



DANIELS™
DESIGN & REMODELING

HOW TO GET A HOME REMODEL THAT'S A DREAM, NOT A NIGHTMARE

A home remodeling project can be a pain or a pleasure. It can feel like a well-conducted, harmonious symphony, or a cacophony of budget blowouts, no-show contractors, inspection failures and more. The process itself can often feel like a nightmare instead of the dream you imagined it to be. Read on to learn what type of professional, if any, you need to hire in order to arrive home each day to your own personal masterpiece.





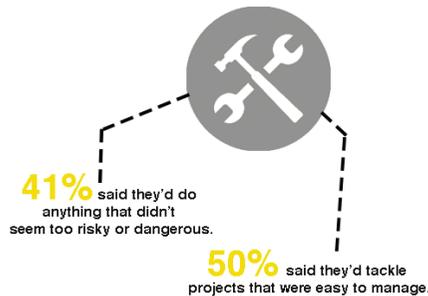
What's the problem?

A few times a year, your family visits, or your old college roommate wants to come stay for a weekend. And every time that happens, you cringe, your outdated bathroom, cramped kitchen or dowdy guest room springing to mind. Perhaps life has asked you to evolve your living situation - it's time to upsize, or add handicap accessibility, or create a space for a parent to come stay. "So," you tell yourself with resolve, "it's time to do this project, once and for all!" But where to begin? How do you stay on budget? What kind of permits will you need? And how do you know you won't be getting ripped off?

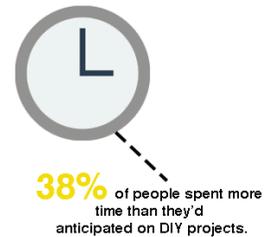
If your home is your most prized investment, it can feel unnerving to begin a complex renovation or remodel. The internet, filled with instructional videos and DIY blogs on home remodeling, can be tempting - yet you just can't shake the idea that you need expert help if you're thinking of putting in new countertops or cabinetry, tearing down walls, or setting up new wiring.

According to a study done by RedBeacon, homeowners who have attempted a DIY project before are more inclined to hire a professional company the next time around. DIY projects often times were more problematic, costly, and time-consuming than anticipated when surveying homeowners who had recently completed a DIY project of their own.

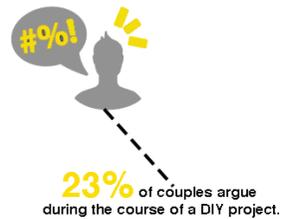
REASONS TO DIY



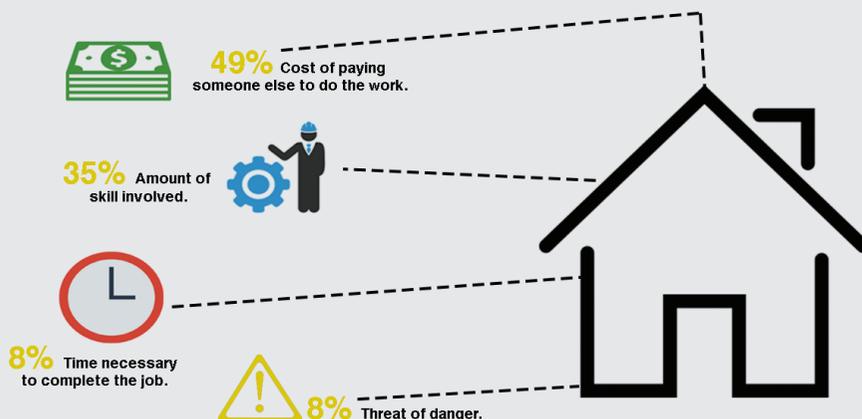
WASTED TIME



DIY WARS



The Primary Considerations In Choosing DIFM or DIY:



Let's look at the do-it-yourself option. Your money is valuable. Yet your time and energy is much more valuable. And unlike money, it's not renewable. If you're thinking of doing something more grandiose than painting some bedroom walls and tossing some new linen on the bed, you're getting into a sphere that will require investments of all three commodities - time, money and energy; cash for specialized equipment you'll only use once, time spent at the municipal building applying for permits, and the risk of failing inspections. You're probably already concluding that you're too busy, and your home life is too precious, to risk an amateurish attempt improving your home.

According to a study done by RedBeacon, homeowners who have attempted a DIY project before are more inclined to hire a professional company the next time around. DIY projects often times were more problematic, costly, and time-consuming than anticipated when surveying homeowners who had recently completed a DIY project of their own.

