

Group dynamic

Remodelor 20 benefits add up to more than 20 members

Nobody else really understands. Their lawyers have no idea. Their accountants try but can't relate. So twice a year these remodelers put their tray tables in the upright position and jet out in search of the only other people who really know what their lives are like: other remodelers. They go to Remodelor 20 club meetings.

These are no ordinary meetings. They're closed-door, open-book, soul-baring, no-nonsense, peer-review sessions among noncompeting remodelers who belong to the NAHB. It's a lot like having a national board of directors. Participants say that creating this program might be one of the best things the association has done for its members.

"I'm actively involved in my local Remodelors Council, the national Remodelors Council, Certified Graduate Remodelor and the Remodelor 20 club program. If I could do only one, it would be Remodelor 20 because nothing has made me more money than this program," says Michael Strong, CGR, from Houston.

Mark J. Kessler, CGR, from Fort Collins, Colo., adds, "Our company's profits and efficiency have increased more in the past three years as a result of this club membership than we were able to do in the previous nine years."

Participants say the benefits transcend business and profits.

"Remodelor 20 is the only forum where we can have our ideas, our plans, policies and financial information critiqued in a positive way without fear of revealing information to our competitors," says Russel Caldwell, CGR, from Ozark, Mo.

Strong, Kessler, Caldwell and other members are not alone. The Remodelor 20 program has grown to six clubs with another four planned for 2003. "We match up remodelers from different parts of the country by their sales volume and number of projects," says Kimberly Bai-



(Above) A Remodelor 20 group in North Carolina poses in front of a house on which one of its members is working. (Right) The "Rhinos" Remodelor 20 group at a meeting Oct. 10.



ley, senior manager of the Remodelor 20 program. "We have groups to meet the needs of many different-sized companies."

The Remodelor 20 program is a unique networking and educational opportunity for NAHB members. Presidents, owners or partners in remodeling businesses are encouraged to join. Club members meet regularly to share wisdom and learn from each other ways to improve operations and increase the bottom line. They also share and compare financial information, look for trouble spots and offer each other advice on how to increase profit ratios and improve performance.

Membership in a Remodelor 20 club gives members access to a personal "board of directors" that understands

their business concerns. Because of an ongoing camaraderie, the exchange of ideas extends beyond the scheduled meetings as members continue seeking and sharing business advice by phone, mail, fax and e-mail.

Membership in a Remodelor 20 club is an NAHB member service and an unsurpassed value. For more information regarding this program, contact the program staff at 800/368-5242, extension 8123.