



## DISTINCTIVE VS. BRAND X

### Accountability

#### Guarantees

On-time guarantee, with cash rebate if project is late?	Distinctive ✓	Brand X <input type="checkbox"/>
On-budget guarantee, Fixed Price contract?	Distinctive ✓	Brand X <input type="checkbox"/>

#### Warranties

3-year limited Workmanship warranty?	Distinctive ✓	Brand X <input type="checkbox"/>
7-year limited Structural warranty?	Distinctive ✓	Brand X <input type="checkbox"/>
Lifetime limited cabinet warranty (only Dealership Brands apply)?	Distinctive ✓	Brand X <input type="checkbox"/>

#### Customer Service

Account manager / Client Advocate?	Distinctive ✓	Brand X <input type="checkbox"/>
Project manager / On-Site Supervision?	Distinctive ✓	Brand X <input type="checkbox"/>
Production manager / Quality Control?	Distinctive ✓	Brand X <input type="checkbox"/>
Lead carpenter / In-house carpenter?	Distinctive ✓	Brand X <input type="checkbox"/>
Office manager / Backroom support?	Distinctive ✓	Brand X <input type="checkbox"/>

### Solid Reputation

#### Customer Feedback *(provided by 3<sup>rd</sup> party unbiased sources)*

90%+ client satisfaction rate?	Distinctive ✓	Brand X <input type="checkbox"/>
Consumer Choice Award?	Distinctive ✓	Brand X <input type="checkbox"/>

#### Design Credentials

Won awards Locally for Design excellence?	Distinctive ✓	Brand X <input type="checkbox"/>
Won awards Regionally for Design excellence?	Distinctive ✓	Brand X <input type="checkbox"/>
Won awards Nationally for Design excellence?	Distinctive ✓	Brand X <input type="checkbox"/>

#### 100% Residential Remodeling / Business Longevity & Experience

Does the remodeling company own permanent office space?	Distinctive ✓	Brand X <input type="checkbox"/>
Is their business focus 100% Residential Remodeling work?	Distinctive ✓	Brand X <input type="checkbox"/>
Does their "typical project" match your project type & size?	Distinctive ✓	Brand X <input type="checkbox"/>

## Industry Leadership & Involvement

Do employees hold industry certifications like CR, CGR, CLC?	Distinctive ✓	Brand X <input type="checkbox"/>
Members of National Association of Remodeling Industries (NARI)?	Distinctive ✓	Brand X <input type="checkbox"/>
Members of National Kitchen & Bath Association (NKBA)?	Distinctive ✓	Brand X <input type="checkbox"/>
Members of National Association of Homebuilders (NAHB)?	Distinctive ✓	Brand X <input type="checkbox"/>
Currently, or in the past, served on Industry Association Boards?	Distinctive ✓	Brand X <input type="checkbox"/>
Listed in Top 15 Remodelers in Atlanta (Atlanta Business Chronicle)?	Distinctive ✓	Brand X <input type="checkbox"/>
Listed in Top 500 Remodelers nationwide (Qualified Remodeler)?	Distinctive ✓	Brand X <input type="checkbox"/>
Been included on nationwide Inc. 5000 List (Inc. Magazine)?	Distinctive ✓	Brand X <input type="checkbox"/>
Consistent Junior League of Atlanta Tour of Kitchens supporter?	Distinctive ✓	Brand X <input type="checkbox"/>

## Respectfully Accommodating

### Easy Access & Multiple Forms of Communication

E-mail?	Distinctive ✓	Brand X <input type="checkbox"/>
Fax?	Distinctive ✓	Brand X <input type="checkbox"/>
Cell phone?	Distinctive ✓	Brand X <input type="checkbox"/>
Office?	Distinctive ✓	Brand X <input type="checkbox"/>

### Pre-Construction Activities

Provide a comprehensive Homeowners Expectation Guide?	Distinctive ✓	Brand X <input type="checkbox"/>
Hold Pre-Construction Meetings to help ensure you are prepared?	Distinctive ✓	Brand X <input type="checkbox"/>
Landscape protection plan?	Distinctive ✓	Brand X <input type="checkbox"/>
Interior dust management and site protection?	Distinctive ✓	Brand X <input type="checkbox"/>

### Site Management / Communication Plan

Procedures and Standards for job site cleanliness?	Distinctive ✓	Brand X <input type="checkbox"/>
Provide dumpster and portable toilet for every project?	Distinctive ✓	Brand X <input type="checkbox"/>
Post Job Site & Safety Rules?	Distinctive ✓	Brand X <input type="checkbox"/>
Scheduled meetings with Project Managers, every week?	Distinctive ✓	Brand X <input type="checkbox"/>

## Managing the Stress

### Sales & Design

- |  |               |                                  |
|--|---------------|----------------------------------|
| Provide a professionally written detailed Initial Proposal?      | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Provide & coordinate Design Services to communicate the project? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Provide a Designer to assist with product selections?            | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Assist with required Building Variances?                         | Distinctive ✓ | Brand X <input type="checkbox"/> |

### Risk Management

- |   |               |                                  |
|---|---------------|----------------------------------|
| Systems and Employees in place, should the Owner become ill or die? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Have Worker's Compensation insurance?                               | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Have General Liability insurance?                                   | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Have Builders Risk insurance?                                       | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Pull all required Permits?  | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Have Contractors License (effective July, 2008)?                    | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Always uses Licensed mechanical and electrical contractors?         | Distinctive ✓ | Brand X <input type="checkbox"/> |

### Quality Controls

- |  |               |                                  |
|--|---------------|----------------------------------|
| Defined Design and Construction Standards?                         | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Pre-sheetrock client walk-throughs?                                | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Substantial completion client walk-throughs?                       | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Utilizes a proven project closeout process to ensure satisfaction? | Distinctive ✓ | Brand X <input type="checkbox"/> |

### Upon Completion

- |  |               |                                  |
|--|---------------|----------------------------------|
| Provide Care & Maintenance Guide, to help protect your investment? | Distinctive ✓ | Brand X <input type="checkbox"/> |
| Provide Warranty Manual, clearly defining procedures & coverage?   | Distinctive ✓ | Brand X <input type="checkbox"/> |

***A distinctively different way to renovate.***