

# MAY IS NATIONAL HOME IMPROVEMENT MONTH

## START PLANNING SUMMER HOME IMPROVEMENT PROJECTS NOW

**M**ay has been named National Home Improvement Month, and the National Association of the Remodeling Industry (NARI) would like to inform Columbus-area homeowners how they can benefit from NARI.

“Proclaiming May as National Home Improvement Month gives NARI members the unique opportunity to educate and protect homeowners in Central Ohio,” says Steve Watters, president of NARI of Central Ohio.

“May is when remodeling-ready homeowners should begin gathering information for a summer project to make the process as easy as possible,” he adds. “In many cases, they already know what they want to accomplish—updating the kitchen or adding living space, for example. But they do need help on preparing for the details and decisions that are part of every home-improvement project.”

Homeowners should find a remodeler who will listen to their needs and make that dream a reality. “That is why we stress hiring a company that the consumer feels at ease with, since communication is critical to the success of any remodeling project,” Watters says.



PHOTOS COURTESY J.S. BROWN

NARI members are pre-qualified for membership—they are properly licensed, have a satisfactory record with the Better Business Bureau, have been in the industry for a specified period of time and have agreed to abide by NARI’s strict Code of Ethics. These qualities can give homeowners peace of mind when trying to decide on a trusted professional who will work closely with them.

Research recently conducted by Fred Miller, president of Consumer Specialists, suggests the majority of NARI businesses are operating on a sophisticated level, with ongoing evaluation of revenues, sales margins, overhead, income, performance, shifts in housing and consumer demands as the basis for decision-making. This level of sophistication should provide

a strong basis that NARI members will be around a long time, especially when you might need them.

NARI of Central Ohio is part of a national not-for-profit trade association with more than 7,000 member companies nationwide, representing more than 50,000 remodeling industry professionals. NARI of Central Ohio is committed to enhancing the professionalism of the remodeling industry and serving as an ally to homeowners.

For information on how to find a remodeling professional for your summer project, visit the NARI of Central Ohio website at [TrustNARI.org](http://TrustNARI.org). You also will find helpful articles for project planning and award winning photos as inspiration. You can also call the NARI office for member referrals at 614-895-3080.