



Design Construction Concepts, Ltd.

National Magazine Features  
Design Construction Concepts, Inc.



**Project Spotlight**

**D+CC: Reaping  
Recommendations**

**SALES  
BY DESIGN**

Cathy Gaspar  
Gaspar's Construction

Periodical

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In the February 2001 issue of *Professional Remodeler*, seven full pages were devoted to a whole house remodeling project completed last year by D+CC. From the anecdotal stories of how D+CC won the contract, to a complete explanation of the financial details, to an analysis of how billing procedures affect cash flow, to a half page of client comments, the article gives an insider's look at a large remodel.

The article included these customer comments: *Extra efforts, like the time Andy Poticha masterminded how to have a load of 12-foot aluminum siding strips transported from Baton Rouge, La, to Chicago, are not what enables the completion of a remodeling project. They are what takes a company over the top in job performance. As the homeowner put it, these details are the last 5 percent of the job, but they make all the difference. Judged by that standard, D+CC delivered a full 100 percent in this home remodel.*

*Watertight Estimating: Other contractors presented rough, page-plus estimates filled with general descriptions and information gaps. Menn and Poticha asked a lot of questions, studied the house and generated a 10-page estimate featuring precise specs and production solutions. "They were the only ones who shared that level of detail with us," said the homeowner. "They really had (the project) nailed down."*

*Reliable Scheduling: The homeowner wanted to choreograph the remodeling to coordinate with the sale of his existing home. His goal was to "exchange" houses in mid-July. Despite a 3-week delay in receiving kitchen cabinets (from a homeowner contracted supplier, not a D+CC supplier)...the family moved right on schedule. "Of a half dozen neighbors (remodeling), we're the only ones (who finished on time)," the homeowner said.*

This project won a 2000 Chrysalis Award for whole-house remodel in the \$100,000 - \$250,000 category.

