

Better Companies Mean Better Results.
Get Started. Start Here.



I. RemodelingSolutions.org

RemodelingSolutions.org is a cooperative group of home improvement member companies. These business owners have come together bringing the highest standards of professionalism to ensure that Hampton Roads homeowners can trust one single reference source for their home improvement needs.

RemodelingSolutions.org follows the following mission statement: Provide Hampton Roads homeowners with access to home improvement resources that are ethical and treat people with respect and honesty.

Our organization is extremely selective and it takes a special commitment to customer service and integrity to become a member.

To be considered for membership the following criteria must be met:

- Be in good standing with the Better Business Bureau, but not required to be a member.
- Be licensed and insured according to federal, state and ethical guidelines. A copy of an insurance certificate is required (general liability and workman's comp).
- The company should be at least two (2) years old.
- The company must employ a "no-pressure", moral sales approach and superior customer satisfaction philosophy.
- Company must offer quality products and services at reasonable prices.
- Trade references and customer references are required.
- The business owner(s), as well as, salespeople need to be involved in the activities of RemodelingSolutions.org.

II. Vision

RemodelingSolutions.org is committed to providing total home improvement solutions for Hampton Roads homeowners.

Our growth goal is to provide the single "source" for Home Improvement across Hampton Roads.

RemodelingSolutions.org does not allow duplicate member company competition. We are exclusive to a single member company, per business category. This exclusivity provides your business with a further brand building ability and unlike many marketing mediums minimizes direct competition.

III. Key Personnel

RemodelingSolutions.org business development and daily operations are managed Bill Putnam, founding member and co-owner of Progressive Window Co. Committee's include membership and marketing.

IV. RemodelingSolutions.org Dues

As a member company of RemodelingSolutions.org the following dues are invested:

- \$150.00 initial investment (covers cost of adding new member's page to the RemodelingSolutions.org website, however new member is responsible for supplying required material to our webmaster)
- \$100.00 per quarter

These monies are used as follows:

- Adding member firms to the RemodelingSolutions.org website, including a customized web page for each member and a link to each member's primary website
- External marketing campaigns
- Internal and External operating expenses

Once accepted you will have 10 days to submit the initial membership fee of \$150.00, and the pro-rated partition of the remaining quarterly dues for the current quarter, at which time your information will be added to the group website.

The quarterly fee of \$100.00 is due by the 1st day of each new calendar quarter, commencing the first full calendar quarter after joining. Established members will receive an invoice emailed to their primary email address which is payable online (via PayPal), or checks can be mailed in.

Any payments not received by the 10th day of the new quarter will result in the immediate removal of the members page on the RemodelingSolutions.org website. Members may have their page reactivated if dues are paid in full, plus a reactivation fee of \$50, by the 20th day of the quarter. Late payments on any two consecutive quarters may result in permanent member dismissal.

Dues may be adjusted at any time to cover the expenses of any special marketing activities that the group chooses to participate in.

V. Meetings

Member companies meet on the second Tuesday of each month.

Meetings are conducted from 11:00a -12:30p at a member's office. A monthly email is distributed with meeting location. Any member unable to attend a monthly meeting is asked to email the acting vice-president 24 hours prior. Meeting frequency, time and place may be altered when needed or as member company growth continues.

VI. Marketing

All marketing activities will be considered based on the recommendations of member companies and coordinated by members of the Marketing Committee.

VII. Voting & Organization Rules

- Best practice decision making is based on a “majority rules” system.
- All active members must financially participate in all advertising placed for and by RemodelingSolutions.org. Not participating financially results in immediate cancellation of membership.
- Any feedback received from any clients concerning the business practices of other member firms that do not adhere to these guidelines (high pressure sales tactics, etc.) will be reviewed. Multiple complaints will result in immediate dismissal of member firm in question.
- Any member firms leaving the group for any reason WILL NOT receive a refund of any monies invested.
- Members may be asked to leave for not complying with RS standards, lack of participation, or any other various reasons.
- Member companies unable to attend a monthly meeting may proxy a vote providing they email the acting vice-president 24 hours in advance. Only the vice-president can proxy a member company vote in conjunction with an email to affirm or deny any particular agenda item

VIII. Membership Application

Your personal invitation to join RemodelingSolutions.org is attached on the following pages. Please take a moment to review the application.

