

## **Home Improvement Corner**

*Getting the Most Bang for Your Buck*

Upon completion of work, a selection of remodeling clients report they choose their contractors based on Trust, Quality, Communication, Cleanliness, Price, and Timeliness (in that order). When price becomes the leading decision, the value of performance is overlooked. It's why the saying "You get what you pay for" exists – to prevent the buyer from making a short-term decision that causes long-term problems.

So how do you get the most bang for your buck when it comes to improving your home? Remember the Indiana Jones movie that searched for the Holy Grail? They finally found a room full of ornately decorated golden goblets, and one clay-fired one. The initial reaction was to choose one based on what the individual imagined it should be like. The wise choice was not of initial attraction, rather a decision based in logic, reason and historical fact. Choosing a contractor may not be a life or death decision, but the choice does require more than fulfilling a singular desire. The choice should be based in those values that promote low stress and lasting enjoyment.

Econ 101 taught us how supply & demand affects the marketplace. The recent influx of startup remodeling companies is a direct result of employer layoffs and bankruptcy reorganizations. This increase in supply makes the buying decision that much more confusing to the homeowner. The real question is "If all else seems equal, then price should be the deciding factor." Most likely, however, the lowest price means not enough money to complete the project, leaving the customer hanging. Experienced contractors know what it takes to stay in business for the long-term in support of their clients' needs.

Just like in school, doing your homework improved results of your lifestyle. The same can be said for doing your homework in selecting a contractor. Get the most bang for your buck for your home improvement projects by investing in the time to research the best contractor for you.

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