



# BUILD A BETTER REMODELING BUSINESS

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## FOUR EXPERT TIPS FOR TAKING THINGS TO THE NEXT LEVEL

When it comes to getting started or increasing your success in the remodeling business, you can try to figure it out yourself through trial and error, or you can learn from people who have been highly successful in this business for a long time. Three seasoned remodeling pros recently sat down for a webinar panel discussion with BFS. Here are some highlights from the lessons, insights, and advice they shared.


## PANEL OF EXPERTS


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**MATT RISINGER**

CEO, Risinger Build

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**WADE PAQUIN**

Principal, WKP Construction

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 @WKPCConstruction



**JEREMY MARTIN**

Principal, RisherMartin

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 @RisherMartin

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## TIP 1: FIGURE OUT WHO YOU ARE — AND WHO YOUR CLIENTS ARE.

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What are you good at? What types of jobs do you enjoy most? Who are your type of clients? Spend some time really thinking about these questions and focus your efforts on being the best at your ideal niche. This will save the time and effort spent going after the wrong jobs.

“Resist the urge to be all things to all people. Be the right things to the right people,” offered Jeremy Martin. Over years of experience, he’s learned what fits for his company. “If they aren’t really a RisherMartin client, and they don’t really want what we’re selling, no amount of effort is going to fix that problem.”



## TIP 2: CHOOSE JOBS CAREFULLY.

Closely related to the first tip is this piece of advice. Turning down work may seem crazy when you're just starting out, but our panel of experts agrees that taking on a bad job is often far worse than no job.

"I could speak for hours on all of my mistakes of taking jobs that I knew in my gut that I should not have taken," explained Wade Paquin. The wrong job can be worse than unprofitable—it can cost you time, stress, and reputation. Plus, you miss out on being available for the right kind of projects during that time.

"It's about identifying your ideal client, making sure it's a quality client, that the job's a quality job, and not just take on everything," added Martin.



## TIP 3: CONNECT WITH DESIGNERS AND ARCHITECTS.

Being the go-to remodeling contractor for architects and home designers in your area is a huge advantage. First, you get instant credibility with the homeowner from the recommendation. You can also be pretty certain the customer is a qualified lead with the interest and budget to do the remodel. And best of all, you're spared the expense and effort of marketing to homeowners in your region.

"If you cater your business toward architects, you have a much lower number of people to market to," advised Matt Risinger. "Honestly, that's kind of why I've done social media as long as I have. It's to be relevant and to be in front of my target audience, which is architects who might refer my business."

All three builders maintain active social media presences to stay top of mind with architects and designers. To get started, they recommend following architects and designers in your market on Facebook and Instagram. Very often, they will follow you back. From there, it's critical to regularly—daily if possible—post great-looking photos and updates from your projects. This activity will help put you at the top of their feeds and at the top of their minds when a client asks them to refer a contractor for their remodel.

## TIP 4: CRUSH IT.

"Getting the opportunity is the first challenge. Then when you have the opportunity, you need to knock it out of the park!" said Paquin.

**"IF YOU DO QUALITY  
WORK, YOU WILL  
ALWAYS HAVE WORK."**

—Wade Paquin, WKP Construction

The best way to start a business, and the only way to grow over the long term, is always do your best work. No shortcuts. No excuses. The job isn't done until the homeowner is completely happy with the results. "If you do quality work, you will always have work," Paquin concludes.

## BONUS TIP: COUNT ON BFS.

Working with a supply partner who knows you and understands the challenges of the remodeling business is another big key to success. BFS Pro Remodel Services provides quality products and expert knowledge delivered with the attention, accountability, and hustle remodelers need.

"I have a guy at BFS who is my guy," said Risinger. "He knows me super well. Their whole organization knows me super well. They've got my preferences ready to go. And they stock and find for me the crazy things that I sometimes ask for."

### GET HELP FROM BFS ON YOUR NEXT PROJECT

#### WEBINAR HIGHLIGHT



**[Watch the full webinar](#) for more remodeling business insights.**

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