

Seminar will help contractors remodel their businesses

Michael Gorman teaches remodelers how to turn high quality work into high profits

"There once was a time when you thought that if you built the best home or room addition, installed the best kitchen, remodeled the best bathroom, installed the best windows or hung the best siding you would be guaranteed success," says Michael Gorman, CR, the featured presenter for the Ohio Valley NARI seminar, which will be held on Thursday, September 15, at the Kings Island Resort & Conference Center.

That was certainly Michael's expectation when he got into the remodeling business nearly 35 years ago. Little by little, job by job, he began to realize that while everyone claims to want quality, when it comes time to sign the contract it's difficult to get clients to pay the price for the quality work he consistently delivered. He realized that competition was turning out a product of lower quality, but seemingly ended up with all the work in town.



Michael Gorman, CR

Maybe your experience as a remodeling industry professional is similar to Michael's. You want to do top quality work for your clients, but you want earnings that are commensurate with the

quality you deliver. You may be closer than you think to realizing that goal. According to Michael, "Many remodelers are just one skill away from wealth."

Michael's mission is helping his remodeling industry colleagues pick up that one skill (okay for some of us maybe it's two skills) they need to turn "doing okay" or "getting by" into spectacular success and maybe even wealth.

Here are just a few of the important and very useful topics Michael will cover during the seminar.

- How to get a signed agreement the first time you visit with the prospect.
- Why your prospect considers the word "profit" to be a dirty word and how to overcome that situation.
- How to handle the customer who wants to pick your prices apart.
- How to collect payments so that you don't get stiffed on that final check.

Plan for greater success!

What: Ohio Valley NARI Seminar
Speaker: Michael Gorman, CR
When: Thursday, September 15
Where: Kings Island Resort & Conf. Cntr.
Kings Mills (I-71 exit 25)
Time: 9:00 a.m. (continental breakfast at 8:30 a.m.)
Register: Return form to NARI office
Cost: \$159 per person

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Over 100 golfers from Cincinnati and Dayton play in first joint outing

Golfers from Dayton and Cincinnati spent some quality time together on the links at the first joint Ohio Valley NARI-Miami Valley NARI golf tournament, which was held on August 11 at the Sharon Woods Golf Course in northern Cincinnati.

To put it mildly the event was an overwhelming success. A total of 112 players signed up, and in spite of heat in the 90s and humidity about the same, 110 showed up to tee-off when the start horn sounded at 10 a.m.

Apparently anxious to get back to the air conditioned comfort of the clubhouse the golfers didn't linger on the course. Shortly after 2:30 p.m. the first scorecards came in. When all the results were totaled the team of Don Lauck, Sr., Glenn Byrd, Jack Siegel, and Karen Deitschle, entered by the Ft. Thomas (Kentucky) Marsh Building Products location, was in first place by two strokes. Another Marsh-sponsored team, Alan Haire, Art Hudepohl, Mike Wolsky, and Sue Donaldson took second place honors. Tim Garrison,



This team stayed out of the sand trap.



A big banner greeted NARI golfers at the clubhouse entrance.

joined by Chris Takas, Steve Hesson, and Tom Fulmer made up the third place team from Home Towne Construction, a Miami Valley NARI member from Kettering.

Individual golfing honors went to Glenn Byrd, closest to pin on hole 2 and hole 8; Tim Taney, long drive on hole 4; Jeff Francis, long drive on hole 16; Ron Slusser, long putt on hole 9; and Keith Stacke, long putt on hole 18.

The day ended with a late afternoon buffet dinner featuring steak, chicken, and plenty of extras, including a specially-decorated cake.

Sponsors of the event included Superior Blacktop, McCabe Lumber, Marsh Building Products, Sibco Building Products, Nationwide Floor & Window Coverings, Phillip Wirtz Hardwood Floors, Pro Lamme-PDT, Nisbet Brower, Pella Windows & Doors of Cincinnati, Kessler Construction, Union Savings Bank, Napco Exterior Products, Digimax Signs, Stone Statements, Inc., Roofing Distributing, and Columbia Acura.



The outing ended with a buffet dinner.

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The NARI Renovator is produced by Ohio Valley NARI as a service and benefit to its members. The organization's office is located at 136 South Keowee Street, Dayton, Ohio 45402; (800) 498-NARI or fax (937) 222-5794.

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Lumber tariffs may (or may not) be over after latest NAFTA ruling

Last summer a ruling by a North American Free Trade Agreement panel appeared to pave the way for lower lumber prices by removing U.S. tariffs on Canadian lumber, but an “extraordinary challenge” filed by the U.S. at the behest of the domestic lumber industry put the ruling “on hold.”