THE DIFM WORLD CERTAINLY ISN'T WITHOUT ITS CHALLENGES.

64% of respondents said the most frustrating part of hiring a professional is uncertainty about fair pricing.



And, of course, you're right. You do need an expert. So what's kept you from picking up the phone or searching the web for contractors and remodelers? Fear, most likely. Fear that the subcontractors will be unprofessional, or you'll have your home turned into a construction zone for nine months, or that you expect the budget will balloon uncontrollably. After all, doesn't everyone know someone who has experienced at least one of those things? The internet is chock-a-block with horror stories and real-life nightmares. The antidote to fear, though, is knowledge.

According to a study done by RedBeacon, 64% of homeowners feel frustrated when hiring a company for a home remodeling project to "Do It For Me" or DIFM because they are uncertain about pricing. Many homeowners are unsure on a proper threshold of costs for their project and in turn end up falling back on the most logical strategy of just shopping for the lowest price to get the job down.

You have a very small frame of reference in home remodeling. It's probably patched together from watching home improvement shows, friends' experiences and online reviews. You're most likely an expert in what you do for a living and truly understand the value of your work for your wages. And so, when moving into this unknown frontier, you need a professional you can trust before they lay down the first drop cloth.



42% said the time it takes to find a great professional is the toughest part.

Aging in place:

As you get older, priorities change and accessibility becomes more of a necessity. The Aging In Place movement has started to become a hot trend across America for baby boomers. According to a study done by JCHS, of the more than 25 million households age 65 and over today, 44% have some need for home accessibility features.

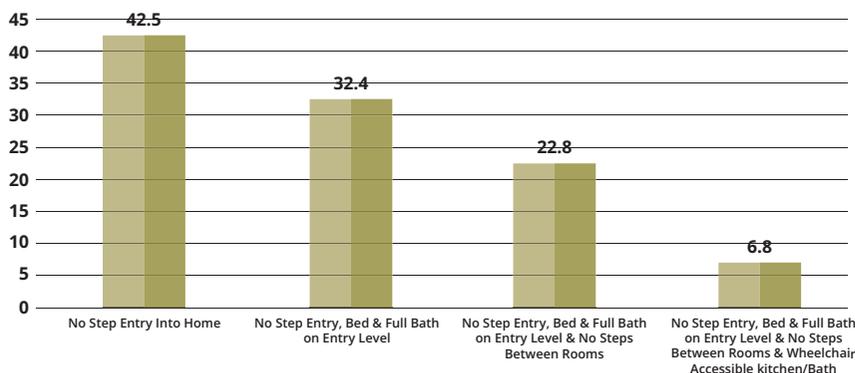
An intensive study done by JCHS to took a deeper look into this market segment: Baby boomers' role in American housing. Among its latest findings:

- Less than one-third of the homes in the U.S. have even the basic accessibility features of a no-step entry and an entry-level bedroom and bath.
- Roughly 45% of older homeowners plan to remodel their homes so they are easier to live in as they age, but relatively few think about those changes in terms of

Many homeowners love the neighborhood they live in, the property they live on, and the people they are surrounded by, reluctant to move. An aging in place remodel solves this dilemma by utilizing the existing space you have and re-designing important areas of your home so you can enjoy it for years to come.

Figure 2
Only a Third of Homes Have Basic Accessibility Features; Very Few Have More

Share of occupied homes with accessibility features, 2011 (Percent)





Who can help?

Really, doing anything more than a simple paint job should cue your search for a competent professional. Removing or replacing wiring, plumbing, or walls will require an understanding of your area's building codes and often will necessitate inspections and permits. However, a Google search can unearth the worst of the worst mixed with the best of the bunch. And of course, all of them are claiming to be the cream of the crop. Let's begin to help your search by identifying the different types of remodeling professionals.

Showing up with (usually) the cheapest price is the "tools and a truck" professional - otherwise known as a handyman. If you hit the jackpot and find a truly experienced, competent and professional one man show, the handyman can be a blessing. Common complaints, though, are that a one person operation can be unreliable (think truck breakdown or catching the flu mid-project), irresponsible (think continually busting the budget because of poor planning), or short-lived (you have a problem with the workmanship a year later and the small business has closed). For a precious investment like your home, this option might be too dicey. Additionally, moving into a project without having a guaranteed price or firm work schedule can be unnerving.

