

Remodeler: Here Are 30 Little Ways To...

- **Differentiate You From Your Competition.**
- **Be Remarkable.**
- **“WOW” Your Clients.**
- **Build A Business You Are Proud Of.**

(In no particular order) • Please take note of the “P.S.” I have at the end of the document...

It's About Doing The Following For Your Client...

1. It's sending a thank you card after the initial meeting (and other times.)
2. It's presenting a personalized gift to them when the job is done.
3. It's taking that call from them at 9:00 at night.
4. It's asking more questions than everyone else so you know their needs better than anyone else.
5. It's requiring excellence (and nothing less!) from your employees and trades people.
6. It's sending a “Happy Birthday!” Card in the mail when their new kitchen turns 1-year old.
7. It's building a network of trusted professionals and referring them to your clients when asked.
8. It's calling them 6 months after the job is done to ask how everything is going.
9. It's making your customer happy – no matter the cost (of time or money.)
10. It's calling them back within the hour.
11. It's emailing them back that afternoon.
12. It's inviting your clients to a “Timber Raising” event, a “Behind the Drywall” tour, a “Document Shredding” event, or anything else that is fun and interesting.
13. It's being proactive and telling them when something might be going wrong instead of waiting until it's a big problem.
14. It's delivering the project on-time.
15. It's delivering the project on-budget.
16. It's being courteous and asking how their kids baseball season is going.
17. It's remembering their dog's name (oh, and *their* name too.)

18. It's supporting their favorite local charities and organizations (with your time and/or money.)
19. It's filling out the rebate and tax credit forms for them.
20. It's having a spotless jobsite.
21. It's respecting their property and time.
22. It's doing what you say you are going to do.
23. It's limiting surprises and helping them with all of the selections.
24. It's meeting with their designer or architect.
25. It's having a "pre-construction" conference so they know what to expect and have met your crew.
26. It's asking them for their honest feedback during and after the job.
27. It's standing behind your work and doing what's right and fair.
28. It's throwing a celebration party for your client and their family/friends when the big addition is done.
29. It's educating your client and recommending the best products/services for them.
30. It's being flexible, accommodating and always putting the client first.

Is this a complete list? Nope. But does it touch on a good chunk of the approach you should have when running your remodeling business? *You bet.*

Doing everything above isn't easy. In fact, it's *very* hard work that requires you to be disciplined, unselfish, put in extra effort and develop solid systems in your business.

But if you create a culture in your business that demands everything above – you'll be rewarded.

- More referrals.
- Happier clients.
- More repeat business.
- Positive Press.
- And if you are like other remodelers (who do this stuff) you'll be more *profitable*, *close* more business, deliver more *value* and be proud of the company you have built.

You don't want "satisfied clients" – you want *THRILLED* clients. Give them an exceptional experience. *Post this document in your office and be reminded every day of the little things you can do to build a remarkable remodeling business.*

P.S. There is 1 major secret to being able to do all of these "little things." Email and ask me for the secret and I'll send it right over to you: kyle@remodelyourmarketing.com