtilconstruction.com">hamtilconstruction.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 33 Number of Jobs in 2018	Full-service Remodeler	 <b>Paul Hamtil and David Hamtil</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Our company invests a lot of time in preconstruction planning. A well-executed job handoff from sales to production is the start to a successful project. We discuss everything from design details to communication to housekeeping and use checklists and apps to capture information for use team-wide. Having good planning and setting client expectations well helps us to avoid issues. Inevitably, problems do come up from time to time. Our in-house team training includes role playing, discussing conflict resolution, reviewing lessons learned from issues we encounter, and reviewing our internal procedures for how to respond to problems.
<b>HC Remodel &amp; Design</b> Omaha, Neb. <a href="http://hcremodel.com">hcremodel.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 22 Number of Jobs in 2018	Design/Build	 <b>Gary Haldeman</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> At the final walk-through, we always tell clients to expect to hear from GuildQuality and that reviews are very important to our business. We ask our clients to help us by leaving reviews on other websites as well. Clients do get busy, so one way we have utilized to receive more reviews is a short email sent a few months after the initial GuildQuality survey is filled out. We ask our clients to please consider leaving a review on Google or Houzz. We take an extra step of copying and pasting their GuildQuality review into the email to remind them what they said about their experience a few months before.
<b>HIVEX Basement Finishing Co.</b> Fredericksburg, Va. <a href="http://hivexbasements.com">hivexbasements.com</a> 98.77% GQ All-time Recommend Rate 98.82% GQ 2018 Recommend Rate 85 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Christopher McNally and Lena McNally</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> To ensure workmanship is top-notch, we train our crews to be the best at their specific trade and also have knowledge of the overall construction of basements so they can support each other. This results in our crews holding themselves and each other accountable to our high standard. If a crew member notices something that needs to be improved from a previous phase, they will be sure to correct it or let someone know what needs to be done. Conveying the quality of our work to our clients really comes from the initial conversation, which sets expectations about the basement finishing process. By letting them know phase-by-phase what to expect, it allows them to see past the construction and stay excited for the final product.
<b>HMC Builders</b> Seneca, S.C. <a href="http://hmcbuilders.com">hmcbuilders.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 275 Number of Jobs in 2018	Full-service Remodeler + Home Improvement/Replacement	 <b>Adam Jones</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> We guarantee everything we do—if we touch it, we own it. This can cause the occasional headache, but it enables our clients to trust that no matter what we will execute the project. If the project manager or company owner visits a jobsite and finds something done incorrectly, we have the same employees who incorrectly completed the project correct it. We have a zero-tolerance policy for sub-standard work. Anything not meeting our standards is removed and redone, regardless of cost or time involved. We find this is a learning opportunity for employees and also reinforces our expectations to have projects meet our standards.

COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Hubbard Roofing &amp; Exteriors, Inc.</b> Calgary, Alberta, Canada <a href="http://hubbardexteriors.com">hubbardexteriors.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 800 Number of Jobs in 2018	Full-service Remodeler + Home Improvement/Replacement	 Sarah Hubbard and Kelly Bryden	<b>APPROACH TO PROBLEM RESOLUTION:</b> We are very transparent with our quotes and have no hidden or additional costs. The quote you receive is the total the customer will pay at completion. If a problem occurs, the customer's original point of contact (sales team) will work with the homeowner, and our employees are not engaged.
<b>Hulco</b> Chattanooga, Tenn., & Knoxville, Tenn. <a href="http://callhulco.com">callhulco.com</a> 96.51% GQ All-time Recommend Rate 96.46% GQ 2018 Recommend Rate 926 Number of Jobs in 2018	Design/Build + Full-service Remodeler + Home Improvement/Replacement	 W. Matthew Hullander	<b>APPROACH TO PROBLEM RESOLUTION:</b> We believe that doing the job right far outweighs just doing the job. We take whatever steps necessary to ensure that the job is done correctly, and will go back until we are certain it is and the customer is satisfied. Our culture throughout Hulco ensures this. We make sure to ask a lot of questions and hire the best employees.
<b>Jabs Construction Inc.</b> Dumfries, Va. <a href="http://jabsinc.com">jabsinc.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 213 Number of Jobs in 2018	Design/Build + Full-service Remodeler	 Christopher Jabs and Timothy Jabs	<b>DELIVERING QUALITY WORKMANSHIP:</b> We are a company with over 40 years in business. The craftsmanship learned by all our employees comes from the highest quality of work that goes back a total of four generations in our family. Our experience in the area where we work and our Class A license gives our clients the assurance that our work is top-notch.
