

A Well-Developed Project Plan Takes Time



BY **RON PALMER**
2019 RC CHAIR
PALMER RESIDENTIAL

We live in a diverse world of abundant choices. When I walk through the grocery store, I often wonder, who buys this? And who buys that? The reality is, many people probably think the same thing about some of the items in my cart.

The same concept applies to residential remodeling. I talk to clients all the time who have strong feelings about certain design details, types of flooring or tile, heating systems, and even elements as basic as wall texture. The bottom line is that we are diverse people living in a diverse society and we all like different things.

On the flip side, we all have things in common, too. No one has asked me to add walls to their kitchen or living areas because they were too open and expansive. Tile seems to be the overwhelming choice for showers and kitchen

backsplashes, and quartz is the standard for countertops today.

Even so, when it comes to choosing fixtures and finishes for a residential remodel project, the choices are so endless, they

the process to ensure that they will be well-informed of their choices. Essentially, we establish a realistic timeline for design.

Remodeling a home is one of the largest investments a person will

By promoting more upfront planning, your clients and your remodeling team will be singing your praises at the point of the project that matters most: project completion.

can overwhelm our clients. It can be tough for them to carve time out of their busy lives to conduct proper research—many don't even know where to start. At Palmer Residential LLC, we promote extensive and intentional planning; we work with our clients to determine the necessary level of design assistance they will need before starting their project and are transparent about the time needed in the planning stages of

make. Our clients make this investment with a long-term vision of their family needs and lifestyle. Shouldn't this major investment and long-term vision be well-thought-out and begin with a well-developed plan? By promoting more upfront planning, your clients and your remodeling team will be singing your praises at the point of the project that matters most: completion. ▲

UPCOMING EVENTS

110TH ANNIVERSARY HOLIDAY GALA

DEC. 4 | 6-9 p.m.

Emerald City Trapeze Arts, Seattle

One spectacular night for celebrating the holidays with fellow members

RC DINNER

JAN. 16 | 6-8:30 P.M.

Glendale Country Club, Bellevue

RC OFFSITE

FEB. 27 | 6-8:30 P.M.



For more tips on making your clients happy and your business successful, visit mbaks.com/rc