We are excited to review, approve and welcome you to





RemodelingSolutions.org

Guidelines

RemodelingSolutions.org is an Ethical Business Co-Op of home improvement companies serving the communities of southeastern Virginia. RemodelingSolutions.org was founded to provide homeowners with access to home improvement resources that are ethical and treat people with respect and honesty. Our organization is extremely selective and it takes a special commitment to customer service and integrity to become a member. One of the byproducts of this co-op is to reduce the cost of lead generation for member firms through referrals and by spreading the cost of selective advertising mediums across all member firms.

Any company applying to become a member of RemodelingSolutions.org must:

- Be in good standing with the Better Business Bureau, but not required to be a member.
- Be licensed and insured according to federal, state and ethical guidelines. A copy of an insurance certificate is required (general liability and workman's comp).
- The company should be at least two (2) years old.
- The company must employ a "no-pressure", moral sales approach and superior customer satisfaction philosophy.
- Company must offer quality products and services at reasonable prices.
- Trade references and customer references are required.
- The business owner(s), as well as salespeople need to be involved in the activities of RemodelingSolutions.org.

Cost (all monies will be properly utilized for and by RemodelingSolutions.org):

- \$150.00 initial investment
- \$100.00 per quarter

Advertising:

- Initial investment covers the cost of adding member firms to the group's website, including a customized web page for each member and a link to each member's primary website (new member responsible for providing content to our webmaster)
- Ongoing advertising may include, but not limited to, as agreed upon by members: direct mail, print, TV, radio, home shows, jobsite canvassing and more.

Notes:

- Decision making is based on a "majority rules" system when addressing issues of approving advertising and new member acceptance.
- All active members must financially participate in all advertising placed for and by RemodelingSolutions.org. Not participating financially results in immediate cancellation of membership.
- Any feedback received from any clients concerning the business practices of other member firms that do not adhere to these guidelines (high pressure sales tactics, etc.) will be reviewed. Multiple complaints will result in immediate dismissal of member firm in question.
- Any member firms leaving the group for any reason (not participating in group advertising, not adhering to guidelines, etc.) will NOT receive a refund of any monies invested.

Required paperwork:

- Application including trade and customer references
- Copy of business and contractors license (if applicable)
- Certificate of Insurance (general liability and workman's comp)



RemodelingSolutions.org
Member Application

Business Name _____

dba _____

Business Address _____

Phone _____ Fax _____

Date Business Started _____ Franchise Business (Y/N) _____

Website _____ Franchisor Website _____

Primary Contact _____ Email _____

Primary Cell Phone _____

Current Annual Advertising Budget _____

Member Of:

BBB TBA PHBA HRCC Other _____

Products / Services Offered:

Sales Territory _____

Trade References

1) _____

2) _____

3) _____

Customer References

1) _____

2) _____

3) _____

What is the best way for other members to contact you with referrals?

Cell Phone _____ Office Phone _____ Email _____

Most communications regarding general group information will be via email.

Upon submitting this application (attach current copies of business license, contractors license and certificate of insurance), you will be notified within 7-10 days as to whether or not your business has been accepted to join *RemodelingSolutions.org*. If accepted you will have 10 days to submit the initial membership fee of \$150.00, at which time your information will be added to the group website. The quarterly fee of \$100.00 is due by the 1st of the first month of each quarter, commencing the first full calendar quarter after joining. Quarterly dues are also pro-rated after the new member's web page is activated. By signing below you acknowledge that you have read, understand and agree to follow the *Remodeling Solutions* Guidelines.

Accepted _____ Printed Name _____ Date _____