



FEAR VS RESPECT

Remodeling Guide Interview

REPUBLIC WEST REMODELING

PAMELA H AND JIM W

Remodeling Guide Interview

Homeowners often feel fear at the thought of taking on a remodeling project in their home. This fear can come from not knowing what the outcome may be, how long it will take and how much it will cost them. Recently, Jim Weisman of Republic West Remodeling sat down with Pamela Hughes at KTAR to discuss the topic of fear and the steps they take to remove this fear from their customers.



Pamela:

Pamela Hughes here with KTAR sitting down with the owner of Republic West Remodeling Jim Weisman. Hi Jim how are you. The common perception that every remodeling project will be a nightmare.

Jim:

Good, how are you?



Pamela:

Doing well doing well. You know, I've been talking about your company and endorsing your company now for a couple of years because I truly believe in what you do and what you represent. I'm a huge fan. I've been on your website, RepublicWestRemodeling.com. I've seen the testimonials from your clients. They love what you do. But I want to hear it from you. What is it about Republic West Remodeling that your clients love? I mean they seem so passionate.

Jim:

*I've actually thought a lot about that. And I basically think it comes down to two words; **fear and respect.***

Fear vs Respect

Pamela:

Fear and respect? Ok I kind of get the respect side of that but let's talk about both of those. Let's start with fear. What do you mean by fear?

Jim:

Well actually I think a big challenge that we face and a core of what we try and do is the removal of fear. Remodeling is a daunting process for many of our clients and much of our process is designed to remove the fear. A couple of thoughts on that. Removing the fear of what the end product is going to look like through visualization and rendering during the sales process; all done before construction starts.



Pamela:

I get to see all of that so I know what it's going to look like. So you're taking that fear away.

Jim:

Absolutely.

Pamela:

Gotcha.

Jim:

Removing the fear of making the proper choices because there's a number of choices that every client has to make during remodeling and we offer a full time interior designer to help make professional choices. So, we want to remove that fear.



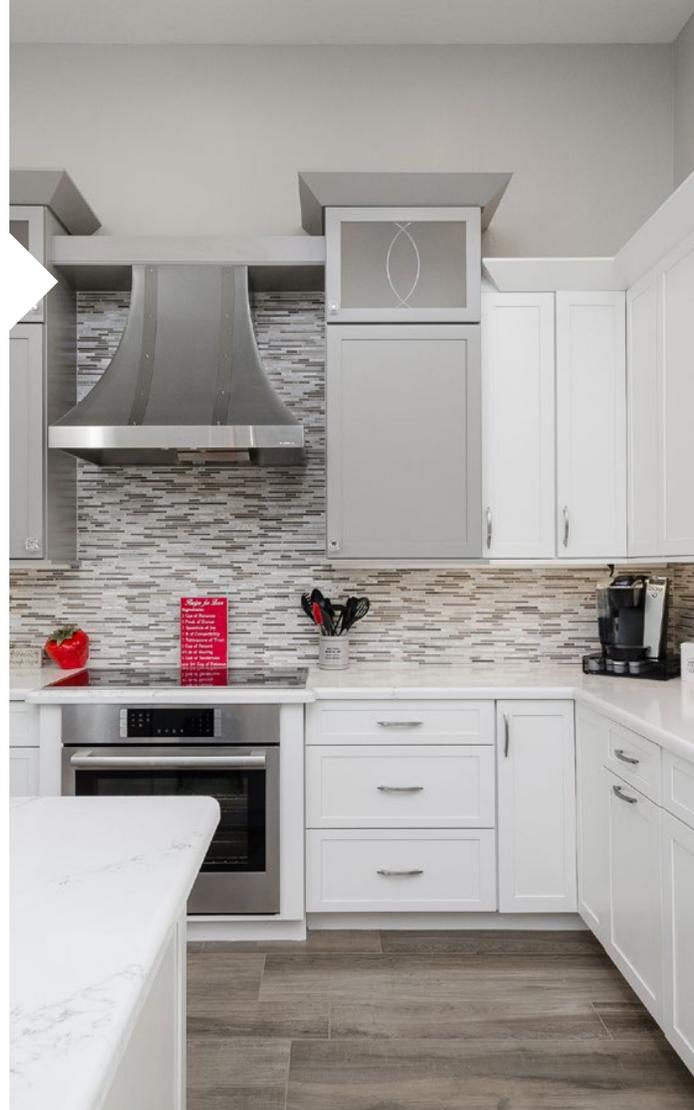
Pamela:

Because it can become overwhelming for somebody like me who isn't capable of positively knowing how things may ultimately look. I know what I like but I don't know if it would work.

