

I Was Shocked And Embarrassed When I Found Out That Home Remodeling Was Labeled America's #1 Most-Complained-About Industry.

Dear Architect,

If you have any current or previous clients who are interested in remodeling or adding on to their homes, then I would like to offer you some timely information that could **save them headache and heartache** when dealing with a contractor. I want to introduce a program that effectively eliminates all the problems people has when remodeling their houses.... and *should* make it easier for you to judge a contractor in your client's behalf.

My name is Randall Hall. I am the president of RHI Design and Build; we're a professional remodeling company here in the Dallas/Fort Worth area. It is a well known fact that this industry is filled *with less-than-reputable* contractors...and what we affectionately refer to as "**two guys, a hammer, and a pickup truck.**" Most industries have their share of lower-end providers. But I was shocked when I saw a recent article from the Wall Street Journal (12/29/95) that boldly proclaimed.....

Every Year Over 1.1 Million Complaints and Lawsuits are Filed Against Remodeling Contractors -- A Number That Dwarfs Even The Hated Auto Repair Industry!

The sobering article quoted the U.S. Better Business Bureau as saying that "Contractor fraud and shoddy workmanship is *the* biggest complaint of U.S. consumers." The reason for this staggering number of complaints is simple: Most people have their house remodeled so infrequently that they have no idea what to look for in a contractor. Plus, the industry is **totally unregulated** (i.e., two guys, a hammer, and a pickup can remodel a house) -- so you can see how problems could occur.

Most Lawsuits & Complaints Are Based On One of Five Problem Areas.....

- 1. Fraudulent Contractors:** Not NARI certified, 1/3 of jobs not completed by *original* contractor
- 2. Poor Quality & Workmanship:** no subcontractor compliance, no systems to prevent mishaps, no technical expertise
- 3. Pay More Than Original Bid:** usually 20-30% higher than bid; no *specific*, detailed, written bid or estimate
- 4. Poor Customer Service:** Workers don't show up, *won't return messages*, home left dirty, workers steal from houses
- 5. Job Not Done On Time:** *Poor coordination* of subcontractors, workers late to job, underestimated time needed

Statistics also reveal that at least 82% of all jobs are finished after the initial deadline and that over 75% of jobs end up costing the homeowner more than the original quote. The sad part is that there is usually no way a consumer can know what they're getting into until it's too late.... **UNTIL NOW.**

Eliminate All Guesswork From Selecting A Remodeling Contractor.... Demand That 2011-12 C.A.P.S. Code of Ethics & Competency Is Strictly Adhered To.

Now you can arm your clients with all the information they need to sniff out problems and *prevent them from happening* in the first place. The 2011-12 C.A.P.S. Program takes consumers step-by-step through evaluation checklists that guard against each of the five problems listed above. The program tells them *exactly* what information to ask for up-front, what specifications should be **guaranteed in writing**, and how to create a Critical Path project schedule.

In addition, 22 Quality Compliance Audit Reports are provided upon request that consumers can give to contractors as a minimum guideline to ensure quality. **In short**, the C.A.P.S. Program lays out in easy-to-understand language exactly what should be required of any qualified remodeler.

Get Your FREE Copy Of The New C.A.P.S. Program By Calling (972) 555-1212.

This program is being offered to architects to use as an educational tool for your clients. If you think your client could benefit from this information, call us or fax back this sheet.

Warmly, Randall Smith

upon request that consumers can give to contractors as a

Fax this back to (214) 555-1212

Yes! Please send Me a FREE Copy of the new C.A.P.S. Program.

Name: _____

Company: _____

Address: _____

City,State,Zip: _____

Phone: _____ Fax: _____