<b>Johnson County Siding &amp; Window Co., Inc.</b> Olathe, Kan. <a href="http://jocosiding.com">jocosiding.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 125 Number of Jobs in 2018	Home Improvement/Replacement	 Bill Christie and Teresa Christie	<b>APPROACH TO PROBLEM RESOLUTION:</b> Our company operates on the belief that communication within our organization and with our clients is the foundation of our success. We begin with a very detailed scope of work so the homeowner knows what work will be done and exactly what products will be installed. Taking these extra steps to include details in the written scope of work helps to eliminate misunderstandings and assure the client their expectations will be met. We train our employees to pay close attention to detail, ask clarifying questions and be active listeners. If an unexpected problem occurs, we quickly and honestly inform the customer, take ownership for any error and explain how the problem will be resolved.
<b>K Squared Builders, Inc.</b> Keymar, Md. <a href="http://ksquaredbuilders.com">ksquaredbuilders.com</a> 99.31% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 19 Number of Jobs in 2018	Design/Build + Full-service Remodeler	 Dale Kramer	<b>DELIVERING QUALITY WORKMANSHIP:</b> We take our motto, "The way you want it," to heart. We look at "industry standards" at best as a general description and believe our workmanship is well beyond it. If work is not done right, it will be redone properly. If it is right but perhaps a client doesn't understand what is acceptable, we will meet with them to educate and explain. For example, we recently had a client who did not understand that vinyl siding/trim is made to expand and contract and some gaps are necessary to allow this movement.



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<b>Karin Ross Designs</b> Lee's Summit, Mo. karinrossdesigns.com <div>100% GQ All-time Recommend Rate</div> <div>100% GQ 2018 Recommend Rate</div> <div>60 Number of Jobs in 2018</div>	Design/Build + Full-service Remodeler	 <b>Karin Ross</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Preparation is everything. From early stage of the process, client goes through a "class" with us of what to expect and how to handle it emotionally. So if a problem occurs, the client is prepared to start with, which makes things so much easier. Any employees we have are trained to stay calm and refer the client immediately to the owner. Karin is available right away to make sure she addresses the problem and has a solution.
<b>KLAM Construction</b> Clackamas, Ore. klamconstruction.net <div>99.44% GQ All-time Recommend Rate</div> <div>98.78% GQ 2018 Recommend Rate</div> <div>366 Number of Jobs in 2018</div>	Home Improvement/Replacement	 <b>Abel Serrano</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We maintain good communication with our customers and quickly address any issues that arise. Beginning with the initial phone call, we make it a point to communicate clearly to our customers what to expect and to answer their questions to their satisfaction. Each member of our team understands that providing excellent customer satisfaction is a priority, and they know how important their role is in making sure our customers are taken care of. When an issue does occur, we apply the guidelines of common sense, honesty and respect to quickly find a remedy.
<b>Kliethermes Home &amp; Remodeling, Inc.</b> Columbia, Mo. kliethermes.com <div>96.67% GQ All-time Recommend Rate</div> <div>95.83% GQ 2018 Recommend Rate</div> <div>50 Number of Jobs in 2018</div>	Design/Build	 <b>Cale Kliethermes</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> Reputation is the starting point for our company. We have been in business for over 42 years. To ensure work of the highest quality, each client has a team consisting of a project coordinator, designer and project manager. Each team member is responsible for educating and guiding the client through the remodel experience. During construction, the client and project manager meet weekly. At each phase of the project, a checklist is completed with the client before moving onto the next phase. Our staff and trades are trained that if you think it is good enough it isn't, and what we do when no one is looking is more important than what you do in front of an audience.
<b>Kotch's Windows N More</b> Howell, Mich. kotchs.com <div>100% GQ All-time Recommend Rate</div> <div>100% GQ 2018 Recommend Rate</div> <div>103 Number of Jobs in 2018</div>	Home Improvement/Replacement	 <b>Michael Kotch</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> We use those reviews from those sources on our website. We print them and place them in the hands of our potential customers.
