

REMODELING TO THE HIGHEST STANDARDS

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Integrated Marketing: What the Heck Does that Mean? Hint: What Channels do you Watch?

June 24 Lunch Topic

Come to the June 24 lunch and hear guest speaker Linda Adams, Cherry-Pickers Marketing, educate those in attendance about integrated marketing. The meat of this fun conversation is that there are so many places for businesses to market...how do you reach your best prospects through targeted marketing...without blowing your budget?

Cherry-Pickers provides companies with strategic planning and brand development and the ability to view the product and services of a company from the perspective of the customer. Main area of expertise is looking at the big picture using strategic planning and info gathering. The information is analyzed in order to develop effective strategies and the tactics to meet the marketing goals. They have the ability to work with outsourced vendors to produce advertising messages that match the marketing goals. They develop the communication protocol of materials to be used by sales groups. Services include website development, social media strategy, and brand strategy.

KC NARI Lunch Fast Facts

Date: Thursday, June 24

Time: 11:30 – 1:00, networking begins at 11!

BUY NARI Tabletop Sponsor: Ferguson Bath, Kitchen & Lighting Gallery

Location: Doubletree by Hilton, 10100 College Blvd., Overland Park (College and 69 Highway)

Cost: \$30 at the door with ADVANCE reservations; \$35 for those companies needing to be invoiced. **Please Note: All who reserve and don't attend will be invoiced. No walk-ins will be allowed due to the hotel guarantee 72 hours prior to event.** A plated meal will be served.

Deadline for Reservations is June 21. RSVP via e-mail to kcnari@RemodelingKC.com, call 913-362-8833, or register online. Go to www.RemodelingKC.com and sign up under the Events tab. **Masks in the meeting room are now optional. Masks are required for all public spaces in the Doubletree including hallways, meeting registration table, bathrooms, etc. No walk-ins will be allowed due to the hotel guarantee 72 hours prior to event.**



Kim Stevermer, CR, CKBR, Stevermer Co., not only won a Toppin's pie and \$25 cash for recruiting a new member for KC NARI, he also won the 50/50 raffle at the May lunch and gave back his raffle winnings to our Harvesters cash collection!

The President's Message

In the early days before the internet (yes, I am that old and remember before we had internet) brick and mortar stores had little competition in terms of presenting products to customers. In those early days, I recall some of my peers in the hearth and barbecue industry complaining about all the products becoming available on the internet. As an early adopter and someone who loves the "latest and greatest", I wanted to tell them they better get used to it. I think we all knew the internet was here to stay. Some loved it, some not so much but we all agreed it was going to change the way we would do business.

It seemed like everyone could find something cheaper online. Now we had customers asking why your version is so much more expensive. In our industry we learned that some of the less expensive items were sold online using different parts and the only way you could tell the difference was by either model or serial number. We learned that some manufacturers wanted that online market but also knew that price was critical, and they would sometimes remove items from products to hit those price targets. In the end, I think it justified the existence and importance of specialty stores.

The other change we saw was consumers going online and finding all kinds of pictures for projects or products that excite them. Sometimes we would find photoshopped pictures and it did take a little time to explain why that wood mantle cannot be that close to the fireplace. For the most part however, I have found it incredibly helpful on the showroom floor when a customer shows me a picture of what they like or want to do. This is a great opportunity for me to explain which of our products can meet that expectation or why that idea or product may not be ideal for their application.

There are many ways a consumer can get a product delivered to their doorstep. There is still very much a need for that personal touch or one-on-one conversation with the client in which we align our knowledge and expertise with their vision or dream. Our industry is not selling socks, batteries, or golf balls. I think it is essential that the various products we build, sell, and service need to be explained and maintained by a real expert.

Sincerely,



Jonathan Kelly
Fireplace & BBQ Center
913-383-2286
jkelly@fireplacecenterkc.com

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News to Know

- Congratulations to Sharon Carey, Frontier Restoration, on her marriage to Scott Fanning on May 21. They will be heading to Montego Bay, Jamaica for their honeymoon in August.
- It's a BOY! Congratulations to Saren LaVo, Surface Center Interiors, and her husband, Tyler, on the birth of Asher James on March 13. He weighed 6 lbs., 1 ounce.

