POTTER CONSTRUCTION

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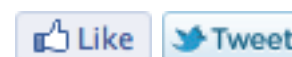
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FORWARD TO A FRIEND

GARY'S REMODELING CORNER

Q: How durable are today's homes?

A: New or newly remodeled homes can be as durable as older ones, but they must be correctly detailed. There is less room for error than in the past, thanks to code-mandated insulation and air sealing for new buildings and remodels. This reduced tolerance is one reason great contractors have clear standards for

Quality Is No Accident

The best remodelers approach it systematically

What separates the best professional remodelers from good ones? A lot of things do, but part of the answer is that great remodelers are obsessive about small details. And taken together, those small details leave a big impression.

Most remodelers really want to serve their customers. They strive to do good work and respond quickly if the customer has a serious problem like a leak after the job is done. At the same time, many lack formal systems for finding and correcting small errors during the project and for making sure they don't happen on future projects.

Unfortunately, those small errors generate the most complaints. These range from minor aesthetic issues (such as nail pops in new drywall) to annoyances (flooring that squeaks). Issues like these are far from minor to customers, however: they play a big part in how happy customers feel with the completed project.

Industry research has found that avoiding such problems is a matter of being systematic about quality. Although most of the research has been done with new home builders, the results also apply to remodelers, as many companies do both. For example, an August 2017 article in *Professional Builder* magazine, based on interviews with companies around the United States, reported that while most lack formal QA (quality assurance) programs, those who had put such a program in place were quickly rewarded with steep reductions in warranty claims. One of the pros interviewed reported 70 percent fewer claims after just two years.