<b>Lakeside Exteriors, Inc.</b> Chesterfield, Mo. lakesideexteriors.com <div>95.88% GQ All-time Recommend Rate</div> <div>100% GQ 2018 Recommend Rate</div> <div>87 Number of Jobs in 2018</div>	Design/Build + Full-service Remodeler + Home Improvement/Replacement	 <b>Matt Merrifield and Dan Merrifield</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> All our jobs go through a preconstruction meeting, consisting of the homeowners, the design rep and the production manager. We discuss the job right after the sale to make sure the homeowner is comfortable [with] how we will proceed. We discuss where the material will be located as well as the dumpster and jobsite trailer. This meeting helps our communication as we prep for production.

COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Landis Architects/Builders</b> Washington, D.C. <a href="http://landisconstruction.com">landisconstruction.com</a> 94.71% GQ All-time Recommend Rate 97.22% GQ 2018 Recommend Rate 96 Number of Jobs in 2018	Design/Build	 <b>Chris Landis and Ethan Landis</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We have thorough processes and checklists in place that help us avoid missing critical information. Our team members also constantly communicate with each other and with the client. We also use Buildertrend, a cloud-based software, to keep the client updated with project photos and schedules. We tell clients there will be glitches during the renovation process, and it's our response to these glitches that shows our level of service. When we bring issues to the attention of the client, we try to present them with solutions and options at the same time.
<b>McBride Construction Inc.</b> Petoskey, Mich. <a href="http://mcbrideconstructioninc.com">mcbrideconstructioninc.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 69 Number of Jobs in 2018	Full-service Remodeler	 <b>David McBride</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> We hire quality carpenters who enjoy their work and take pride in the customer projects they do every day. We have the "McBride Way" that holds our carpenters and sub-trades to a higher standard to ensure our customers receive the best job possible every time. Our production manager meets with our lead carpenters twice per week and also calls them daily to make sure the project is going well and quality is maintained.
<b>Modern Exterior Solutions</b> Bellevue, Wash. <a href="http://modernexteriorsolutions.com">modernexteriorsolutions.com</a> 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 35 Number of Jobs in 2018	Full-service Remodeler + Home Improvement/Replacement	 <b>Arbri Allaraj</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Before the start of a new project, I ensure all planning has been completed. I order all the necessary materials and ensure that delivery will be on time and appropriate quantities. I inform all my employees of the time that they're supposed to be on the jobsite as well as what is expected of the project. In the case a problem arises—such as when a customer is upset about something to do with the project—I let the customer talk and make sure I understand them, then I do my best to resolve the problem as efficiently as possible.
<b>Mr. Roofing, Inc.</b> South San Francisco, Calif. <a href="http://mrroofing.net">mrroofing.net</a> 98.69% GQ All-time Recommend Rate 98.15% GQ 2018 Recommend Rate 200 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Carlos Rodriguez</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> All our production professionals are certified by the major manufacturers in the roofing and solar industry. We also have them complete NRCA and WSRCS training. This helps us install our systems correctly and meet the technical requirements for the long-term warranties by each manufacturer. We also have project managers follow a preconstruction meeting, a zero defects checklist per system we install, and a final walkthrough to ensure our client's complete satisfaction. Most of our projects are inspected by the manufacturers when we register the long-term warranties. All of our projects are inspected by the city or town's building department in which we are working. We perform safety tailgate sessions and bi-weekly safety meetings to help our production teammates work in a safe and healthy workplace and worksite. This helps us perform our work to the highest standards.
<b>North Georgia Replacement Window, Inc.</b> Roswell, Ga. <a href="http://ngwindows.com">ngwindows.com</a> 97.95% GQ All-time Recommend Rate 97.16% GQ 2018 Recommend Rate 800 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Ted Kirk and Jonathan Collum</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> Quality of workmanship is often in the details of the job. North Georgia Replacement invests every year in training our installers and improving our processes. We work with the best product and material providers and building scientist in the country to make sure we are using the most advanced procedures and materials available. We encourage our prospective customers to actually visit jobs—completed or ongoing—in their area and compare this to any company in our market. If this happens, we know we'll win nine out of 10 jobs.

COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Northern Lights Exteriors</b> Denver, Colo. northernlightsexteriors.com 95.24% GQ All-time Recommend Rate 97.06% GQ 2018 Recommend Rate 400 Number of Jobs in 2018	Full-service Remodeler + Home Improvement/Replacement	 James Hooven	<b>APPROACH TO PROBLEM RESOLUTION:</b> Northern Lights Exteriors will do a preconstruction walk with all customers prior to job start date. During that meeting, our project manager, production manager, crew leader and homeowner all meet on-site to review the entire scope of work. All questions are answered at that time to make sure everyone understands what work will be done and even what unforeseen may come up. We ensure our production manager and crew leaders speak fluent Spanish so nothing is lost in translation between Northern Lights Exteriors' team and crew. We also send out communication prior to [project] start, letting the client know to call the production manager, project manager or office if any questions come up while the crew is on site.