2021 Chapter Meetings Have Moved to Doubletree by Hilton in Overland Park

We are hosting our 2021 lunch meetings at the Doubletree by Hilton, 10100 College Blvd., Overland Park (College and 69 Highway). Mark your calendars for the remaining 2021 KC NARI chapter meetings:

Thurs., June 24
Thurs., July 29
Thurs., Aug. 26

Thurs., Sept. 30
Thurs., Oct. 28
Thurs., Nov. 18

Board Minutes

June—One application was approved. The Board discussed the 2021 community service project. Social Committee is hosting Hump Day Happy Hours on August 4 starting at 5pm at Maloney's in downtown Overland Park. The Finance Committee agreed to start investing \$1,000 per month back into long term investments after we took a break in 2020 from doing that. Nick Shepard, CR, KC Home Solutions, noted that he had hired a student from the Job Fair.



From masks to banana costumes? Lauren Balestrieri, UDCP, L Marie Interior Design, wanted to have the May lunch attendees take note of the Harvesters food drive by NARI Next so she wore this appealing (a peeling LOL) costume.



The showerheads! Congratulations to Nick Shepard, CR, KC Home Solutions (left) and Ryan Christopher, SVB Wood Floors, for winning Kohler shower heads, donated by Ferguson Bath, Kitchen & Lighting Gallery, for giving KC NARI prospect leads in the month of April.

KANSAS CITY NARI

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Ryan Christopher, SVB Wood Floors
Lindsay Hicks, Habitat for Humanity of KC
Jon Otten, Capitol Federal Savings Bank
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Shack Built

Chair

Judy Transue, CR, CRPM, UDCP
CHC Design-Build



KC NARI MEETINGS:

All meetings will be held in person at the NARI office or via Zoom...your choice!

Board Meeting

Wednesday, July 7 - 3:30 p.m.

Jonathan Kelly, 2021 President
913-383-2286, jkelly@fireplacecenterkc.com

Advocacy Committee

Thursday, July 1 - 9:00 a.m.

Peggy Bruce, Chair
913-827-9952, peggy.bruce@vwealth.com

Education Committee

Wednesday, July 14 - 11:00 a.m.

Co-Chairs - Derick Shackelford, CR, CRPM,
CLC, 913-544-4819, dericks@shackbuilt.com
John Bruce
913-859-9150, jbruce@outdoorlights.com

Ethics & By-Laws Committee

Karl Dunivent, Chair
816-343-8887, kdunivent@choicecabinetkc.com

Marketing/PR Committee

Tuesday, July 13 - 9:00 a.m.

Co-Chairs - Phil Steinle
913-696-9758, Phil@centurymarketinginc.com
Joanna Schiller
913-321-4100, joanna@abcosupplyus.com

Membership Committee

Wednesday, July 21 - 11:00 a.m.

Co-Chairs - Benita Brewer
913-339-8446, designergal@kc.rr.com
Ryan Christopher
816-965-8655, ryan@svbwoodfloors.com

Remodeled Homes Tour Committee

Tuesday, July 13 - 11:30 a.m.

Charlie Schloegel, CR, UDCP, Chair
816-361-9669, Charlie@remodelagain.com

Social Committee

Tuesday, July 6 - 11:30 a.m.

Christine Hawkins, Chair
913-915-9140, Christine.hayes@ferguson.com

Workforce Development Committee

Thursday, July 15 - 8:00 a.m.

Nick Shepard, CR, Chair
913-780-4498, nick@kchomesolutions.net



Join These Contractors on the 23rd Annual Remodeled Homes Tour!

- ✓ Interiors by Melody—whole house remodel & addition in Prairie Village
- ✓ Schloegel Design Remodel—whole house renovation, addition & exterior in Prairie Village
- ✓ Brackmann Construction—kitchen & first floor remodel in Overland Park
- ✓ Comfort Remodel
- ✓ Kansas City Remodel & Handyman Allen
- ✓ MSC Enterprises

TOUR FAST FACTS

Dates: Saturday and Sunday, September 18 & 19, 2021

Hours: Saturday 10am-5pm and Sunday 11am-4pm

Tour Entry Fee: \$1100***per home—2nd & 3rd entry \$650 each (3 homes maximum a contractor can have on each Tour)

Early Bird Special: Save \$125 if entry application is turned in by **July 23**

Final Entry Date: July 30

Number of Attendees: Varies according to your location/project...from 200 to 800 in just 12 hours!