Next in line trying to earn your business are the general contractors, builders and remodelers. These

professionals tend to be more reliable than a single person handling the job. The benefits to you? They're professional, work and plan with other professionals, and usually handle all the subcontractor coordination. The drawbacks? With this loose association of people - think architects, designers, and work crews - it's very easy for a budget to get blown or for slowdowns in work to occur. Miscommunication and overenthusiastic designers can cost you real money and can make your home a construction zone for longer than you anticipated. The unknown can be very expensive and very frustrating.

The final solution for a home or room remodel is the design and build firm. Rather than gambling on a single person, or a loose collaboration of professionals, a design and build firm is an organization that handles the entire project in-house, from design to completion. Working with a design and build firm is the largest investment; your investment, though, is known on the front end, along with all timelines, build crew expectations, permits, inspections and regular meetings with the firm's production manager. Many customers of design and build firms have said that they chose that type of professional outfit because they'd rather pay more money up front than gamble with their home. Clients say that an excellent design and build firm can "take away apprehension" and are "extremely professional, polite and competent."

Daniels Design and Remodeling, the design and build firm customers referred to above, has a three-step process that will take you from start to finish as planned, while remaining at the originally agreed price. The first step is the Feasibility Study. With a visit to your home, the team - comprised of the architect, estimator, director of client service and the specialty contractors - can accurately measure, study and design your remodel with you. They'll also choose the appropriate materials with you that align with your taste and style. Your desires for your home take center stage at this meeting. After this visit, each specialist will accurately plan and estimate what they need to build the project, and the data will be compiled.

Does that sound like lots of boots in your home? It is! All good remodel projects incorporate many workers. Yet rather than have many specialty contractors visit your home at many different times, the Feasibility Study has all the people needed for a high-quality remodel visit at one convenient time. After the home visit, Daniels will put together the presentation for your project.

The second part of the remodel is the office visit. You'll visit the Daniels Design and Remodeling office and see their presentation, adjust your selections (if desired), and finally authorize their construction agreement - which is a statement of your fixed investment price and terms of construction that you've selected. Unlike traditional contracting, where a project is started simply on an estimate bid, each client of Daniels understands in advance the final amount of the investment - in other words, the bottom line.

The final step is the actual build. After your selections and agreement have been approved (a process called ratification), schedules will be set and permits will be obtained. Then there's an all-important pre-construction meeting.

The pre-construction meeting is the element that removes all chance of miscommunication, faulty expectations, or mistakes in selections. Every aspect is covered - from where workers will park to accommodating your pets during the build. Left out of most contractor jobs, the pre-construction meeting is the element that removes frustration and apprehension. As the build moves from pre-construction into construction, you'll have weekly progress meetings with your production manager. When the construction is complete, Daniels will do a final walk through with you to ensure every item was completed to your satisfaction. Visit www.danielsremodeling.com for more details on the three-step process.

This process is the polar opposite of average. Unfortunately for the remodeling industry as a whole, the average process looks like this: advertise in circulars or junk mail a super-low price to draw in customers, then (after creating such unrealistic expectations of pricing) show the prospective client what the project will probably cost them in real money. After setting the estimated price and time, begin work without laying out clear schedules and expectations. Disappointment and miscommunications ensue. Clients become frustrated and simply want the project done - and will pay for the convenience of having their home lose its work zone status.



What others are saying about Daniels Design & Remodeling **Simple 3 Step process**

“ Daniels Design and Remodeling gave us the house we always wanted. They listened to us, and came up with a great remodeling plan. Their workmanship was excellent, and they were a pleasure to work with. ”

- *clients from Fairfax, Virginia.*

“ Contracting for a large project is a scary proposition. Daniels took away the apprehension and turned the project into a fun experience. ”

- *clients from Chantilly, Virginia.*

“ Extremely polite, professional and competent at every stage of the project. Timelines were reasonable and adhered to. Management of primary and subcontractors was seamless and efficient. I am entirely satisfied with my experience with Daniels Design & Remodeling. ”

- *clients from Arlington, Virginia.*

“ Daniels is the first organization to follow project management steps to ensure good quality and effective service. The company paid close attention to dates and was on top of the trades, so that we didn't have to worry. ”

- *clients from Clifton, Virginia.*



In addition to glowing customer recommendations, Daniels has been voted Capital Contractor of the Year for the past seven consecutive years, and won the Houzz Best of 2015 award. This demonstrates that other professionals in the design and remodeling world admire the Daniels system, professionalism and quality.



