



REMODELING. NEW CONSTRUCTION. INSURANCE RESTORATION. HANDY MAN REPAIRS.

2007 Winter Newsletter

Volume 4, Issue 1, January 2007

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## Top Remodeling Trends from 2006...

As we move into 2007, I always like to close the previous year by analyzing our progress: basically, what we accomplished and how we compared to our annual projections. 2006 was a successful year—we enjoyed working with many new clients and appreciated hearing from quite a few “old” friends. Our growth from 2006, which exceeded 20%, is attributed mainly to referrals and repeat business—we have you to thank for our success! In completing our business analyses, it is always interesting to note project trends. In 2006, we completed 20 major remodels (*not including commercial jobs or general repairs*) 75% of which were interior renovations. Of this total, about half were “room conversions” where we transformed one room (either a Porch, Attic, Laundry area, Basement) into a new, finished space. Room conversions were popular projects within a wide range of budgets and were unrelated to the home’s age—we performed conversions in both older and newer homes. In older homes (15+ yrs), room openings (to integrate two smaller living areas) were quite popular and most featured columns and arched entryways at the new room opening. In fact, one room opening project garnered an award with **Chrysalis**; and, another was recently submitted to the **National Association of the Remodeling Industry’s** annual competition. Visit our [Project Gallery](#) for a full look at all of our projects—new and old.



Don Hagemester,  
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Questions?

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### Client Feedback—

Thanks, Janet Ruiz!

“As an owner of a “fixer-upper” and having to deal with different types of contractors and handymen, I must tell you that having Totally Dependable renovate my two bathrooms was the best stress free experience I’ve had so far. Your team is reliable, punctual, creative, and add a personal and friendly touch without losing the seriousness and professionalism that the job requires. The job you did with my two old bathrooms is of the highest quality: the tile, the plumbing, the electrical work, the painting and the cleaners, all the way to the smallest detail. Thank all of you at Totally Dependable for the outstanding and stress free job you did in my home. You can count on my recommendation to any one that is in need of a quality job.”

- Janie Ruiz, Marietta, GA

## 2006 Cost vs. Value Report—Remodeling Magazine’s 19th Annual

The latest [Cost vs. Value Report](#) has just been released. The report is a useful tool for real estate as well as remodeling industries. The data is compiled both regionally and nationally by the *National Association of Realtors* (remodeling costs are derived from software estimations boasting an 95% accuracy rate within 2% of actual job costs).

### Top 10 Projects for South Atlantic Region:

1. Hardi-Plank® siding replacement (92.7%)
2. 2-story addition (91.4%)
3. Basement (91.2%)
4. Attic Bedroom Renovation/Conversion (90.2%)
5. Foam-backed vinyl siding replacement (89.6%)
6. Vinyl siding replacement (89.3%)
7. Minor Kitchen Remodel (@ \$12K - 89.1%)
- 8.-9. Bathroom remodel & Vinyl window replacement (tie - 86.8%)
- 9.-10. Major Kitchen Remodel (@\$50K) & Window replacement (wood) (tie – 85.8%)

Due to homeowner’s focus on energy efficiency, along with exterior aesthetics (curb appeal), replacement projects in general yielded the highest return with **Hardi Plank® Siding** gaining the top spot for recouped value from home sales in both regional (South Atlantic) and national averages.

“When you consider its value at resale, a home improvement project costs only 20 cents to 25 cents on the dollar. The other 75 cents to 80 cents spent on a project goes directly back into the home through increased value — not to mention increased owner enjoyment.”

— By Kermit Baker, director of the Remodeling Futures Program at the Joint Center for Housing Studies at Harvard University.

## Year in Review ... Latest Projects, Community Involvement, Tips...

### Check out some of our latest exterior renovations



### Outdoor Kitchens Rock!

Above—Outdoor Kitchen featuring stone, granite, & fireplace;  
Below—Poolside cabana with full Kitchen, TV, Custom Cabinetry & Wet Bar



We’ve seen a major focus on exterior renovations in the past year or two, which coincides with both regional and national results from the *Cost vs. Value Report*. In short, curb appeal is in. Our exterior renovations, in addition to exterior repairs (such as siding, windows, roofing, etc.), included new Porticos/front stoop renovations, as well as the projects pictured left. From new homes to old, people are enjoying outdoor living and this is corroborated by home buyers.

Also notable, we find that most of our clients are well researched in terms of their project’s materials and design—you know what you want. However, preparing for your renovation is more than understanding the products. **How well do you communicate with your contractor?** This is key to the success of your renovation. Unsure about the durability of the new stone flooring you’ve chosen or the maintenance of your decking? Schedule an appointment with your Sr. Project Manager for a consultation. You’ve got expectations and we want to meet them. Like a good marriage, specifying your intentions at the onset of your project yields desired results. While you’re studying the latest trends for your upcoming project, read up on the “Important Tips & Free Advice” section on our [Home Page](#) for helpful information.

### New Maintenance Program....Handy Men on Call!

Find yourself in need of help...often? Weekly or monthly?  
Frequent clients can save \$\$!

**Inquire about our Home Maintenance Plan!**

(monthly cost based on average usage)



## Company Highlights

**Community Outreach....**We donated our services this fall to a local church in Dawsonville. Here’s a picture (below) of our crew lending a helping hand to construct a booth for the church’s fall festival.



Community Service—Harvest Festival at Christ Fellowship Church of Dawson Co.

Have you heard about our **Chrysalis Award** yet?? We’re so proud of our regional award for “*Interior Specialty*”—this arched opening was part of a Sunroom Conversion....read all about it [here](#).



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