***If you have **never** entered a project on the Remodeled Homes Tour, take \$100 off this fee.

Contractor Benefits:

- Only NARI members can enter a home...a KC NARI member benefit!
- It's a great way to showcase your company and give your employees bragging rights.
- Partner with your subs/suppliers to help offset costs and to help work the Tour.
- Receive a 4-color photo & project write up in the Remodeled Homes Tour program.

BUY NARI!

***Features Ferguson/Factory
Direct Bath, Kitchen &
Lighting Gallery***

**14105 Marshall Drive, Lenexa as well as locations in
Lee's Summit and Kansas City North
913-752-5660, www.fergusonshowrooms.com**

Ferguson Bath, Kitchen & Lighting Gallery was founded in 1953. Ferguson is the largest U.S. distributor of plumbing supplies. Specific to the home building and remodeling industries, Ferguson distributes plumbing, lighting, appliances and hardware. Currently, they have three beautiful showrooms located in the KC metro.

At the June lunch, Ferguson and Sean Blachford with Moen Faucets will be discussing the new offerings from the Moen Smart Technology line. Please join us at our tabletop to see what's new rolling down the pipes!



BUSINESS BUILT TOGETHER

Are you Struggling with the High Cost of Health Insurance?

NARI Members often struggle with the high cost of health insurance and its expenses. ModRN Health is here to help. Last year, NARI member James Upton, owner of Solid Ground Remodeling, started using ModRN Health. Click Here for what he had to say:

<https://youtu.be/8OYeQSWay8k>

Providing health insurance to your employees can be like handing them a credit card and asking them not to overspend. This is probably why health insurance premiums go up 20% per year. Whether you provide health insurance to your employees or not, ModRN Health nurses can help guide your employees through what can be a very expensive experience. Having a nurse in your corner can help, not only with how much it costs, but how you can feel better, faster.

When health issues arise, you may not know where to start. But your nurse will.

Did you know that two thirds of expensive emergency room visits are avoidable and 80% of doctors' visits can be handled over the phone? A ModRN Health nurse helps you navigate your health journey and provides answers that can save you money. Whether you have questions about your prescriptions, getting advice about your diabetes, or asking if I should take my child to urgent care or the ER, a dedicated nurse can make a world of difference.

Services offered include:

- Prescriptions, refills, and medication review
- Providing options for lower cost drugs
- Each NARI company has an assigned registered nurse and doctor available within a 15 minute or less response time
- Continuity of care - interact with the same nurse and doctor to develop rapport and trust
- Employees can ask their ModRN nurse to answer specific health issues
- Assistance finding highly recommended specialists, hospitals, and clinics
- Assistance with preparation for medical appointments by determining questions to be asked, appointment goals, how to record medical appointment for review

- Follow up after medical appointments to ensure understanding, review recording, and next steps, remote monitoring equipment for automatic readings, tracking, trending, and alarm notification to your nurse

For more information, contact Jim Cook, ModRN Health Principal at 913-484-5817 or jim@modrnhealth.com
www.modrnhealth.com

New Member Minute

Josh Trusler, NSC Applied Products Group
816-213-6340, www.nscapg.com



NSC Applied Products Group is a family owned company since the late 1930's. We started as a PFV (pipe, valves, & fittings) company in St. Louis and opened a new HVAC division in Kansas City in 2013. We are a local heating and cooling distributor selling to contractors across Missouri and Kansas.

What do you do outside of work?

I enjoy anything sports--attending events or watching. I also have 3 kids where I spend a lot of my time chasing them around (Evan 6, Rosie, 4, Baker 3 months). I enjoy traveling and mainly spending time in warm climates.

What is your favorite local restaurant?

Stock Hill

Who is your favorite actor/actress?

Denzel Washington



June Chapter Events!

