

# Client Experience Leaders

In cooperation with GuildQuality Inc., we've identified 60 remodeling firms leading the way with client satisfaction.

Compiled by GuildQuality Inc. and edited by Kacey Larsen, Laurie Banyay and Patrick O'Toole

**B**efore the Internet and the advent of online ratings and reviews, hundreds of fly-by-night operators were able to flourish with a churn-and-burn mentality. For many, their long trails of unhappy customers would catch up to them, and give the industry a black eye. Today's more transparent environment has imposed limits on bad actors. Homeowners today don't hire firms without a decent website and some positive reviews, but these too can be inflated to create the appearance of credibility.

Conversely, the industry has always had its client experience leaders, firms that know how to create happy customers and in the process generate a steady stream of repeat business and referrals. These firms give the industry a good name.

At *Qualified Remodeler*, we know that client satisfaction is no accident. Hard working, well-intended remodelers who deliver quality work can easily end up with unhappy customers for a variety of reasons (**See the Customer Satisfaction Heat Map on page 52**). Only by measuring customer satisfaction, inviting constructive feedback and using that feedback to make procedural changes can high levels of client happiness be achieved.

Client satisfaction measurement takes commitment and is best when conducted through an objective third party.

That is why, for the second consecutive year, we partnered with GuildQuality Inc. to identify our list of 60 Client Experience Leaders.

Each of the companies listed (alphabetically) uses the GuildQuality program to gauge their client's post-project completion happiness. They come from all segments of the remodeling industry — from design/build to full-service and home improvement professionals. In this listing, we provide their GuildQuality recommendation rates for 2015 and for all time. Company leaders also provided their most impactful client satisfaction tips. Some companies have perfect scores with their clients — 100 percent willingness to recommend. Others are in the mid-90s and higher but have a higher number of jobs each year.

There is a lot the larger industry can learn from these remodelers. For those not currently surveying past customers, these scores along with company leaders' tips and ideas can provide added impetus to get started. For those who do survey their customers but aren't getting the full payback, there are lessons here that can be put to good use.

While the Internet has created transparency with ratings and reviews, these in no way supplant the benefits of third-party feedback from clients. Direct feedback cuts through ordinary ratings and reviews with the exact information remodelers need to grow their businesses. | **QR**

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**GUILDQUALITY** was founded in 2003 by Geoff Graham during his time as a real estate developer as a surveying solution for small to mid-sized home builders and remodelers. Since then, GuildQuality has grown to become a leader in Web-based customer satisfaction surveying for the residential construction industry. With thousands of companies who are members of the GuildQuality community of quality and having surveyed over 1 million homeowners, GuildQuality is the trusted partner of home builders, remodelers and home improvement contractors who value gathering authentic customer feedback and providing high-quality service to their customers. Top residential construction professionals rely on GuildQuality's customer satisfaction surveying, performance reporting, and marketing tools to help them monitor, improve and share their commitment to quality and receive the recognition they deserve for doing exceptional work.



## Allen Construction

Santa Barbara, Calif. • [buildallen.com](http://buildallen.com)

GQ All-Time Recommend Rate: **98.55%**

GQ 2015 Recommend Rate: **98.67%**

Number of Jobs in 2015: **90**

Type of Firm: **Full-service Remodeler**



Bryan Henson

We attribute our consistently high customer satisfaction scores to 1) being an employee-owned organization and 2) well-defined core values by which we hire, review and promote employees. As employee-owners, we all care about our success and share it together. When hiring a professional remodeler, 83 percent of consumers identify reviews/recommendations as a top factor. Stronger reviews mean a stronger bottom line for every Allen employee-owner. Our core values — putting relationships first, being accountable as an employee-owner, relentlessly seeking innovation, letting our positivity be contagious, and earning trust and giving it freely — are all key drivers of customer satisfaction.

## American Home Design, Inc.

Goodlettsville, Tenn.

[americanhomedesign.com](http://americanhomedesign.com)

GQ All-Time Recommend Rate: **93.90%**

GQ 2015 Recommend Rate: **96.55%**

Number of Jobs in 2015: **1,844**

Type of Firm: **Home Improvement/Replacement**



Don Bruce

In addition to the product warranties our manufacturers offer, American Home Design offers a lifetime workmanship warranty. As long as the customer owns their home, they can be assured that if anything is wrong with their home improvement due to workmanship, we'll come back and fix it at no cost to them. This warranty gives our customers peace of mind when the job is completed.

“Creating high levels of customer satisfaction requires a process backed by principle. The principle behind our process is integrity.”

Patty McDaniel

## Amsted Design-Build

Ottawa, Ontario • [amsted.ca](http://amsted.ca)

GQ All-Time Recommend Rate: **98.44%**

GQ 2015 Recommend Rate: **100%**

Number of Jobs in 2015: **38**

Type of Firm: **Design/Build**



Steve Barkhouse

“Our mission must be to exceed the expectations of our customers, by achieving the highest levels of customer satisfaction.” This Mission Statement is central to the activities at Amsted Design-Build, posted throughout the office and on cards in the wallets of all employees. While a subjective goal, it can be objectively measured through third-party surveying, like GuildQuality. Surveying clients enables us to strive for and achieve high customer satisfaction by empowering employees through reinforcement and supporting immediate adjustments with constructive feedback.

## Architectural Building Arts

Madison, Wis. • [designbuildmadison.com](http://designbuildmadison.com)

GQ All-Time Recommended Rate: **98.25%**

GQ 2015 Recommend Rate: **100%**

Number of Jobs in 2015: **16**

Type of Firm: **Design/Build**



Melinda Monroe

We attribute our success in our customer satisfaction scores to providing our clients with a seamless process and the high level of communication we provide throughout the design and construction process. We have dedicated project manager weekly project site meetings that include production, design and sales. We keep the disruptions to client homes to a minimum, jobsites protected and clean every day, maintain efficient timelines, produce quality workmanship, and hire expert craftspeople and subcontractors.

## Boardwalk Builders, Inc.

Rehoboth Beach, Del. • [boardwalkbuilders.com](http://boardwalkbuilders.com)

GQ All-Time Recommend Rate: **95.89%**

GQ 2015 Recommend Rate: **96.77%**

Number of Jobs in 2015: **60**

Type of Firm: **Full-service Remodeler**



Patty McDaniel

Creating high levels of customer satisfaction requires a process backed by principle. The principle behind our process is integrity. The *Merriam-Webster Dictionary* definition of integrity reads, “the quality of being honest and fair,” but also, “the state of being complete or whole.” Putting this into action means taking a thorough and thoughtful approach to everything, including being on time, keeping jobsites clean, proactively communicating with our clients and generally striving to make it seem easy when they are demanding.