<b>Paragon Construction Company LLC</b> Midlothian, Va. paragonrva.com 98.36% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 69 Number of Jobs in 2018	Full-service Remodeler	 Jeremy Shank	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> We are working on better utilizing the high reviews we received from GuildQuality on social media. Currently, we have created an in-house, two-sided brochure that has our reviews and scores on one side and a description of GuildQuality on the other. This brochure is used as part of our sales process. During all initial appointments, our customer adviser shows the brochure's front side to customers and uses the reviews as a selling tool. At the final warranty walkthrough, the customer adviser will pull out the same brochure, review what GuildQuality is and our scores, then explain how the customer can expect to be contacted. It has been a good tool for us and seems to be working.
<b>Pathway Design &amp; Construction</b> Seattle, Wash. pathwaydc.com 99.08% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 22 Number of Jobs in 2018	Design/Build + Full-service Remodeler	 Paul Kocharhook	<b>DELIVERING QUALITY WORKMANSHIP:</b> We took several measures to ensure consistency with our quality of work and our trade partners; we created a subcontractor agreement and Pathway standard product specifications. The subcontractor agreement is a written agreement between Pathway and the subcontractor about job expectations. The Pathway standard product specifications are a list that outlines our approved products to use on our jobsites. Because our core service is healthy home remodeling, we create highly functional living spaces through smart design and eco-friendly, healthy and energy-efficient products and practices. Our health focus extends to care and management in our building practices too, especially air quality—a critical element as most of our clients live on-site through construction. So our methods, procedures and practices are different, and we expect our trade partners to follow them as our extended Pathway family.
<b>Patriot Roofing LLC</b> Gig Harbor, Wash. patriotroofing.biz 97.08% GQ All-time Recommend Rate 97.48% GQ 2018 Recommend Rate 250 Number of Jobs in 2018	Home Improvement/Replacement	 Stephen Campbell	<b>DELIVERING QUALITY WORKMANSHIP:</b> To ensure quality standards are met on each job, we spend approximately 120 hours per year, per employee in training classes put on by industry experts as well as in-house training. We also have our in-house quality control manager inspect and grade every project so we can keep a running total (posted for all to see) for each crew on how they are performing. This immediate feedback helps them to improve their quality of work, and it also allows for healthy competition among the crews.
<b>Philbin Construction &amp; Remodeling Co.</b> Mokena, Ill. remodelwithus.net 98.31% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 31 Number of Jobs in 2018	Full-service Remodeler	 Matt Philbin	<b>APPROACH TO PROBLEM RESOLUTION:</b> By design, all of our contracts and other signed documents are very clear and detailed. We want the client to have a thorough understanding of what each project includes and (in some cases) what it does not include prior to their commitment and prior to the start of work. Once the project begins, clients are constantly updated by field employees as well as project managers as to what is being done that day and the next. We feel that keeping communication open and being transparent with our clients helps avoid these situations in the overwhelming majority of our projects.

COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Quality Cut Design Remodel</b> Minneapolis, Minn. qualitycut.net 95.35% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 25 Number of Jobs in 2018	Design/Build	 <b>Kent Tsui, CR, CRPM</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> We try and complete as much of the work within our own company so we can control as much as possible. And the subcontractors we do use we have a very long relationship with them, so they are almost just an extension of our company.
<b>Quillen Bros Inc.</b> Bryan, Ohio quillenbrosinc.com 93.74% GQ All-time Recommend Rate 94.8% GQ 2018 Recommend Rate 409 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Robert Quillen</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> Two to seven days after the installation, we schedule an appointment with the customer to have our company ambassador show up. He delivers them a small gift, takes pictures of the customer for social media purposes, and we ask for reviews while we are there.
<b>Re-Bath of The Triad/Triangle/Wilmington/Myrtle Beach</b> Greensboro, N.C. triadreath.com trianglererebath.com wilmingtonrebath.com 94.89% GQ All-time Recommend Rate 94.84% GQ 2018 Recommend Rate 974 Number of Jobs in 2018	Bath Specialist	 <b>Tim Koehler</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Every employee who touches a customer's job has a system in place to double check that we ordered the materials correctly and that we received the materials as ordered. We put a second set of eyes on every order. Also the installation instructions are scrutinized before the job is released. If we do have a problem arise, our team knows that communication is paramount—communication with the customer as well as internal communication. Our team understands urgency, and we make the seemingly impossible possible.