Thurs., June 17— NARI Next 5th Annual Kickball--benefits Harvesters--All Ages Invited

[Click Here to RSVP](#)

Location: Rosedale Park, 4100 Mission Rd., Kansas City, KS
Time: 5:00 pm start, BYOB & BYOC (bring your own chair)
Cost: \$10 to play (please bring cash or check) ...or 10 canned goods donated to Harvesters

Thurs., June 24— Chapter Lunch Meeting

[Click Here to RSVP](#)

Location: DoubleTree by Hilton (College & 69 Hwy.), 10100 College Blvd., Overland Park
Lunch Keynote: Integrated Marketing: What the Heck Does that Mean? Hint: What Channels do you Watch?
Guest Speaker: Linda Adams, Cherry-Pickers Marketing, a Kansas City-based marketing company for brand evolution & strategy, communication plans & action, and digital marketing.
Time: 11:30-1:00, come early at 11 to network Cost: \$30 with advance reservations, \$35 for those companies needing to be invoiced

Plumbing 101 Seminar for Field Employees—Offered on 2 Different Dates & Locations

Thurs., June 24 at the NARI office

[Click Here to RSVP](#)

Tues., June 29 at Morgan Miller Plumbing, 13911 Norby Rd., Grandview

[Click Here to RSVP](#)

Time: 4:30-6:00 with food at 4:30 and seminar at 5:00
Cost: for education, networking, and food **M e m b e r s :**
\$30 per person Non-members: \$50 per person

- How to safely cap off a water line (without a flame)
- The dos and don'ts of how to pull and reset a toilet
- How to properly install a kitchen faucet
- Troubleshooting a drain line after an install - what to look for during the demo

Tues., June 29 WIN (Women in NARI)—Self Care in Post-Covid Times

[Click Here to RSVP](#)

Hosted at: The Rug Studio, 9280 Barton, Overland Park
Guest Speaker: Katherine Melton, MRH, MCHES, Community Prevention Coordinator for Johnson County Mental Health Center.
Time: 4:30-6:30 pm, Networking, food & drinks from 4:30 to 5:30 with program at 5:30
Cost: \$15 for networking, food & education

- Gain an understanding of what self-care is
- Learn new strategies for applying self-care to everyday life
- Learn about resources available

Register for Chapter Events! You can RSVP via email kcnari@RemodelingKC.com or call 913-362-8833 or go to the chapter website RemodelingKC.com & sign up on your own. Under the Events tab, choose the event & sign up!

Member to Member Discounts in the MIC (Member Information Center)

KC NARI has an internal motto of Business Built Together. A way a member can promote themselves to other KC NARI members is with the “Member to Member Discounts” section that is only seen through the MIC and this is not displayed on the website. Members can view by clicking on the News Tab at the top or through the Shortcuts panel.

- Log-in to the MIC on the Shortcuts panel (left side of the screen)
- Click on the words “Member to Member Discounts”.
- Fill in the fields and add company logo.
- Remember to fill in the active dates or your deal(s) will not display. These dates can be set to a single day or days, weeks, months or years.

A member can have multiple deals that have different dates that are active. For example, you could have a “Spring Break Deal”, “New Product Discount”, “Siding Install Deal”, or a rate discount you offer to members. This is a free benefit for any KC NARI member that wants to participate in this, and this is not only for suppliers. A couple of members are participating in this already and we would like more of the KC NARI community to take advantage of this FREE benefit. Please visit the MIC and see what members are offering you.

Do you remember how to access the MIC? Go to RemodelingKC.com, click on the INDUSTRY PROFESSIONALS tab, scroll to MEMBER LOGIN. Click Here to log-in if you have already connected with the MIC. If you have not connected, you will need to create your log-in, click on the words “No login created? Sign up now.” or get started now by Clicking Here. Please use the email that KC NARI has on file for you. If you cannot access the “Add Member to Member Deals” button contact D.J. McEwen kcnariDJ@RemodelingKC.com and she will get that changed for you.

Solid Rock Member Profile

Honoring Long Time Chapter Members

Grace Young, Teague
Electric Construction



Kansas City NARI
Member Since 2010

How long have you been at Teague Electric?

I've been the Marketing Director for 5 years. I handle all our marketing but specialize in our social media accounts.

If you are not at work, what would we most likely find you doing?

When I am not at work I enjoy hanging out with family, taking photos, and exploring the outdoors.

What do you feel is your greatest accomplishment during the pandemic?

Surviving and finding different ways to do my job successfully!

What is your favorite NARI event?

