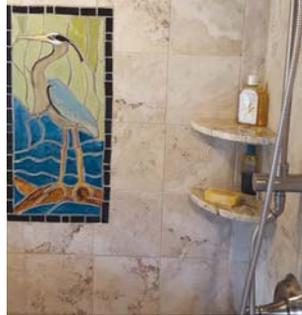


THE HAUTE COUTURE OF CRAFTSMANSHIP: COLEMAN HOME REMODELLING



Brian Coleman & Dr. Donna Coleman



By Dr. Donna Coleman

By now, the regular readers of this marvellous journal are well aware that I hold the craftsmanship and work ethic of my brother Brian Coleman, proprietor of Coleman Home Remodelling, in highest esteem. And some of you have enjoyed the opportunity to work with him and are no doubt thrilled with the outcome of the project that Brian and his team have completed for you.

And you may have spent (perhaps I could even say, wasted) a lot of time interviewing other potential contractors, going back and forth about costs and exerting a lot of effort to secure the lowest possible price, before you made the choice to work with Coleman Home Remodelling.

Today, I want to speak to the cost-to-quality continuum. In many respects, it is as much a philosophical issue as it is purely financial. I subscribe to the Sunday edition of *The New York Times*, and that newspaper counts among its many advertisers the likes of Bottega Veneta, Missoni, Ralph Lauren, Gucci, Prada, etc. The prices that these designers assign to their products are extremely high, but folks flock to their emporia and pay the seemingly exorbitant amounts listed on the price tags. Why? Because we can generally assume that, if we buy a handbag or garment from one of these *haute couture* designers, the materials, workmanship, and design aesthetic are going to be top quality.

So why does cost seem to be such an issue when we want someone to come into our homes to do work that will add value to our property, bring constant enjoyment to our daily lives, and create a more beautiful (and functional)

environment to enjoy? I know the drill: bring in several potential contractors, ask them to draw up plans to at least begin the process of realizing your dream for the remodelling project, wait for the lowest bid to come in, and then forge ahead. But what are the hidden costs of working with a contractor whose low bid may not ultimately provide you with the best result? And what is the cost of the time, effort, and frustration of sifting through all of those estimates?

I fear that we live in a world in which obtaining a product or a service *at the lowest price* seems to be the constant (if not the only) goal. And perhaps for many of the items that are necessary to support the comfort of our daily lives, if we can just as easily pay \$10.00 for something as \$12.00, then why not?

But, when we decide to rehab our kitchen or basement or laundry room, is the lowest price going to produce the beautiful outcome we envision? Is that lowest cost *really* a victory after all?

We must also be mindful of the fact that, when we begin interacting with a contractor, we are in a *relationship* with that person from the start, and any relationship needs to be built upon *trust*, another important cost-to-quality consideration. I can't speak for other contractors, but I can say with assurance that, when you sign a contract with Coleman Home Remodelling, you can fully trust that you will be treated with total respect; that your ideas, visions, and concerns will be heard and addressed; that the workmanship lavished upon your project will be of the utmost quality; and that all will be administered with the greatest possible care, with every detail finished to the nth degree of perfection.

Brian will not be satisfied with any job that he commits to until it is Done Right! And at the end of the day, this perfectionism means that he will have spent many more hours working for you than he is contracted to be paid for.

I, for one, would ask only one contractor for an estimate for any work I would envision for my home:

Coleman Home Remodelling. You won't be disappointed by the *haute couture* quality of the finished product!

Dr. Donna Coleman is a world-acclaimed concert pianist, recording artist, author, photographer, amateur astronomer, weaver, and mad perfectionist: "it takes one to know one!" outbach@gmail.com

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