

The **Professional Remodeler Market Leaders** program recognizes the top remodelers in the country's largest markets. Market Leaders will be featured in the May issue.

Company Name	
Street Address	
City, State, Zip code	
Telephone number	
Fax number	
Website URL	
Firm's Principal(s) (Name)	
Firm's Principal(s) (Title)	

Name/title of person submitting form _____

Phone number _____ E-mail address _____

1. Which of the following best describes your business? *Check one that best applies.*

- | | |
|--|--|
| <input type="checkbox"/> Full service remodeler | <input type="checkbox"/> Insurance restoration |
| <input type="checkbox"/> Kitchen/bath specialist | <input type="checkbox"/> Home repair |
| <input type="checkbox"/> Exterior remodeler | <input type="checkbox"/> New construction |
| <input type="checkbox"/> Design/build remodeler | <input type="checkbox"/> Commercial |
| <input type="checkbox"/> Other, specify: _____ | |

2. Years in business _____

	<i>Please provide the following information based on actual 2009 & 2010 data and best estimates for 2011:</i>	2009	2010	Expected 2011
	# of remodeling projects			
	Installed volume (Remodeling only)	\$	\$	\$
	Number of employees – field			
	Number of employees – office			

4. What do you see as your company's three biggest challenges for 2011?
5. What are your three biggest opportunities?
6. Was your lead activity in 2010 up, down or unchanged from 2010?

7. What percent of 2010 leads did you convert to sales? _____ % Was that up, down or unchanged in 2010 compared to 2009?

8. What unique practices set your company apart from the competition?

9. About what percentage of your leads come from each of the following sources? Total should equal 100 percent.

- Repeat business
- Referrals from past clients
- Referrals from other professionals
- Job signs/trucks
- Company website
- Networking/Organization membership
- Print advertising
- Direct mail
- Yellow Pages
- Home shows/Parade of Homes
- E-mail marketing
- Social media
- Online referral services
- Radio/TV
- Billboards
- Telemarketing
- Canvassing
- Other

10. Please rank the following lead sources from most effective to least effective (1=most effective, 2=second most, etc.)

- Repeat business
- Referrals from past clients
- Referrals from other professionals
- Job signs/trucks
- Company website
- Networking/Organization membership
- Print advertising
- Direct mail
- Yellow Pages
- Home shows/Parade of Homes
- E-mail marketing
- Social media
- Online referral services
- Radio/TV
- Billboards
- Telemarketing
- Canvassing
- Other

11. What percent of your labor is subcontracted?

12. Do you have a showroom?

13. About what percentage of your total 2010 revenue was generated by each of the following types of projects/activities? Total should equal 100 percent.

- Siding _____
- Roofing _____
- Windows/Doors _____
- Kitchens _____
- Bathrooms _____
- Additions _____
- Whole-house remodeling _____
- Home repairs _____
- Decks/outdoor living _____
- Light commercial _____
- Insurance restoration _____
- All other remodeling activities _____
- New/custom home construction _____
- Other non-remodeling activities _____

14. What percentage of 2010 total expenditures was accounted for by each of the following categories?

Direct labor and burden (excluding owner's compensation) _____

Subcontractors _____

Building materials _____

Other direct costs (rental equipment, small tools, etc.) _____

Owner's compensation _____

Other salaries, wages and bonuses not included above _____

Marketing expenses _____

All other overhead and indirect expenses _____

15. What was your **target** net profit percentage for 2010? _____ What was your **actual** net profit percentage for 2010? _____

16. What was your **target** gross profit percentage per job for 2010? _____ What was your **actual** gross profit percentage per job for 2010? _____

Thank you for your time.