<b>Renovations</b> Prescott, Ariz. renovationsaz.com 97.3% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 38 Number of Jobs in 2018	Design/Build	 <b>Tom Reilly</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Our handoff from sales and design to production is detailed, and all three must sign off on subcontracts' work scope as well as a review of the project with sales, design (sometimes the same person), production manager/estimator [and] lead carpenter. By all parties having the same knowledge, many problems are avoided. When an issue does develop in the course of work, the lead carpenter is our first line of engagement. Then if necessary, that will move up the ladder. Generally, we have two rules: First, the customer is always right. Second, when the customer is wrong, see rule No. 1.
<b>RJ Turner Remodeling, LLC</b> Winston Salem, N.C. turner-remodeling.com 97.87% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 250 Number of Jobs in 2018	Full-service Remodeler	 <b>Richard Turner</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> Problems seem to occur most often when customers are not completely informed of what is exactly covered in their contract. We have learned to go through great lengths now to clearly explain to the customers what items are covered and what items are not. If this is done before any work is started, then most projects go a lot smoother and we have satisfied customers.



COMPANY	TYPE OF FIRM	CEO	RESPONSE
<b>Ronald L Dimon Construction Co., Inc.</b> Manlius, N.Y. dimonconstruction.com 99.08% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 61 Number of Jobs in 2018	Design/Build	 <b>Ronald Dimon and Peter Dimon</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> Quality workmanship is something that Dimon Construction is known for. We are very appreciative of our men because they take pride in the work that they do. Our customers are assured that their project, big or small, will be completed in the proper way—the way it should be done.
<b>RPS Remodeling</b> Lincoln, Calif. goforrps.com sacramentosiding.com eastbaysiding.com northbaysiding.com 100% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 92 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Rick James</b>	<b>DELIVERING QUALITY WORKMANSHIP:</b> All of our crews receive continual training to ensure that we adhere to best practices. We (ownership) are present on the job throughout the duration of the job. Communication is key, and it is an area that we are constantly trying to improve on. We encourage our clients to check out our GuildQuality surveys from our past customers. We will also provide our potential clients with local jobs they can go to see the quality of workmanship and to speak with our previous customers regarding their experience in working with RPS.
<b>Van Metre Design Build</b> Ashburn, Va. vanmetredesignbuild.com 96.3% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 23 Number of Jobs in 2018	Design/Build + Full-service Remodeler + Custom Home Builder	 <b>Brian Davidson</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We minimize issues that arise by setting the proper expectations for our clients and continually working to exceed those expectations. We spend a large portion of every project in the design and planning stages, so that once construction begins we have a very clear critical path to finishing the project on time and on budget. Every job comes with some hurdles so when issues come up, big or small, we proactively work as a team to adapt and overcome.
<b>VanWeelden Co.</b> Des Moines, Iowa bradvanweelden.com 99.57% GQ All-time Recommend Rate 100% GQ 2018 Recommend Rate 100 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Brad VanWeelden</b>	<b>APPROACH TO PROBLEM RESOLUTION:</b> We try to emphasize that the customer is always right. If something unexpected happens or we make a mistake, we need to resolve the issue immediately. If these things aren't handled quickly, they can set a bad tone for the duration of the whole project. GuildQuality helps us evaluate and eliminate some of these possible problems that we may not have realized even existed.
<b>Windows USA, LLC</b> Royal, Ark. windowsusa.com 98.14% GQ All-time Recommend Rate 98.14% GQ 2018 Recommend Rate 8,155 Number of Jobs in 2018	Home Improvement/Replacement	 <b>Mike Allbritton</b>	<b>USING AND HANDLING RATINGS AND REVIEWS:</b> We respond to customer reviews individually and personally. We begin by saying thank you; this allows us to show customers we appreciate and value their patronage and candid feedback. If the review is negative, we apologize and empathize. People do not care how much you know until they know how much you care. We are firm believers in owning our mistakes, we certainly endeavor to take responsibility without fail, [and] we most assuredly do not make excuses. Most importantly, we correct the issue to the customer's satisfaction, then ask they remove the negative online review or post a follow up concerning the resolution. If there's nothing that can remedy the circumstance, we will go to great lengths to respond to the reviewer, take ownership and promise to correct the problem so it does not affect other homeowners in the future.