

REMODELING LEADERSHIP CONFERENCE
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How Smart Companies Grow

Remodeling

A Hanley-Wood Publication remodelingmagazine.com

April 2001

professional help

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for pros only

page 78

Mitchell McDaniel
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he plays one on TV
page 68

The winners of our
marketing contest
page 88

Sparring partners:
Fixed price vs. time
and materials
page 98

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Volume 17, Number 4

98



54

78



Features

54

Before & After: Captain's Quarters

Braving the seas of historic constraints, remodeler and architect fashion a dwelling worthy of a commander.

68

Profile: Camera Ready

Mitchell McDaniel is a remodeler. And he plays one on TV.

78

Design: Professional Help

Commercial-style kitchens aren't for pros only.

88

Business: Image is Everything

REMODELING presents the winners of its marketing contest.

98

Business: Sparring Partners

Fixed price vs. time and materials: Which one is right for you?

Cover photo: Robert Stein



88



68

image is everything

REMODELING Marketing Contest

NINA PATEL, SENIOR EDITOR, DESIGN

When REMODELING decided to conduct a marketing materials contest, we weren't sure what to expect. But both the number and the professionalism of the entries happily surprised us. The branding and imaging we stress in the magazine and at conferences were evident in the logos, organized binders, and creative ideas of each entry.

The goal of the judges was to choose winners that would inspire the industry. All the winning materials are well-designed, consistent, and nicely reproduced, as well as clever and creative. The judges could also tell that the remodelers spent money on professional design and consulting.

Though it is difficult to quantify, the winning compa-

nies obviously believe that making an investment in marketing is valid and necessary for future growth or to capture a niche. The winners were immediately evident and showed thoughtful planning, one judge commented. The two grand award winners, Small Carpenters At Large and Strite Design + Remodeling, will receive an award plaque. In addition, one person from the company will receive free admission to the REMODELING Leadership Conference, held in Washington, D.C., May 20-22. The four merit award winners will receive an award plaque. There were 43 entries overall.

JUDGES

Victoria Downing

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Victoria Downing is vice president of Remodeler's Advantage, a consulting company specializing in providing strategic business management information to the remodeling contractor. Since 1990, Victoria

has worked with her partner, Linda Case, to help remodelers make more money and reach higher levels of success.



Joaquin Erazo

Case Design/Remodeling
Bethesda, Md.
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Joaquin Erazo is the vice president of marketing and public relations for Case Design/Remodeling and the Case Handyman Services Franchise System. He directs all marketing strategies for Case, which include creative direction, Web

efforts, home shows, brand management, and the syndication efforts of Case's *Our House* national radio show. He joined Case in 1999, having previously worked for companies in the banking, finance, association, and software industries.



Jean Whiddon

William J. Kircher & Associates
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Jean Whiddon is president and owner of Kircher, a full-service marketing agency in Washington, D.C. She has 20 years of experience in marketing strategy, advertising, direct

mail, and Internet marketing for clients that include trade and professional associations, publishers, and corporations in the Washington, D.C., area.



PHOTOGRAPHY: MIKE PATTISALL

GRAND AWARD

Strite Design + Remodeling
Boise, Idaho
www.stritedr.com

Designer: Temel Inc., Boise

The judges chose this packet as a grand award winner because of its clean, sophisticated look. The white and gold theme of the letterhead and the white embossed notecards reflect an impressive and mature business. The print advertisements, the job sign, and the logo on the truck all convey the message of an upscale company. And in all of the materials, the designers used reader-friendly bulleted points instead of heavy blocks of text.

At first glance, the judges thought the

four-color postcards felt outside of the theme. But they work because the logo is prominently displayed. The swooping borders on the logo echo the angled "S."

The homeowner business cards particularly impressed the judges. The company hands out cards that read, "Our remodel is on the Web. Check it out!" to their clients, who pass them on to family, friends, and neighbors. The Web site itself shows in-progress photos of the clients' project, as well as other projects, and educates visitors about the company's remodeling services.