I personally loved the 12 Days of Service. I was sad to find out about it on the last service day, but I enjoyed helping KC Pet Project. I love getting involved in the community and giving back!

Can you Help a Vietnam Vet & His Family?

2021 Community Service Project Slated in July... Please Help with a Cash Donation

Kansas City Heroes is a grass roots 'Pay it Forward' group started in 2015 when a single mom who had been touched by help she had received, got some of her friends together to lend a helping hand to others. The group now has over 5,000 members and is an official not-for-profit organization assisting the disabled, elderly, homeless, veterans, and single parent homes. They put us in touch with the Rhodes family.

We will be helping Tom & Charlotte Rhodes and their son Michael. Tom is a Navy veteran and served in Vietnam. Charlotte was recently successful in her second battle with cancer, and their grown son, Michael, is wheelchair bound. Their home in Kansas City, Kansas needs a major bathroom remodel (their one and only bathroom for 3 adults) and it needs to be made accessible for Michael and his wheelchair.

Wendall Gartman, Gartman Remodeling, has agreed to be the project manager for this remodel. Due to the size of the

bathroom and the health of the family, we will not be able to have groups of folks working in the house. Kansas City NARI will collect cash donations and we will work with Wendall to pay for labor and materials, so your cash donations are important for this total bathroom gut and remodel.

Thanks to Joni Smith, Great American Building Materials, 2019 Chapter President, and Judy Transue, CR, CRPM, UDGP, CHC Design-Build, 2021 Chair of the Board, for working together to organize this community service project.

Please email your donation amount to kcnari@RemodelingKC.com or call 913-362-8833. No donation is too small. Any monies not used for subs and suppliers will be used to purchase gift cards for the family. We can charge your credit card on file or send you an invoice and you can mail us a check.



Welcome New Members!

Give them a call, shoot them an email, agree to meet them at the next NARI event. Welcome them to KC NARI!

Edward Jones

Gabe Nelson

12701 Metcalf Ave, #203, Overland Park, KS 66213

913-851-0245

gabe.nelson@edwardjones.com

www.edwardjones.com/gabe-nelson

Financial advisor, wealth management, retirement planning,
business retirement & plans

GuildQuality, Inc.

Meg Helber

3601 Walnut St., #400, Denver, CO 80205

(734) 649-9189

mhelber@evercommerce.com

www.guildquality.com

Strengthen your reputation, elevate your business. Customer satisfaction surveying, performance reporting, and marketing for quality-minded home builders, remodelers, and service providers.

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Tess Bright

500 2nd St. S., #100, LaCrosse, WI 54601

(609) 602-7134

tbright@evercommerce.com

www.marketsharp.com

Centralize your lead, customer, and job information with a turn-key industry-specific software solution you can access anytime, anywhere.

Four KC NARI Members Earn NARI Certification!

Congratulations to the four newest certified members of Kansas City NARI:

- **Kelly Brandmeyer CRPM, Architectural Craftsmen**
- **Steven Sanders, CRPM, Pella Windows & Doors of KC**
- **Katrina Culwell, UDCP, Schloegel Design Remodel**
- **Cassidy Dill, UDCP, Cabinet Design Sales**

NARI certifications were developed at the national level to recognize highly experienced remodeling professionals, capable of planning and managing complex remodeling projects to client satisfaction. Certified professionals represent an elite group of industry experts who possess an extensive technical and management skill set that sets them apart as capable remodeling professionals.

Reasons to become certified:

- Validate your professionalism, expertise and dedication to client satisfaction
- Advance your business skill set for increased company profitability, project timeliness, and streamline of project/business operations
- Develop your professional skill set and set your career in remodeling up for success
- Position yourself or your staff as an indispensable resource to your clients with complex project needs
- Increase your visibility in a crowded marketplace.

NARI certification standards and exam questions were



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Business Built Together

developed by leading remodeling experts, well versed in technical and management best practices for the remodeling industry. NARI certification is governed by the NARI Certification Board.

