

Qualified **Remodeler**[®]

Top **500** Remodelers 2015

GET ON THE **LIST**

THE TOP 500 is the longest ongoing recognition program in the remodeling industry. Each year the Top 500 recognizes remodelers for significant and sustained success in terms of the following:

- Installed remodeling dollar volume
- Industry association membership
- Industry awards
- Total years in business
- Industry certification
- Community service

ENTRY FORM

For more information or questions Rob Heselbarth, editorial director,
(847) 454-2714, or rob.heselbarth@cygnus.com

Mail (or overnight for receipt verification)
your financial verification letter, to:

Qualified Remodeler
2014 Top 500 Application
3030 W. Salt Creek Ln., Suite 300
Arlington Heights, IL 60005

Letters also may be emailed as a PDF attachment to:
rob.heselbarth@cygnus.com

Enter online at ForResidentialPros.com/Top500

Company Information

Firm's principal officer: _____ Title: _____
 Company name (as you would like it to appear in the magazine): _____
 Street address: _____
 City: _____ State: _____ Zip: _____
 Telephone area code and number: _____ Fax number: _____
 E-mail address: _____
 May we contact your company by e-mail? Yes No
 Company website address: _____
 Person completing this form: _____ Title: _____
 Years in business: _____ Years in present location: _____

1. Who in your company buys/specifies products?

Name: _____ Title: _____

Company Revenue

2. What was your total gross sales in the calendar years below?

(Total gross sales = amount your firm collected in sales from all sources. Do not round off.)

2014 Gross Sales \$ _____ 2012 Gross Sales \$ _____
 2013 Gross Sales \$ _____ 2011 Gross Sales \$ _____

3. What was your remodeling gross sales in the calendar years below? (Note: Top 500 rank is based on 2014 gross remodeling sales.)

(Remodeling gross sales = remodeling labor + materials + overhead for jobs installed. Do not round off. Do not include revenue from new construction, major commercial projects, wholesale distribution sales, or sales of manufactured goods.)

2014 Remodeling Gross Sales \$ _____ No. of Jobs: _____
 Approximately what percent of your 2013 remodeling gross sales was spent on building materials? _____ %
 2013 Remodeling Gross Sales \$ _____ No. of Jobs: _____
 2012 Remodeling Gross Sales \$ _____ No. of Jobs: _____

4. Please forecast your 2015 remodeling gross sales.

2015 Remodeling Gross Sales Forecast \$ _____ No. of jobs: _____

Remodeling Services

5a. Is your company a "National" firm with locations in more than one state? (Select one)

Yes No

5b. If so, what is your business model? (Select one)

Franchisor Dealership Licensee
 Branch locations are company owned and controlled
 Other affiliation / organization - please specify _____

5c. Which description best fits your firm? (Select one)

Full-Service Remodeler Design/Build Remodeler Kitchen and Bath Specialist
 Exterior Contractor Insurance Restoration Other

6. What percentage of your total 2014 installed remodeling dollar volume was represented in each of the following areas?

(Round off to closest whole number and make sure total is 100%.)

Type of Job	% of Total Dollar Volume	Type of Job	% of Total Dollar Volume	Type of Job	% of Total Dollar Volume
Whole House	_____ %	Roofing	_____ %	Kitchens/Kitchen Additions	_____ %
Basement Finishing	_____ %	Baths/Bath Additions	_____ %	Sunrooms/Conservatories	_____ %
Other Room Additions	_____ %	Detached Structures	_____ %	Windows	_____ %
Insurance Restoration	_____ %	Doors	_____ %	Light Commercial	_____ %
Decks/Porches	_____ %	Outdoor Living Areas	_____ %	Other (specify)	_____ %
Handyman Services	_____ %	Siding	_____ %		
				Total (Must equal 100%)	_____ %

7. What is the average time between estimate given and project completion? (i.e., 3 days, 3 weeks, 3 years, etc.) _____

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8. What percentage of products and materials do you buy from the following sources? (The total must be 100%.)

Manufacturers (direct) _____ %	Franchise Companies _____ %	Dealers _____ %
Distributors _____ %	Wholesalers _____ %	Big Box Retailers _____ %
Lumberyards _____ %	Other _____ %	
		Total (Must equal 100%) _____ %

Lead Generation

9. Percent of 2014 Remodeling Gross Revenue spent on marketing _____ % OR Amount spent in 2014 on marketing \$ _____

10. What percent of your 2014 remodeling gross revenue was derived from leads from the following sources?

Newspapers _____ %	Radio Advertising _____ %	Magazines _____ %
Home Shows/Events _____ %	Internet Marketing _____ %	Canvassing _____ %
Direct Mail _____ %	Billboards _____ %	Company Signage _____ %
Repeat Business _____ %	Referrals _____ %	(yard signs, truck lettering, etc.)
Yellow Pages _____ %	TV Advertising _____ %	

11. Please rank the following marketing sources according to overall effectiveness. (1 = least effective, 10 = most effective)

Newspapers _____	Radio Advertising _____	Magazines _____
Home Shows/Events _____	Internet Marketing _____	Canvassing _____
Direct Mail _____	Billboards _____	Company Signage _____
Repeat Business _____	Referrals _____	(yard signs, truck lettering, etc.)
Yellow Pages _____	TV Advertising _____	

12. What is your average cost per lead for each marketing source?

Newspapers \$ _____	Radio Advertising \$ _____	Magazines \$ _____
Home Shows/Events \$ _____	Internet Marketing \$ _____	Canvassing \$ _____
Direct Mail \$ _____	Billboards \$ _____	Company Signage \$ _____
Repeat Business \$ _____	Referrals \$ _____	(yard signs, truck lettering, etc.)
Yellow Pages \$ _____	TV Advertising \$ _____	

Your Organization

13. Which of the following facilities does your company own and/or lease? Include number of locations for each.

Offices _____ Showrooms _____ Warehouses _____ Other _____

14. Number of employees: (Write "N/A" if title/function is not in-house. Account for all employees. Do not double count.)

Full-time Office & Support Staff _____ Full-time Field & Production Staff: _____ Full Time Sales Staff: _____
 Management Staff: _____ Owners: _____ Total No. of all Staff: _____

15. How do you accomplish the following functions, in-house staff or outsource contractor? Please specify estimated man-hours per week and cost for each function.

Marketing	No. of Employees _____	No. Contractors _____	Est. hours per wk _____	Est. cost per wk \$ _____
Accounting	No. of Employees _____	No. Contractors _____	Est. hours per wk _____	Est. cost per wk \$ _____
Legal	No. of Employees _____	No. Contractors _____	Est. hours per wk _____	Est. cost per wk \$ _____
Purchasing	No. of Employees _____	No. Contractors _____	Est. hours per wk _____	Est. cost per wk \$ _____
Design	No. of Employees _____	No. Contractors _____	Est. hours per wk _____	Est. cost per wk \$ _____

16. Which employee benefits do you offer?

Health Care Yes No Dental Yes No 401k Yes No
 Profit Sharing Yes No Performance Bonuses Yes No Other Benefits or Incentives Yes No
 (Please specify.) _____

Your Competitors

17. What percent of your total 2014 jobs were you the only bidder? _____ %

18. What percent of your total 2014 jobs were bid on by 3 or more firms _____ %

19. My biggest competitor is better than I am in the following area: (Select one.)

Marketing/Advertising Product Sales Production of Job Warranty Customer Service

20. I am better than my biggest competitor in the following area. (Select one.)

Marketing/Advertising Product Sales Production of Job Warranty Customer Service

21. I differentiate myself from my competitors by: _____

