



PowerTips

The Remodeler's Guide to Business

NEWSLETTER | MARCH 2019

05

Episode 44: Special Guest Kevin O'Connor of "This Old House"

The host of the Emmy Award-winning "This Old House" joins The Tim Faller Show to talk about what you see on television, and how it helps the construction industry as a whole.

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The X Factor - The Characteristics of a Successful Remodeler

What makes our members seek out counsel from others?
And more importantly, what makes them some of the most
successful leaders in the industry?

www remodelersadvantage.com



Securing Your Website: It's Time To Lock Things Up

By Mark Harari, VP Remodelers Advantage

I'm sure you pay a lot of attention to security. You lock up your materials, tools, vehicles, and job sites. Your office probably has an alarm. And your phone undoubtedly requires a password, a secret pattern, or your face to unlock it.

But what I'm not sure about is whether or not you've thought much about securing your online presence. If not...it's time.

Google's latest update to its Chrome browser displays website URLs differently according to SSL certification status. Secure sites start with "https" rather than the non-secured "http."

In Sept. 2018, sites without SSL are marked "Not secure" in the address bar, while https sites get a lock icon in green. By October, the "not secure" message will turn red with an exclamation point, drawing users' attention.

If your site doesn't have SSL certification, you'll get the red warning sign. Google hopes it will act like a stop sign for people looking at unsecured sites.

What's an SSL certificate?

SSL stands for Secure Sockets Layer, which creates an encrypted link between the server a site lives on and the browser someone's using to interact with it — it makes sure any data passing between the server and browser remains private.

The certification says SSL is there and working.

Why is it important?

While it's obviously important for businesses to encrypt data like credit card numbers when selling over the web, the security setting carries implications for any business site.

Your website is your front door online. As a remodeler, trust is a huge part of why you get, and keep, clients. Even if you're not taking payment information online, you probably have a page for prospects to contact you, and landing pages for offers or events.




<http://tiny.cc/PT-secure>

Introducing the PowerTips Quarterly Newsletter

PowerTips

The Remodeler's Guide to Business

What began as an annual magazine, distributed mostly at the Remodelers Summit, has been transformed into a quarterly newsletter that will be distributed to our Owners and Production Roundtables members, as well as facilitators, key associates and thought-leaders in our industry.

The articles and podcast episodes featured in this newsletter are available online and we've provided a link to each one with our handy link icon that you will see throughout this newsletter. 

Enjoy!



MONDAY

 **The Tim
Faller Show**

TUESDAY

PowerTips
The Remodeler's Guide to Business
BLOG POSTS

WEDNESDAY

PowerTips
unscripted

 **YouTube**



... And Don't Forget About Our YouTube Channel

Our YouTube Channel contains more than 50 informative videos featuring our own fearless leader, Victoria Downing. The videos cover sales, operations, marketing, production and everything else a growing remodeling company can use to make it to the next level.



5 Mistakes Most Family Businesses Make

Is the leadership of the business now and into the future clear and spelled out or is it just too difficult to talk about with your family partners?

<http://tiny.cc/PTTV-family>



9 Keys to a Company Wellness Plan

In this episode, we'll give you a blueprint for creating a company wellness plan that's sure to get everyone in shape! <http://tiny.cc/PTTV-well>



6 Ways to Motivate Your ENTIRE Team

This episode presents different ways to motivate a sales team, beyond of course a commission check, which is often what so many businesses focus on. <http://tiny.cc/PTTV-motivate>





Spencer Powell
President, Builder Funnel

Find E-mail Annoying? Here's Why You Shouldn't

A lot of remodelers I speak with say they're annoyed by e-mail, and hesitate to send it to their prospects or clients so they don't get annoyed too... I'm pushing back on this.

E-mail is only annoying when it's not relevant (helpful, entertaining, interesting). I'd argue that all marketing is that way — not just email!

So, if you're not doing e-mail because it bugs you, or if you

are sending e-mail but doubt its effectiveness, read on! If a video's more your style, there's a link at the end.

E-mail is Direct and Personal

E-mail is still one of the best ways to get directly in front of your audience. Everyone checks their e-mail, and nearly 25% of people open e-mails within an hour of receiving them.

 <http://tiny.cc/PT-email>

LEAN Process Improvement For Remodeling Companies

LEAN is a method of process improvement designed to simultaneously improve customer service, enhance employee morale and increase profitability — all with little or no capital investment.

The Lean methodology was inspired by the Toyota Production System (TPS) and is a common tool used in manufacturing.

We've taken the core principles of Lean and developed the **Lean Remodeling System (LRS)**, which addresses the specific challenges facing remodeling businesses today.

Visit <https://leanremodeling.com> to learn more.



Get LEAN! Make Your Processes Easier, Better, Faster, Cheaper

What if there were changes you could make to your business that would simultaneously improve customer service, enhance employee morale and increase profitability? Would that be something of interest to you as a remodeling business owner?

LEAN is a method of process improvement designed to do all three of those with little or no investment in capital. Shigeo Shingo, one of the founding fathers of LEAN has said, "There are four purposes for improvement: easier, better, faster, cheaper. These four goals appear in order of priority."

 <http://tiny.cc/PT-LEAN>



LEAN Online Course Starts July 10, 2019

Improve Your Profits & Grow Your Business by Mastering Continuous Improvement Through LEAN

This class is designed for you to get the knowledge, tools, hands-on experience and planning processes to leave ready to begin a LEAN effort at your company and the support to get rolling in the first 90 days. For more information: <http://tiny.cc/LEAN-class>

The Tim Faller Show



A Podcast To Help You Improve The Bottom Line Through Production Training

The Tim Faller Show is a podcast dedicated entirely to the production side of the remodeling industry. Tim, along with his co-host Steve Wheeler, bring you weekly interviews with elite production managers, lead carpenters and industry experts. Check out new episodes every Monday.

