

# BUSINESS PROFILE

## Home Run Solutions

Several years ago general contractors Joe Reed and Jacob Thompson decided to form their residential remodeling company, Home Run Solutions. The two men were well qualified to become successful in the field. Joe had been involved with remodeling work since he was an 18-year-old college student working in the family contracting business. Jacob had graduated from Colorado State University, with a major in business and entrepreneurial management. After leaving school he provided services to several contracting companies,

and through this involvement became intrigued with the residential remodeling industry.

Joe and Jacob, friends from their high school days at Archbishop Murphy High School, knew that they wanted Home Run Solutions (HRS) to be a company which performed at a level that was head and shoulders above the competition. Past clients had praised the firms' carpentry skills, attention to detail, and their ability to seamlessly blend new rooms with existing structures. Customers raved to their friends and families about the high level of


communication and control they found in the company. Taking this kind of feedback as a starting point Joe and Jacob implemented a new business approach which they felt could sustain the high level of customer loyalty and satisfaction the company had achieved thus far.

They understood that getting the long term success they wanted depended on their communication expertise. They needed to be closely involved with customers before a project began, throughout the duration of the home renovation, and finally as part of a systematic follow up with clients, to ensure their ongoing satisfaction with the completed work.




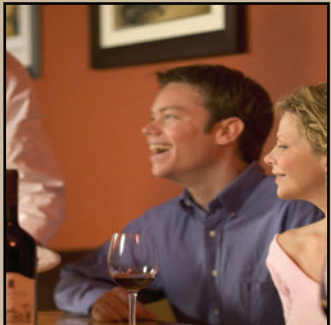
Joe Reed


They knew that establishing guidelines for good communication was critical to maintaining customer regard for the firm. For example they insisted that any phone call to the firm should always be answered in a friendly voice, by someone who paid full attention to what the caller was saying. If a given call could



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*Jacob Thompson*

not be answered immediately it should be returned within hours, not days. By the same token it was important that emails should always get a quick response.

The first step in what Joe and Jacob have dubbed the "The Home Run Method" is to make sure that HRS gains a complete understanding of

client expectations for the project. They believe it is vital to take as much time as is necessary to build this understanding. They point out that, too often, other contractors furnish a prospective customer with only a quickly prepared estimate of what their project might cost. The problem with this cursory approach is that there has been no "meeting of the minds" between the prospective customer and the contractor. This makes it more likely that there could be unexpected complications and expenses down the line.

To avoid such misunderstandings HRS takes a significant amount of time to discuss your project in detail, asking key questions along

the way to get a better picture of your wishes. When this process is completed, HRS will typically provide a "ball park" estimate of the project costs. You'll have an initial understanding of the resources which will be required to get the results you want. Armed with these facts you'll be able to make a decision on whether you want to proceed with the project.

If you decide to move forward your next step is to enter into a Design Agreement. Joe and Jacob attach great importance to this phase of the project. This agreement spells out in more detail the scope of the work to be accomplished. Creating the necessary level of understanding between you

and the firm involves detailed communication about the various elements of the work.

Early in this process, HRS will walk you through a selection of the various materials available to you. This could involve picking out features such as kitchen or bathroom cabinets, fixtures, tile, room design, or any other factors related to your project. To assist you in this process HRS may offer to visit suppliers with you, to help you make an accurate evaluation of the choices to be made.

One or more of HRS's subcontractors may be asked to visit your work site beforehand, to take a look at

*(Continued on page 32)*

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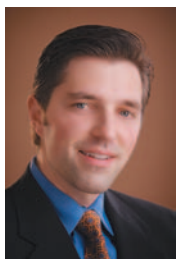
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# BUSINESS PROFILE

## Home Run Solutions

*(Continued from page 31)*

what would be involved in their part of the project. Visiting your site helps them anticipate any problems which might arise and enables them to plan ways to deal with them. After the onsite visit the subcontractor can often suggest ways to save money on their part of the project, while still achieving the desired result. The insight they gain can make a significant contribution to the accuracy of the final project specifications.

When all of this preliminary research has been completed HRS will have developed a precise understanding of what is required to achieve your vision. They will then prepare detailed specifications and construction plans for the job. You will also be provided with an accurate cost proposal for the work

to be performed, and a timeline you can depend upon. As you review the plans you'll be able to add or eliminate elements of the work as needed, or to make any modifications to your choices. Doing so at this point is preferable to waiting until the work has been started, as "change orders" later on can add unnecessarily to the cost of your project.

When you have reached an agreement with HRS, and your project is underway, it is still critical that a high level of communication be maintained. For example, in spite of your best intentions, your preferences may change, and that needs to be discussed fully. As the work progresses HRS will keep you posted as to the next steps which will take place in the project. They will also check with you before each step to verify that the selections you made earlier which pertain to the upcoming step are still what you want.

The HRS work team never forgets that their job site is your HOME - you have to live there as the work progresses, so it is very important to keep the work site in good order. Jacob and Joe have developed the HRS Cleanliness Manual, a checklist for team workers to follow so that your home remains clean and safe. For example, at the end of every work day all tools are to be returned to a staging area, usually a space in the garage, which you and the team have agreed upon. Plastic sheeting will be installed over all of your carpets, and a cardboard protective product put down over hard surfaces such as wood flooring or tile. Where the work involved is likely to create dust (for example, cutting sheetrock), workers will install temporary plastic "walls" to keep the dust from spreading elsewhere in your home. At the end of every work shift the work area will be completely broom swept. As you can see there is a lot to be



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Mill Creek Kitchen: Before (above) and After (below).



considered in planning and carrying out your project, and HRS will be with you at every step of the way.

A very important part of the company philosophy is giving back to the community. HRS is a contributor to Alex's Lemonade Stand Foundation, which supports research on childhood cancer. They also support Archbishop Murphy High School's Memorial Golf tournament, and are a sponsor of the local YMCA Puddle Run, which benefits programs at the "Y". A new service of the company, now in the planning stage, will be a series of free seminars led by Jacob on topics related to bathroom and kitchen remodeling. The workshops are tentatively scheduled to be held in conjunction with local realtors, beginning early in

2014. Visit their website; [www.homerunsolutionsllc.com](http://www.homerunsolutionsllc.com) to sign up to be notified as more details become available.

Joe and Jacob have come a long way in building Home Run Solutions, providing outstanding results for their customers. The two friends have also been successful in achieving the goals they initially set for their company. As Jacob notes, "Anyone can build a new bathroom. Home Run Solutions creates a 'Renovation You'll Run Home To', while developing relationships with our clients that last long after we leave. When I run into a past client out and about it's more like catching up with an old friend than talking to a client".

Contact Jacob at Home Run Solutions at 425-533-7896.



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