Jim:

We know there's a lot of people that just aren't very visual. And so to have someone who has that level of expertise removes that fear.

The fear of budget issues. Our absolute core belief is that we should be providing all of the information that a customer needs to make an informed decision before they're ever required to pay a single dollar. We design professionally to a driven scope of work and we design to the budget that the customer asked us to design to.



Pamela:

Well that's important because if the customer only has so many dollars. So the client can now see the picture of the product, the way it's going to turn out, with the budget that they've provided for you. So, they have a clear understanding as to what this is going to entail before, like you say, they put that first dollar down.

Jim:

Yes, I think it starts with listening. We want to design to our clients dream but we also want to design to a very detailed scope of work that says here is exactly what we're going to do together room by room, line by line, and we want to do that design to a budget that the customer has asked us to do.

Pamela:

OK, now I get your fear. I get where you're talking about the fear because I think that that could hold some people back. Let's dive a little bit more into the respect side of it. When we talk about how much your clients are passionate and loved what you do so much so that they come back for project after project, they tell their friends and their families about you guys. And what's the respect aspect of that?

Jim:

I think respect is very much a part of this relationship that's developed between a client and our company. Respect for their home. We are a guest in their home and we must behave accordingly. Respect for their time, respect for their budget.

The construction process isn't perfect. Of course, we try and do everything we can to ensure that happens. But this is construction and things could happen, mistakes can be made. The unknown can present itself and sometimes that happens and it can either go in one of two directions. It could be such that time then becomes completely irrelevant. Which we choose not to do. We write a detailed construction plan. So one of the fears we choose to remove is the fear of how long something's going to take. And within a detailed construction plan if the unknown presents itself or if a mistake occurs, the idea that we must problem solve in a fashion that makes time relevant is critical to the respect of our client. Likewise, if the unknown presents itself, it isn't a license to charge whatever we have the ability to do. We must always respect a client's budget. I think it's at the core of who we are.

Pamela:

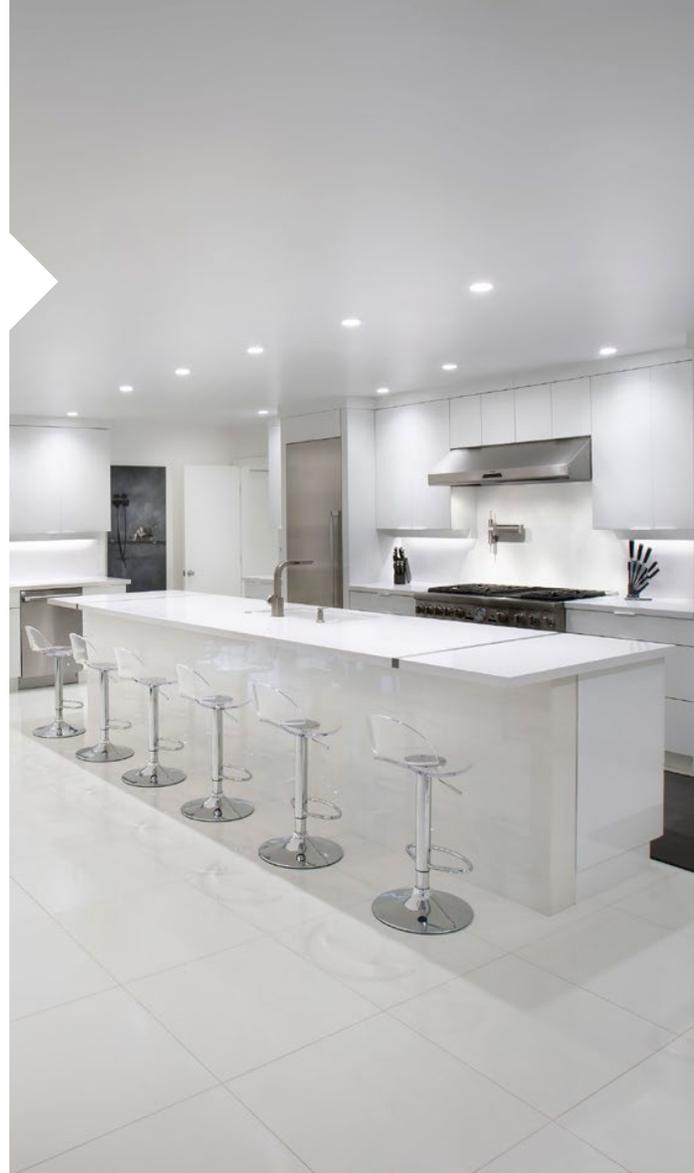
When you say it's at the core of who you are and you're talking about this respect aspect, I mean Jim, I've known you for a long time. You truly care about your customers and the projects that your company works on. I mean where does that passion for your clients come from.