<https://thetimfallershow.com>



Episode 24: The Relationship Between Design & Construction with Anitra Mecadon

In one of our more popular Tim Faller Show episodes, HGTV's Anitra Mecadon brings her perspective as an interior designer, and talks to Tim and Steve about breaking down the barriers between all parties involved in remodeling projects.

 <http://tiny.cc/TFS-ep24>



Episode 44: Special Guest Kevin O'Connor of "This Old House"

Television is full of construction and remodeling shows, but we all know many of them leave false impressions of how fast and easy the process can be. But the pioneering program This Old House still shows viewers how complicated it can be.

This year marks the 40th anniversary of the program, and they're tackling a net-zero retrofit, a mid-century modern remodel, and spearheading outreach programs to get more workers into the trades.

In this episode, Kevin O'Connor, host of the Emmy Award-winning This Old House and Ask This Old House, talks with Tim and Steve about what you see on TV, and how it helps the construction industry as a whole.

Kevin has appeared on the two shows since 2003, and serves on the editorial board of This Old House magazine. He also hosts This New House airing on the DIY Network and Hidden History in Your House airing on the History Channel's H2 network. Along with his four brothers and two sisters, Kevin grew up on various job sites led by his father, a civil engineer.

When Kevin and his wife, Kathleen, were renovating their 1892 Queen Anne Victorian they sent an e-mail seeking advice from the Ask This Old House experts.

 <http://tiny.cc/TFS-ep44>



REMODELERS ADVANTAGE IMPACT AWARD

Steve Barkhouse
Owner, Amsted Design Build



A podcast to help remodelers build a strong, profitable remodeling company



Whether you are listening in the truck on your way to your next client or at your desk during a lunch break, **PowerTips Unscripted** brings you your next big idea, success tip or even just a chance to hear from those that have achieved great success in the remodeling industry.

A new episode of PowerTips Unscripted is available every Wednesday on Apple iTunes, Google Play, Stitcher and on <https://powertipspodcast.com>

Episode 49: How, Who & Why to Build a Leadership Team with Steve Barkhouse

You're not running a successful company unless you have a good work/life balance. But there's only one way to sustainably grow your company without sacrificing your life, and that's by having a strong leadership team.

Steve Barkhouse stops by to give Victoria and Mark a crash course in how and why you should have a leadership team — and who should be on it.

Steve is the president and co-owner of Amsted Design-Build in Ottawa, ON. Steve has a well-deserved reputation as a thoughtful, logical, and caring business owner.

Steve founded the company in 1989, and it now produces over \$10 million annually. He's a long-time member of our top-performing Roundtables group, and the recipient of the **2018 Remodelers Advantage Impact Award**.

Steve and his co-owner decided to start a leadership team at their owners retreat about a year ago. They researched the different models, and picked the Entrepreneurial Operating System.

Steve talks about why EOS was the right fit for Amsted, and also about the other systems they didn't pick.

<http://tiny.cc/PTU-ep49>

The X Factor - The Characteristics of a Successful Remodeler

"What makes our members seek out counsel from others? And more importantly, what makes them some of the most successful leaders in the industry?"

- Dave Kelley, Remodelers Advantage

I've been with Remodelers Advantage now for roughly a year and a half and as we head into 2019, I continue to work with Steve Wheeler, our Business Development leader, on finding and bringing in new members to our Roundtables groups.

One of the big questions Steve and I discuss often, when looking at ways to grow the Roundtables community, is "What are some of the characteristics of existing Roundtables members and what makes them successful remodelers and business owners?"

There are many that we come up with; entrepreneurial, driven, smart, hard-working, detail oriented and successful... but these can likely describe many business owners out there.

In my time here with R/A I've compiled an ever-growing list of some of these characteristics and I've labeled them as the "X-Factor"... I know, too many Marvel movies over the holidays... and in many instances identifying these personality traits has come from meeting our members face-to-face, whether at Summit, JumpStart or one of our other events.

What is the X Factor?

Hungry: It goes beyond being driven and trying to make as much money as possible... our most successful members are hungry for knowledge — they seek out ways to improve their lives and businesses by constantly seeking out and consuming educational and networking opportunities....

<http://tiny.cc/PT-xfactor>



Episode 05: Building a Successful, Profitable Remodeling Company with Brandon Bailey

So many of our Roundtables members have discovered that in order to grow your remodeling business and get to "the next level" it takes focus, hard work, determination and the willingness to look for outside resources when you realize you need help.

Brandon Bailey is a fantastic example of a successful remodeler who took the necessary steps and made the tough decisions to significantly grow his business over the past 9 years.

<http://tiny.cc/PTU-ep05>

Remodelers
ADVANTAGE & remodeling
present

SUMMIT

2019

EVOLUTION

THE ART OF TEAM BUILDING

September 24 - 25, 2019
Hyatt Regency Orlando
www.remodelerssummit.com



ORLANDO
— FLORIDA —

NEXT ISSUE - JUNE 2019

- The Tim Faller Show Podcast - Mondays
www.timfallershow.com
- PowerTips Blog - Tuesdays
www.remodelersadvantage.com/powertips
- PowerTips Unscripted Podcast - Wednesdays
www.powertipspodcast.com

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