

inPAINT

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2018 COLOR TRENDS

WHAT'S NEW,
WHAT'S NEXT

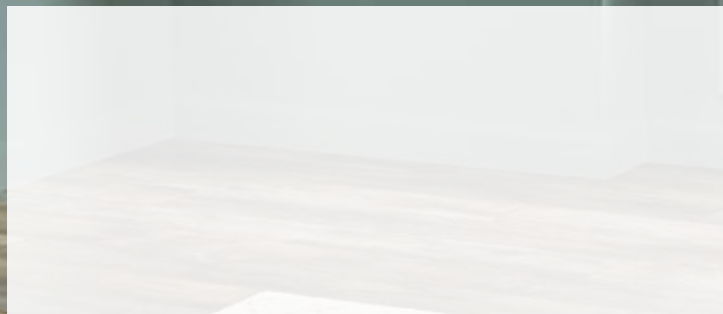


Pros talk
marketing tools

Implementing tech
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Must-do mind shifts for
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High-end professional remodeling projects

DESIGNING THE PERFECT SPACE, HIRING THE MOST SKILLED AND QUALIFIED INDUSTRY PARTNERS

Judy Mozen, founder and president of Handcrafted Homes, Inc., has been designing, constructing and remodeling high-end residential homes in Atlanta, GA since 1976. The award-winning remodeling business, which is expected to gross \$2.1 million this year, has a team of eight employees and is currently managing seven projects. Mozen sets high expectations for industry partners while providing exceptional service to her clients.

BY MEGHANN FINN
SEPULVEDA

How has the nature of remodeling work changed through the years?

A: Remodeling has now become an occupation—more of a science—that is geared toward professionals who hold specific certifications. Remodeling professionals today are more focused on offering a full range of services to effectively manage their business. Not only do certified remodelers possess professional knowledge, but they are licensed and have insurance coverage, which comes as a relief to those who want to hire a pro to complete a residential remodel project.

Do you see any emerging trends or opportunities?

A: We're learning that remodeling is beginning to dominate over new construction. We're seeing more people aged 55 and older who want to stay in their homes and age in place. This means remodelers like myself are being asked to create safer home environ-

ments for these homeowners who wish to adjust countertop and appliance heights, and develop wheelchair-accessible spaces.

From a design perspective, shades of white and gray continue to be popular paint choices among many consumers, who are also requesting ceiling beams to add a rustic and more sophisticated feel to their homes.

What's the nature of your company's relationship with painters?

A: It's especially important that pros are upfront about their expectations and are transparent in all communications. I treat my industry partners with respect and they are kept to the highest regard. I expect the same in return. This means I need to be made aware of any changes in the schedule so I can alert my client in advance. For example, if a paint pro was held up on a job due to weather or another unforeseen event, it's important that I know about that as soon as possible, if it affects my project schedule.

While I work closely with a few regular pros, I am willing to try someone new. I hire contractors who have the appropriate skills for the job and share the same high level of quality as I do. Ultimately, we are partners on the same team.

How involved is the paint contractor in product and color selection?

A: I always like to hear tips and advice from paint contractors regarding technique and what has worked well on other jobs, which may be applicable to my client. While I do not ask for input on color selections, since that is determined by the client, I do lean on paint contractors to provide paint samples in a timely manner, specifically in advance of a job.

What are the terms of payment?

A: We work together to determine a payment schedule in advance, which is usually based on how often



Photos Courtesy of Gregg Willett Photography (left) and John Umberger (below)



I bill my client, and then it's added to the proposal. I try to be sensitive to the contractor's needs and flexible, so the process goes smoothly.

Q What makes for a successful partnership with a paint contractor?

A: First, when I am choosing a paint contractor, I always look for those who have liability insurance and workers' compensation so I don't have to increase rates for coverage. Because of the nature of the industry, I need contractors who share the same level of understanding about the importance of safety on the job.

Second, attitude is key. When a painter comes in, the job is almost complete. Usually, at this point, the homeowner is exhausted but also excited that the end is near. The remodel looks beautiful and the paint is the icing on the cake. Often, painters can develop lifelong relationships with these homeowners who will most likely call them when there is another painting project.

Third, it's important that contractors are neat and always clean up after themselves. This means having a designated spot to keep all paint supplies away from children, pets and any other hazards. Empty paint cans should never be left for homeowners who then must then try to recycle or dispose of them properly.

Unlike new-construction jobs, there are people and pets often living in a remodel project who need to be accommodated. My partners should be respectful of the work environment.

Q What are the deal breakers?

A: I always check references and won't hire a contractor if poor work was performed. I also don't want to work with someone who says there will be an extra cost to a job after details were already discussed and agreed upon, unless the homeowner has made changes.

"... when I am choosing a paint contractor, I always look for those who have liability insurance and workers' compensation so I don't have to increase rates for coverage."



Q What's your advice to a paint contractor looking to secure more work through remodeling channels?

A: I suggest paint pros ask their clients to post a review online and to social media channels to gain more exposure. I also recommend joining a national remodeling organization and look for opportunities to educate members and demonstrate ways to complete a quality paint job. Show us, tell us, and teach us how to do things. It could generate a lot of interest and result in future work.



JUDY MOZEN is the president of Handcrafted Homes, Inc. an award-winning design, remodel and build firm. She is a NARI Master Certified Remodeler, NARI Green Certified Professional, NAHB Certified Green Professional, and an EarthCraft Builder and Remodeler. She is the immediate past president of NARI and has won numerous awards, including the 2017 NARI Lifetime Achievement Award and the 2016 Remodeler of the Year Award by the Greater Atlanta Home Builders Association. HandCraftedHomes-inc.com