Building a National Remodeling Business:
Lessons Learned from Successes and Failures of Home Improvement Contractors

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Background:

- Most home improvement companies today are relatively small, single-location businesses that are unlikely to see significant growth over their life-cycle.

- However, there are several business models that have been successful, and other instances of models that have not been very successful, in establishing a multi-regional or national remodeling presence.
Research Approach:

- This research will use a case study approach.
- First, identify companies that have successfully established or have attempted to establish a multi-regional or national presence.
- Isolate the factors that distinguish these companies from others.
- Attempt to determine what factors were critical in their eventual success or failure.
Research Topics:

- Type of specialty or market niche
- Management structure
- Financial objectives and metrics
- Supplier relationships
- Workforce organization
- Operations and IT systems
Next Steps:

- A panel of industry experts will be assembled to guide the research, determine the information that needs to be gathered, and to identify candidate companies for inclusion.

- Conduct interviews to gather the required information.

- The likely result of this effort will be a series of case studies with a summary of lessons learned from examples of efforts to establish a more concentrated presence in the home improvement industry.