A recent unanimous decision by the NAFTA Extraordinary Challenge Committee reaffirmed the original ruling and should end a three-year legal battle over the tariffs.

The fight may not be over, however. The Office of the U.S. Trade Representative has indicated that the American government may ignore the latest ruling, and keep the 20+% tariffs in place. A NAFTA ruling carries the weight of law in Canada, the U.S. and Mexico.

Nearly 50 members of Congress have signed a letter to President Bush calling on



the Administration to implement the NAFTA Extraordinary Challenge Committee ruling and to adhere to the international agreements that the U.S. has signed.

The dispute began in 2002 when the U.S. imposed the tariffs on lumber entering the country from Canada and Canada filed appeals with NAFTA and the World Trade Organization.

NAFTA and WTO panels have repeatedly determined that the U.S. duties on Canadian lumber are inconsistent with international agreements and with U.S. law. Last August, a NAFTA panel unanimously ruled that there was no evidence to support the contention that Canadian lumber shipments threaten the domestic industry, which is the legal justification required for the duties to be imposed.

U.S. remodeling industry remains fragmented according to panelists at Harvard meeting

There is little consolidation occurring in the remodeling industry, according to panel members at a Remodeling Futures meeting sponsored by the Joint Center for Housing at Harvard University.

According to panel members, the top 50 remodelers in 2004 completed 3.9% of all remodeling jobs as compared with 3.7% in 2001. These low percentages with little change indicated a continued fragmentation of the industry.

At the meeting it was also noted that more than 800,000 people in the U.S. — most of them self-employed contractors — provide remodeling services. Approximately 170,000 firms that provide remodeling services have payrolls, but only 62,000 of those firms are identified as general remodeling contractors. More than 100,000 are specialty firms.

The mission of Ohio Valley NARI is:

- ✓ To establish and maintain the association's firm commitment to developing and sustaining programs that expand and unite the remodeling industry as well as to ensure the industry's growth and security.
- ✓ To encourage ethical conduct, sound business practices, and professionalism in the remodeling industry.
- ✓ To present NARI as the recognized authority in the remodeling industry.

These missions are carried out by:

- ✓ Promoting the common business interests of those engaged in the industry.
- ✓ Sponsoring educational programs and activities for members.
- ✓ Enlightening consumers to the needs and advantages of home remodeling and maintenance, thereby improving the nation's housing inventory.
- ✓ Recommending legislative and regulatory action that safeguards and preserves the remodeling industry, and stimulates the marketplace.

Goals of chapter to accomplish mission:

- ✓ To provide education to enhance professional and personal competencies.
- ✓ To create and encourage networking.
- ✓ To develop and promote the profession.
- ✓ To serve as a resource center.
- ✓ To provide quality publications to members.
- ✓ To improve membership and membership participation.
- ✓ To improve consumer awareness.
- ✓ To remain proactive on current and pending legislation.



Ohio Valley NARI

Serving the Cincinnati Metropolitan Area

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Coming Events

Ohio Valley NARI Seminar

September 15

Kings Island Resort & Conference Center

Michael S. Gorman, CR

author of

*If I **Sell** You I Have a Job;*

*If I **Serve** You I Create a Career*

Vendor Showcase

October 20, 6:30 p.m.

Holiday Inn I-275 North

November Dinner Meeting

November 9, 6:30 p.m.

Holiday Inn I-275 North

John Hester, P.E.

Hamilton County Chief Plan Examiner

Contractor of the Year Awards Deadline

End of the business day

Monday, November 14

Evening of Excellence Awards Dinner

December 8, 6:30 p.m.

Montgomery Inn

9440 Montgomery Road

Seminar *(Continued from page 1)*

- How to get paid for the free estimate.
- How to protect yourself from rising material, labor and subcontractor prices while locked into a fixed price contract.
- How to ration your services so that you work smarter not harder.
- How to understand the decision-making process your clients use when making choices.
- How to determine a fair price for your work and get your customer to accept it without hesitation.
- How to educate your client about what they need to know to make a wise choice of contractors.
- Why you must stress the minute details of the job while you educate them about issues of comfort, health and safety in their home.
- How to insure that each of your customers become raving fans.

If you're ready to remodel your remodeling business for greater success in the future fill out and return the seminar registration form enclosed with this newsletter, and join Michael Gorman, CR, and remodeling contractors from throughout Ohio at the Kings Island Resort and Conference Center.