



## February 2015

### Renovations vs. Relationships

With Valentine's Day approaching, you will no longer be just a contractor or designer, but a therapist and counsellor as well. Picture this: you have just sold a job and the excited customer is looking to turn their new purchase in to the ultimate love nest...

Even though renovations can be exciting, many couples get caught up in the fantasy and forget about the harsh reality of tearing their house apart. A survey taken by the popular renovation and design site Houzz.com found that 42 per cent of couples were able to handle the construction zone, 46 per cent of couples thought the process put a strain on their relationship, and almost 12 per cent of responders were almost driven to divorce. If anything is going to test a relationship, the stress of living in a construction site should do it. Renovation related arguments take a toll on relationships, especially regarding that exotic Brazilian granite that you can't afford but must have to impress your friends.

The best way to prepare your over eager customer is to lay out a schedule of what is going to happen after they sign that contract. Give them a game plan and go over it with them until they can tell you how it is going to happen. And don't forget to inform them about the fine print, and that things do not always go as planned. If it's mentioned at the start you can always fallback on it when challenged during the process.

Despite the stress that arises from a home Reno, it is actually an awesome team-building exercise. Explain to your customer that when they create something together that they both can take pride in, it can bring them closer together. I think that is a phrase from the movie "The Ladies Man" but you get the idea.

One thing that I have found that works is to tell your customer to take pictures of the progress and see what was accomplished. Yes, it's still a construction zone and a huge mess but your that much closer to being "home."

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### Updates



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### Profile Corner



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