Jim:

You know before I ever opened a remodeling company 21 years ago, I had done extensive amounts of remodeling and experienced many of the horrors that our clients live in fear of.

Pamela:

Yeah.



Jim:

I just wanted to develop a company that treats people the way I would have preferred to be treated. I think the ethics and values are who I am and what I choose to build my company around. But I would also tell you that I believe treating people honestly, ethically and respectfully is good business. Now I want our clients to return to us for additional work. I want our clients to feel passionate about us and tell their coworkers, friends, and family that we're the company they should be doing business with.

Pamela:

Absolutely. OK, so you're talking about you're the company you want them to do business with. You are building that reputation around your love and your passion for what you do and the respect that you have for your clients. But what if there's somebody who's listening to this right now that thinks my kitchen needs a little help and I'm considering it. I'm not really sure if it's for us. I want to call Republic West Remodeling, they've got a great reputation. I've gone through their testimonials. Is it OK for them to call and explore? What do you say to somebody like that?



Jim:

Actually, we believe many people feel that way. And we want to do everything possible to make them comfortable that they can explore their ideas, explore their dreams. We can listen, we can work side by side, and we can develop what the options are before we ever ask them to give us a single dollar.

Pamela:

But is it OK? Because I think there are people like me who feel guilty doing that.

Jim:

Yes, I think it's our job. I think it's absolutely disrespectful to ask people to make a decision, especially one that incurs large amounts of money without enough information to make an educated and informed decision. So, it's our job to give them the information they need, go through the design process, develop a scope of work and see if our budgets can align before we then ask them to pay. It's just not fair to have to pay people money to get information to make a reasonable decision.





Pamela:

All right. Again, we're sitting here with the owner of Republic West Remodeling, Jim Weisman, talking about the company and why you should use them for your next home remodeling project. Jim is there anything else that you want to convey?

Jim:

I just believe that we are trying to do something that's beneficial for our community, for the clients, and it's as I said before, good business for us. We are who we are because it's our core value of what we're trying to do and so removing the fear that's involved in remodeling, treating people with the respect that they so deserve, is what we believe.

Pamela:

Do you want to see the respect that Republic West Remodeling gives their client? Well go right now and click on the testimonials and read for yourself and see what Republic West Remodeling does for their clients by flipping through the photographs, the before and after pictures, that are absolutely beautiful. And then pick up the phone and call Republic West Remodeling for your next remodeling project.



RWR on Youtube

Republic West Remodeling on youtube is a great resource to watch all of our Home Tours. Stop by and take a look yourself.

Watch the videos:

www.youtube.com/user/RWRRemodeling



Republic West Remodeling assures that you will receive a thoughtful, comprehensive and proven business model in the most caring and respectful manner throughout your remodeling experience.

Republic West has provided excellent service at competitive pricing for over 17,000 clients in the Phoenix Metropolitan area and would like to do the same for you!

For more information on home remodeling, or to request a free, no obligation, design consultation, visit <http://www.republicwestremodeling.com> or call (480) 428-2695.