Benefits of Certification

80% of consumers would choose a remodeling professional who is certified over one who is not

- Candidates must demonstrate technical skill, business and project management expertise, and tenure in the industry based on their selected certification's specific and detailed requirements.
- Candidates are required to prove participation in education courses, meeting the minimum Continual Education Units (CEU), as specified by each specific certification
- All candidate applications are subjected to comprehensive review by the NARI Certification Board to assure all program pre-requisites are met and the candidate is eligible for certification.
- Eligible candidates could choose to attend certification study groups hosted by their local chapter, attend the rigorous, multi-week preparatory courses provided by NARI, or self-study.
- All eligible certification candidates must undergo and

pass a rigorous examination, overseen by an examination proctor adhering to strict integrity criteria.

NARI certified remodeling professionals must meet annual recertification requirements involving continuing education and participation in industry programs.

ACH...An Easy Payment Option for KC NARI and You!

Kansas City NARI is fully set up to use ACH for any payments for events, dues, sponsorships, etc. ACH (Automated Clearing House) is a network used for electronically moving money between bank accounts across the United States. We are always trying to find ways of reducing the overhead of the office and we are doing this by offering ACH transactions. We are still going to take credit cards, but they have a larger processing fee tied to them (Credit card is 3.31% versus ACH at 0.51%, per transaction).

If you are willing to have your payments to KC NARI be done with ACH, please email D.J. McEwen, kcnariDJ@RemodelingKC.com and she will get you a form and answer any questions you might have.

It's Time for the 2021 REMY Competition!

KC NARI Chapter: 50 REMY Project

Categories...What Category/Categories will your Company Win?

2021 REMY Entry Fees:

Early Bird - \$165* if paid and entry submitted by **October 1, 2021**

Standard - \$175* if paid and entry submitted by **October 21, 2021**

Late Entry \$255* if paid and entry submitted by **October 25, 2021**

Pricing is based on when project is submitted; not on when entry was started.

*NARI members submitting a REMY entry for the first time will receive a \$35 discount on their first project entry.

It's important that you read the REMY rules carefully as we use all of NARI Headquarters' CotY categories and descriptions. Please be aware that KC NARI has a few additional categories (noted as REMY only) that NARI HQ CotY does not offer.

Please Note: Entrants that wish to forward their chapter entry to NARI HQ CotY may do so after the chapter's judging is complete. NARI HQ will notify entrants when the availability to forward to NARI HQ CotY is available. You will be able to forward the entry only if you are not making any changes to your entry. Entries requiring additional editing will need to be submitted directly to NARI HQ via a second submission and cannot roll-up to NARI HQ CotY. **REMY and NARI HQ CotY entry fees and deadlines differ so please double check all those details!** The NARI HQ CotY details are in the FAQ's later in this document.

In order to preserve the integrity of the program, all REMY entries need to comply with the same rules.

REMY Rules

1. Only NARI members in good standing are eligible to participate.
2. The entrant company needs to be the NARI member that had complete oversight and supervisory responsibilities for the work completed (not applicable for specialty entries). Other NARI member companies that worked on the project may be included as Team Members (see #10).
3. Project finish date for a REMY entry must be between July 1, 2019 through October 25, 2021. The NARI HQ CotY

project finish date range is December 1, 2019 through November 30, 2021.

4. The project cost is defined as contract price, all extras, change orders, fees for all professional services (including, but not limited to, design work, architectural and engineering services, etc.), permit and application fees, and the fair market value of materials and products that were purchased, sweat-equity and in-kind services provided, and/or any subcontract work. The cost of all homeowner provided products, services, third-party professional services, or labor should be included in this cost. All markups and profit should be included in the cost provided. For member-owned projects, costs should include normal markups as if the project was contracted to an outside client.
5. Only entries that have never been submitted in prior KC NARI REMY contests are eligible.
6. Client/contractor and photographer's release forms needs to be filled out completely before uploaded for each entry. These forms will not be seen by the judges and are the only area where the member's identity (or anyone involved with the project) can be revealed. These forms can be accessed once you start the entry process.
7. When titling your entry do not use personal names, company names, client names or any other name that will tip the judges in who is placing this entry.
8. **Presentation** must be submitted in PDF format and can be up to 30 pages long. **The file can be up to 20MB. This presentation is the only file the judges will see.** We suggest using PowerPoint, Publisher, Word, InDesign, or a similar program to build your entry, and then save to a PDF file. If you don't have a PDF creator on your computer you can search for a free version, which will convert any printable file to a PDF file. **Suggestion: create your presentation in a landscape layout, they are viewed on computer screens and landscape shows better than portrait.** Be sure to include a project statement, drawings, images, and any descriptive text or captions that will help the judges understand the details of the transformation. Minimum of 1 'Before' photo is required and are best used immediately preceding 'After' photos. Present photos from the same angle if possible. Don't use images and/or photos in the PDF presentation or images upload section that contain any recognizable individuals, logo or any other identifying information, including file name. Note: exception of Image Upload #3 for company logo as detailed online.
9. There is a separate additional fee (\$75) for each Team Member that can be included in the REMY entry. This gives them a REMY award to display that will say Team Member. You must pay for the Team Member fee/s when you submit your application online. You will be responsible for collecting the \$75 from the subs/suppliers

