

---

## **SPECIAL REPORT**

### **CUSTOMER AWARENESS GUIDE - EXTERIOR RENOVATION CONTRACTOR**

---

# How to FIND a RELIABLE and TRUSTWORTHY Exterior Renovation Contractor Saving You \$\$\$!!!

By Sam Galaviz

---

Inside you'll discover:

- 4 Mistakes To Avoid
  - 3 Common Rip-offs
  - 3 Common Misconceptions About Exterior Contractors
  - 6 Guidelines To Find A Reputable Exterior Contractor
-

## CUSTOMER AWARENESS GUIDE - EXTERIOR RENOVATION CONTRACTOR

---

Dear Home Owner,

If you're reading this special report right now it means that you are looking to make an educated and informed decision by selecting a qualified Exterior Renovation Contractor. **ENJOY!**

The **exterior renovation profession** is one of the few industries that is not regulated. It has a low entry barrier in which anybody could call themselves "professional" without any basis. However, there are regulations (Alberta Building Code) in place for installation methods. This helps to ensure that professionals apply the exterior products properly.

Unfortunately, there are many "fly by night" companies that suddenly appear with a "better deal" only to disappear after the transaction has been completed. Other companies use "bait and switch" advertising in order to get their foot in the door and use high pressure sales techniques to get you to buy a more expensive service.

Sometimes it's hard to know if an exterior contractor did a quality job because you CAN'T CLIMB ON THE ROOF to see for yourself. You might try to see through the window but there is not way to know for sure. Some companies offer a 10 year workmanship warranty but will never come back to service any deficiency.

So how do you find the right Exterior Renovation Contractor that will properly complete your exterior renovation project?

**The following information will give you the tools you need to find the right company.**

## 4 MISTAKES TO AVOID

### Mistake #1

#### **Choosing an Exterior Renovation Contractor based on low price.**

Low price could be a problem in 3 different ways:

- 1) The low price could be a bait that attracts phone calls or helps to seal a contract deal. But once you are set with the contractor, the job becomes more expensive because of “unforeseen issues”.
- 2) Low price could jeopardize the quality of the product and the installation. The company could try to cut corners in order to compensate for the low price quoted.
- 3) Low price also means cheaper products utilized, which could mean more money in the long run.

### Mistake #2

#### **Choosing an Exterior Renovation Contractor without reviews from past clients.**

Any Exterior Renovation Contractor can say anything about previous completed projects. Sadly, they are not always true. Make sure you ask for references and comments from different people who have had prior experience with the company.

### Mistake #3

#### **Ensure the roof inspector is Certified by HAAG .**

Make sure that the inspector is qualified to inspect roofs as this is the most integral part of the exterior of your home, the one that keeps you dry. Also, a Haag Certified Inspector is capable of detecting potential future issues. They can also detect potential damage caused by hail or wind if your area was hit by a storm and you did not even notice.

### Mistake #4

#### **Choosing an Exterior Renovation Contractor based on a phone call.**

Instead, invite the company representative/inspector to your home, have them assess the scope of the project and ask them for an accurate written estimate. This will help to ensure no “surprises” appear on the final invoice.

### 3 COMMON RIP-OFFS

#### Rip-Off #1

##### **Contractors want to get paid before they finish the project.**

Unfortunately, we have heard this story more than once before. Why would anyone pay before the contracted service has been completed to their satisfaction? Once contractors gain the trust of the client they tend to believe that they will keep their word and complete the work as promised, it doesn't always happen.

#### Rip-Off #2

##### **Contractors pretend to know what they're doing until it's too late.**

We have seen this many times, when we get called to "fix" other contractor's issues. Sometimes there is no "fix" and the work needs to be completely re-done. It would be unethical to pretend that "fixing or patching" will solve the problem. Unfortunately, most of the time this comes at the expense of the homeowner.

#### Rip-Off #3

##### **Contractors ask for 50% advance to start and never come back.**

A reliable contractor should be able to carry the cost of buying material to get the job started. Some big companies do have the payment advance as part of their protocols, however these companies have been around for a long time and are not going anywhere. We have heard stories of small companies asking for the money in advance and never deliver. Make sure you do your homework before paying anything in advance.

### 3 COMMON MISCONCEPTIONS

#### **Misconception #1**

##### **All Exterior Contractors are the same.**

We believe that the biggest misconception people have is that all Exterior Contractors are the same. There are very big differences in the way companies operate and behave. Make sure you contract with the one you trust and believe in the most.

#### **Misconception #2**

##### **All Exterior Contractors want is your money.**

Unfortunately, the industry has many of these companies that are only looking to make money without considering the actual needs of the clients. However, not ALL companies operate this way. Many companies are ethical, care about their the clients and provide great customer service.

#### **Misconception #3**

##### **Exterior construction is dangerous.**

Sure, the construction industry can be dangerous, however the current safety standards and regulations make it safer than ever. Construction accidents have decreased yearly due to safety training, education and risk management plans. Also, manufactures utilize built-in safety features and provide manuals for their equipment.

## 6 GUIDELINES TO FIND A REPUTABLE EXTERIOR CONTRACTOR

### **Guideline #1**

#### **Meet with the Exterior Contractor in person.**

Meeting with the company representative is the 1st step in sensing what the company is all about. The meeting should be informative, pleasant and you should not be pressured into making a decision that instant.

### **Guideline #2**

#### **Ask friends or family to recommend a company they have used before.**

Referrals and recommendations can be very useful to help you determine which company to use. This way you have a reliable source that has worked with the company before.

### **Guideline #3**

#### **Do some research.**

Check on websites like the BBB to see if the company you are looking to hire has any complaints or past issues that have not been resolved.

### **Guideline #4**

#### **Make sure the company has full time service and office personnel.**

This way if issues were to arise, you would be able to reach someone to promptly help you address and resolve it. There is nothing worse than not knowing where to turn.

### **Guideline #5**

**Make sure you have a written agreement in place before hiring them.** This will ensure you hire a company is transparent and forthcoming.

### **Guideline #6**

#### **Make sure the company has a website and contact information.**

This way you make sure they are easy to find and not a ghost company that will easily disappear.

## CUSTOMER AWARENESS GUIDE - EXTERIOR RENOVATION CONTRACTOR

---

Once you have selected an Exterior Contractor that you can TRUST, it's important to have an open line of communication throughout the pre-installation, installation and post-installation.

If you are going through an insurance claim, it is important to consider using the preferred vendor assigned to your claim. That is because the insurance companies screen the best Contractors to ensure their clients get the best customer care possible. Also, the Contractors that are affiliated to the insurance companies are not going to disappear as they work closely together on many projects. They both want to look good and perform well, this only benefits the client.

We hope this "Customer Awareness Guide" has provided you with valuable information that you can use not only for Exterior Contractors but for any other service you would like to hire.

Of course, we would like to have you as a satisfied customer but we have provided this information guide to help you make an informed decision no matter which company you choose to do business with. We would appreciate the opportunity to help you with your project. We would consider it a privilege to have you as a customer and be your most TRUSTED advisor in our field of expertise.

Sincerely,

Sam Galaviz

**Kino Exteriors**  
22 Rainbow Blvd  
Rocky View County, Alberta  
Cell: (403) 903 6527  
[sam@kinoexteriors.com](mailto:sam@kinoexteriors.com)  
HCI # 201511513