The judges also praised the testimonials, which were incorporated into a fold-over brochure instead of including the separate letters from homeowners that many remodelers insert into marketing packets.



Small Carpenters at Large Atlanta

www.smallcarpentersatlarge.com

Designer: BrickHouse Design, Atlanta

The entire marketing packet from Small Carpenters at Large reflects a consistent message of old-fashioned craftsmanship. The company's logo is a house with a stone foundation and front porch. The use of the logo, the text, and the old-style font, which extend to everything from the door hanger to the job signs, all contribute to the message of craftsmanship.

The judges liked the unique brick red and green color palette of the folder cover. It

shows the creative results remodelers can achieve with simple two-color printing. The shadow images of screw heads embedded in the dark red edge of the letterhead and business cards emphasize the construction aspect of the company.

The old-fashioned craftsmanship theme extends even beyond the printed material. At jobsites, oval-shaped signs hang on curved posts that look antique.

The judges said the copy clearly com-

municates the reasons to use this company. "It gives clients the idea of large-organization capability with small-ownership feel," one judge said. The creative direct mail piece flows with easy-to-read copy, while the plastic license plate attachment for employee vehicles offers an additional marketing tool. The company has two types of business cards. One has a traditional look with the company name and address and other standard information. The other folds over like a mini-brochure. The interior flap lists the company services as well as its mission statement.



MERIT AWARD

Lake Country Builders Excelsior, Minn.

Designer: Olson + Company, Minneapolis

All the materials in the Lake Country binder reflect a nature theme. Leading the theme is the tree logo, but a leaf background on the binder and folder covers and leaf and water images on the back of the homeowner literature all emphasize the natural feel of Lake Country Builders.

The theme receives a high-end touch with good quality paper and stylish, cleanly designed postcards and advertisements. "Everything you pick up, you know that it is from this company," one judge said. There are three lists of past and present projects and references, which the judges noted makes it easy for homeowners to check references.



MERIT AWARD**Englemann Construction
Ketchum, Idaho****Designer: Steele & Associates,
Boise, Idaho**

The first thing the judges noticed in the Englemann folder was the corporate brochure that takes homeowners through the remodeling process. The copy is well laid out, light, easy-to-read, and has eye-catching headlines and quotes. Sprinkling testimonials throughout the brochure, instead of offering separate letters, make them more accessible, prominent, and easy to read.

One folder section contains a page dedicated to each of the key personnel. The judges agreed that gives homeowners a feel for the company. The ring binding allows the company to easily change or update information. "When you read it, you feel like this is a company you want to do business with," one judge said.

MERIT AWARD**Design Construction Concepts
Northbrook, Ill.
www.dcc-ltd.com****Designer: Biz-comm,
Reston, Va.**

The bold black and red colors of DCC's logo and materials are tried, true, and effective, the judges said. The colors bring a lively and current look to the marketing folder, while the series of squares from the front of the folder appears uniformly in all the marketing pieces.

The professional look supports the company objectives, specifically homeowners and architects working together throughout the remodeling process. The judges liked the offset design of the brochure, saying it was distinctive and current. The bulleted points reinforce the professional design premise. In addition, the newsletters maintain the overall company look and continue the extensive brand building of the company logo.

MERIT AWARD

SawHorse
Atlanta
www.sawhorse.net

Designer: Summit Marketing,
Atlanta

SawHorse's logo is memorable and versatile, the judges said, and the company cleverly exploits it on all of its materials. The horse with a saw blade for a mane works on letter-head, holiday cards, and black and white ads. Though the logo is black and gray, the company adds color when needed with the use of dark red for the company name or an accent line.

As a subhead, right under the logo, there is a list of the top reasons to use the company: designers who listen, prices that are guaranteed, and advice you can trust. The judges liked the simple words and the fact that they sum up the company's strong points. The company's attention to detail shows in the consistency of the typeface in every use of the subhead. The versatility of the logo is especially evident in the holiday cards. On one card, the logo is outlined by a skater on ice, on another, it is used on a tree ornament.