if you choose to collect that from them. Team Members are other NARI member companies that also worked on the project.

10. Entrants will need to provide a list of all NARI members (suppliers/services) used in the entry. This information is collected online and is part of the entry. **Example for NARI Member List: Joe Brown Paint Co., ABC Design Co., XYZ Building Supply, and YZ Appliances.** We have an award for supplier recognition and this award is based on the number of REMY entries their company name appears on, so please list all NARI members that you used with your entry. If you don't have any NARI members that helped with the project please put "none used" in this field.
11. Entrants are required to provide a project summary, 100 words or less, in addition to their presentation and this needs to be written with the consumer in mind. This summary will be collected via the online form and will be used to describe winning projects after winners are announced. Although the judges will not see the summary included in this field, this information may be repeated in the presentation.
12. You must upload before & after photos you included in your project presentation in jpeg format. Do not upload in-progress images. At least 1 before photo, 1 after photo and company logo is needed for the awards program and the first 3 fields in this section will tell what to upload. These images/photos will be used for our presentation and promotion purpose and the judges will not view these. Each image/photo must be a high-quality resolution of at least 300 dpi, a minimum size of 4 x 6 (1220 x 1800 pixels), and no larger than 12 MB each. You can upload up to 20 photos, but we require 10 photos minimum be uploaded. If you don't have 10 photos from the project, repeat 1 of the photos to meet the requirements.
13. Any photo enhancement is limited to brightness, contrast, or sharpness. No items may be added or removed through photo enhancement techniques. Do not add or subtract items or change the image in a way that may increase or decrease the value of the project.
14. All projects entered in REMY categories must be an improvement or addition to an existing structure. Entries for new structures will not be accepted except where specifically noted in the category description.
15. You may enter up to 2 different projects in the same price range, regardless of the category.
16. The same project may be entered in one category or in multiple categories with additional fees. If you have a large, multi-area project, and would like to enter just a portion of it, it's fine to break it down. For example, if your project included the remodel of an entire house, you could enter an entire house category AND enter a kitchen category, an interior category, a bathroom category, etc. Keep in mind

you will have to break out costs for each project on each entry form.

17. REMY winners may be considered to have their project showcased on the Remodeling Guide cover. REQUIREMENTS for a photo to be considered: vertical (9" x 12"), and dpi 300+.
18. The REMY Awards Committee has made every effort to make this competition fair, open, and available to all KC NARI contractor members in good standing. It is important that the rules of the competition are closely followed. The REMY Awards Committee and Judges reserves the right to disqualify, adjust the category, or deduct points from any entry that does not follow these rules and guidelines, without prior notice.
19. All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.

REMY Judging Process:

Winners are selected by an impartial panel of judges who are experts in the remodeling industry. The evaluation process is done without revealing company names. The judges do not discuss the entries with each other or see the other judge's scores. Once a category is completed, a score for each entry is obtained by averaging the judge's scores. The highest average score obtained that meets the scoring criteria is the winner in that category. A REMY award winner is an entry that demonstrates remodeling excellence. Entries are judged on functionality, problem solving, aesthetics, craftsmanship, innovation, the degree of difficulty, and entry presentation.

All entries are judged against other submissions from the same category to select winners. On rare occasions, no winner is selected in a particular category if REMY scoring criteria is not met. The decision of the judges is final. Points will be awarded on a scale from 1-15. **All entries MUST score 85% or better; with a 75-point scale that is 64 points or above; with a 105-point scale that is 89 points or above.** Upon request, scores will be sent to entrants after the REMY Awards Evening has concluded.

