

FINISHED BASEMENTS **plus**

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HOW TO CHOOSE A CONTRACTOR



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INDUSTRY STANDARDS ARE NOT TOUGH ENOUGH

When done properly, a remodeling project can make your home more enjoyable and prove to be a valuable investment. Unfortunately, we have all heard horror stories about home remodeling projects gone wrong.

“We want to educate consumers about how to choose a good, honest home improvement contractor.”

Problems with longer-than-expected installation, final bills that come in higher than the quote, and shoddy workmanship, sadly, are too common. We were shocked and embarrassed to find out that, according to the Better Business Bureau statistics, home improvement contractors are the most complained about industry.

Industry Standards Are Not Tough Enough!

We want to educate consumers about how to choose a good, honest home improvement contractor. The industry standards simply are not tough enough. Just about anybody with a hammer and a pickup truck can call themselves a contractor.

Before you hire any company to work in or around your home, make sure you have gathered the information necessary to make sure they are the right fit for your project. We have compiled the following information

through our years of experience that will allow you to ask the questions necessary to find a reputable contractor.

Using the information on the following pages will allow you to ask the right questions and look for the signs of a great contractor.





Things to look for:

- Stability
- Reputation
- Professionalism
- Reviews & Testimonials



A Few Things To LOOK FOR

1

Stability

You need to make sure any contractor you do business with has proven themselves in the past, and will be there if you need them in the future. Don't just ask the contractor if they are stable; look for tangible proof of longevity and financial stability by asking for the following; proof of establishment, business licenses and insurance.

2

Reputation

You can tell a great deal about a contractor based on what others are saying about them - particularly their customers. The old advice of "ask for 3 references" is just too easy to fake. You will need to get a little tougher with your contractor to protect yourself. Insist that any contractor produce the following things; memberships, accolades and awards, and the ability to see their work in person.

3

Professionalism

A good contractor doesn't just do good work. A good contractor understands that when working with homeowners, it's often the little things that can make a big difference. You should find a contractor that shows you respect by the way they treat you, the way they present themselves, the way they treat your property, and their attention to detail. Check if they offer a detailed proposal and design, as well as examples of previous projects for ideas and inspiration.

4

Reviews and Testimonials

Another thing to look at when researching a contractor is public reviews and testimonials. Reviews published on the companies website can often times be tough to verify. Look for public reviews on websites such as Google, Yelp, Angie's List and Houzz. Websites that offer reviews posted directly by homeowners is also a great way to see the level of customer service that a company provides. Are they responding to any negative reviews? Remember, that no company is perfect, a few less than perfect reviews is to be expected.



Contractor Standards Check-List

Before you hire any company to work in your home, make sure you consult our check-list below. Insist that any contractor you are working with complies with every standard in the list. If you do, chances are that you will get exactly what you want out of your project.

WHAT TO LOOK FOR	FINISHED BASEMENTS PLUS	CONTRACTOR A	CONTRACTOR B
Proof of Establishment	✓		
Business License and Insured	✓		
Membership and Accolades	✓		
Ability to See Their Work in Person	✓		
Detailed Proposal and Design	✓		
Lifetime Warranty	✓		
Project Photos for Ideas and Inspiration	✓		
Financing Options	✓		
Contractor is Experienced and Knowledgeable	✓		
Uses Materials Designed for My Type of Project	✓		
Has Public Reviews and Testimonials	✓		

ARE WE THE COMPANY FOR YOU?

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