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GET ON THE LIST!



Top **500** Remodelers 2010 ENTRY FORM

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

To be considered for the 2010 Top 500, please complete, sign and date this three-page application (Note: Verification is required).

Top 500 company recognition

1. Companies placed on the 2010 Top 500 will be notified by July 31, 2010.
2. All companies will be provided with a news release announcing their placement on the Top 500 along with information on how to use Top 500 recognition in their marketing program.
3. The 2010 Top 500 list will be published in the August 2010 issue of *Qualified Remodeler*.
4. Select Top 500 companies will be recognized for performance within key service categories (whole-house remodels, kitchen remodels and kitchen additions, other room additions, etc.).
5. All companies on the 2010 Top 500 list are invited to attend a special reception to be held on Tuesday, September 14 — the evening before the Remodeling Show — in Baltimore. The event includes food, drink, awards presentation and a special guest speaker.
6. Based on editorial criteria, some Top 500 companies will be selected as subjects for potential magazine feature stories.
7. Data provided by Top 500 companies is used by editorial staff to select issues and topics.
8. Completion of this form is an application for inclusion in the Top 500 list. Editors at their discretion may exclude companies that do not meet criteria or whose information is not complete or cannot be confirmed.

Franchise or national companies

National companies will be recognized on a separate list within the Top 500. Individual franchisees may complete an entry for the main Top 500 list. To receive a national entry form, contact *QR*.

For more information or questions

Heidi Riedl, administrative assistant, (800) 547-7377, ext. 1316; or Heidi.Riedl@cygnusb2b.com; or Kenneth W. Betz, senior editor, (847) 454-2724, or ken.betz@cygnusb2b.com.

Mail (or overnight for receipt verification) your completed and signed application, including financial verification letter, to:

Qualified Remodeler
2009 Top 500 Application
1233 Janesville Ave.
Fort Atkinson, WI 53538

Fill out your Top 500 application online

Go to: www.qualifiedremodeler.com/forms/top500/
Or download a PDF copy at: www.qualifiedremodeler.com

Deadline for signed and completed entries is May 10, 2010

QUALIFIED Remodeler

The Top 500 recognizes remodeling firms for significant and sustained success in the industry. To be considered for this recognition, entries must be completed and signed. Incomplete forms will be disallowed.

Top 500 Remodelers 2010

ENTRY FORM

PLEASE PRINT CLEARLY. DEADLINE FOR RECEIPT OF ENTRIES IS **MAY 10, 2010.**

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 Web site 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.)

2009 Gross Sales \$ _____ 2007 Gross Sales \$ _____
 2008 Gross Sales \$ _____ 2006 Gross Sales \$ _____

3. What was your remodeling gross sales in the calendar years below?

(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.)

2009 Remodeling Gross Sales \$ _____ No. of Jobs: _____
 Approximately what percent of your 2009 remodeling gross sales was spent on building materials? _____ %
 2008 Remodeling Gross Sales \$ _____ No. of Jobs: _____
 2007 Remodeling Gross Sales \$ _____ No. of Jobs: _____

4. Please forecast your 2010 remodeling gross sales.

2010 Remodeling Gross Sales Forecast \$ _____ No. of jobs: _____

REMODELING SERVICES

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

Full-service Remodeler Design/Build Remodeler Kitchen & Bath Specialist
 Exterior Contractor (Roofing, Siding, Windows, Sunrooms and Decks) Insurance Restoration Other

6. What percentage of your total 2009 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.) _____

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 2009 Remodeling Gross Revenue spent on marketing _____% OR Amount spent in 2009 marketing for remodeling \$ _____

10. What percent of your 2009 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.)	

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.)	

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.)	

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 2009 jobs were you the only bidder? _____ %

18. What percent of your total 2009 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: _____

Top 500 Remodelers 2010

ENTRY FORM

YOUR CUSTOMERS

22. What percentage of your customers fall into the following household income categories?

Less than \$50,000 _____%	\$50,000 - \$75,000 _____%	\$75,000 - \$100,000 _____%
\$100,000 - \$150,000 _____%	\$150,000 - \$200,000 _____%	\$250,000 + _____%

23. Estimate the average market value of the homes you remodel. \$ _____

24. Estimate the average market-value gain per home as a result of your remodeling work. \$ _____

25. Which best describes the population of your service area?

More than 1 million 500,000 to 1 million 250,000 to 500,000 under 250,000

26. What percentage of your customers fall into these age ranges?

20 - 35 _____% 35 - 50 _____% 50 - 65 _____% 65+ _____%

27. Please estimate the breakdown of your customer base.

Caucasian _____% African-American _____% Hispanic _____% Asian _____% Other _____%

AWARDS AND AFFILIATIONS

28. Do you belong to the following organizations? (Check all that apply.)

National Association of the Remodeling Industry (NARI) NAHB Remodelers National Kitchen & Bath Association (NKBA) Better Business Bureau
 American Institute of Architects (AIA) National Roofing Contractors Association (NRCA) Other: _____

29. Who in your company holds a designation or certification from an industry association? Please specify designation earned. (CGR, CR, CKBR, AIA, etc.)

Name: _____ Association/Certification: _____

Name: _____ Association/Certification: _____

30. Did your company win any state, regional or national design or other industry awards in 2009? (Please attach verification)

Organization/Award(s): _____

Organization/Award(s): _____

31. Did your company contribute time, materials or funds in any community or charitable programs in 2009? (Please attach verification)

Organization: _____ Contribution(s): _____

Organization: _____ Contribution(s): _____

CHALLENGES AND OPPORTUNITIES

32. What was your top business challenge in 2009? _____

33. What was your top opportunity in 2009? _____

BUSINESS REFERENCES (banks, suppliers, attorneys, etc.)

Reference 1 _____ Reference 2 _____

Company: _____ Company: _____

Name: _____ Name: _____

Title: _____ Title: _____

Phone: _____ Phone: _____

SALES VOLUME VERIFICATION

To qualify to have your Top 500 listing included and be considered for Top Performer Awards, **third-party verification of your 2009 installed dollar volume is required** from your company's CPA, an independent CPA or your accounting firm. Verification must be on the CPA's or accounting firm's letterhead (no photocopies) and include a statement to the effect that "I have reviewed the company's Top 500 application, and the 2009 remodeling gross sales response to question No. 3 is accurate to the best of my knowledge." The letter must be signed and dated, and include the person's name, title and telephone number.

Sign application and send to:
Qualified Remodeler
 2009 Top 500 Application
 1233 Janesville Ave.,
 Fort Atkinson, WI 53538

I attest that the above information is accurate.
 Signature _____
 Name (print) _____
 Title (print) _____
 Date _____

Questions?
 Call Heidi Riedl, at (800) 547-7377, ext. 1316;
 or e-mail heidi.riedl@cygnusb2b.com; or
 Kenneth W. Betz, at (847) 454-2724, or
 e-mail ken.betz@cygnusb2b.com.