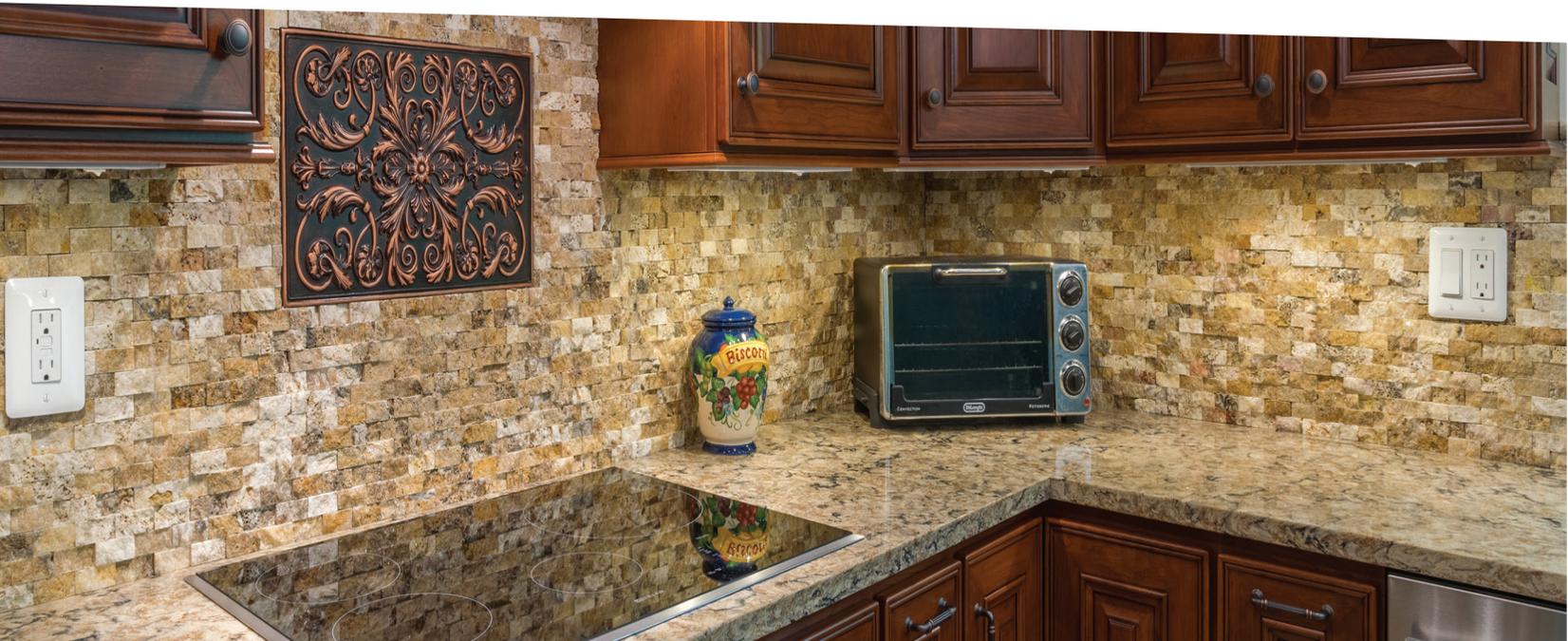
At www.danielsremodeling.com, you can find answers to frequently asked questions as well as ideas to spark your imagination under the Remodeling 101 tab.



Guild Quality, simply put, is a customer satisfaction rating service that reports for hundreds of professionals in real estate, contracting, and related industries. Currently, Daniels Design and Remodeling has a recommendation rating of 96%. This allows them the title of Guild Master with Distinction, a rare honor. The survey information is available on the Daniels website.



From pub sheds and home additions to kitchens, bathrooms, porches and patios, Daniels Design and Remodeling can handle everything you need. If you love your home and want it to evolve with your life - be it children's bathrooms, handicap accessibility or a more luxurious quality of life, they can help. An investment like that in your current home is probably less costly and less time consuming than listing and selling your home, and then buying a new one is.



Make the call and move forward

How long have you been thinking of having your home remodeled? Weeks, months... or years? What do you want your home to look or feel like when you wake up in the morning, or arrive home in the evening? What's holding you back? Fear and apprehension. If you could take one simple step today to explore your options, would you do it? Of course!

To Schedule a Conversation, Visit www.danielsremodeling.com, scroll to the bottom of the page and fill out the web form. Someone will contact you within 24 hours to help turn your dream remodel into a reality. Or call 703-239-2700 today and start the project you've always wanted. After all, the alternative of the status quo is not attractive - and you want your home to be.

Call today, dream and imagine tonight.



3930 University Drive, 1st Floor
Fairfax, Virginia 22030
Call Us. 703-239-2700
www.danielsremodeling.com