There will be one Gold winner and one Silver winner per price range, provided that the score criteria is met. In the categories that do not have price ranges, the highest scoring entry will be deemed the Gold winner and all other entries that meet the score criteria will be designated as Silver winners.

All Star Scoring (REMY ONLY): An All Star Award will be presented to winners whose projects score 94% or better; with a 75-point scale that is 70 points or above; with a 105-point scale that is 99 points or above to qualify as an All Star.

Best of Show Scoring (REMY ONLY): Winning entries

from the various categories will be grouped into four price ranges for selecting the Best of Show entry. Price ranges are as follows:

- Under \$75,000
- \$75,000 to \$150,000
- \$150,001-\$250,000
- \$250,001 and over

Selection will be based on the highest score received among the winning entries, regardless of category, based on the percentage of total points allowed.

Judges Scoring Criteria

REMY judges will consider the following questions when reviewing the REMY entries. These are the same questions that NARI HQ uses in their CotY awards program. Be sure your presentation addresses these questions. If a question does not apply address that in your presentation.

Judging Questions:

There are 5 questions that **ALL CATEGORIES** will be judged on plus two additional questions for Residential Historic Renovation/Restoration. All questions are worth a maximum of 15 points each. Following are the questions used to judge each entry:

- 1. To what degree were the expressed needs of the client met? (1-15 points)**
 - Did the entry describe the client's needs and desires?
 - Did the contractor show that those needs were met?
- 2. To what degree does the project enhance the existing structures functionally? (1-15 points)**
 - Do the room's new floor plans function well?
 - Is the counter space or work area adequate to perform necessary tasks?
 - Is there good traffic flow?
 - Is safety addressed adequately?
 - Are the materials functional?
 - Is lighting addressed – both general & task?
- 3. To what degree does the project enhance the existing structure aesthetically? (1-15 points)**
 - Line & rhythm, continuity & repetition, texture, color & contrast, symmetry & balance, emphasis
- 4. Is there evidence of superior craftsmanship? (1-15 points)**
 - Moldings, woodwork, stairs, cabinetry, countertops, tile, glass, marble, metal, stone, masonry, etc.
- 5. Were innovative uses of material and/or methods of construction used in the project? (1-15 points)**
 - Are innovative uses evident, or were any described and

noted?

- Were difficult obstacles encountered and overcome, or were any described and noted?

Residential Historic Renovation/Restoration will also consider the following:

- Were original uses of materials duplicated in the project? (1-15 points)
- Were methods of application used to improve or enhance the original style of the structure? (1-15 points)

Here are the REMY categories:

Residential Kitchen

Residential Bath

Residential Interior

Residential Interior Element

Residential Addition

Residential Exterior

Residential Detached Structure

Entire House

Residential Historical Renovation/ Restoration

Commercial Interior

Commercial Exterior

Commercial Specialty

Residential Landscape Design/Outdoor Living

Basement

Green - Residential Interiors

Green - Residential Exteriors

Green - Entire House/Addition Projects

Universal Design - Kitchen

Universal Design - Bath

Universal Design - Interiors

Universal Design - Exteriors

Universal Design - Entire House

The following categories are KC NARI REMY ONLY Categories (that NARI Headquarters does not include in the CotY awards contest)

REMY ONLY Designs and Plans

REMY ONLY Residential Exterior Element

Frequently Asked Questions for Kansas City NARI REMY Awards

1. When is this year's REMY deadline?

All entries are due by 11:59 PM CST on **Monday, October 25, 2021**. NO EXCEPTIONS.

Early Bird - \$165* if paid and entry submitted by October 1, 2021

Standard - \$175* if paid and entry submitted by **October 21, 2021**

Late Entry \$255* if paid and entry submitted by **October 25, 2021**

Pricing is based on when project is submitted; not on when entry was started.

*NARI members submitting a REMY entry for the first time will receive a \$35 discount on their first project entry.

2. Do I have to use a professional photographer to take the photos?

No. It is not required, but better-quality photographs show the most detail and give a better impression overall. Remember, you are trying to convince a panel of judges that your entry should be selected as a local winner, so even if you don't use a professional, use the best quality photos possible (300+ dpi), particularly the after photos. Professional photos display better for print and digital marketing, and REMY winners will be considered for the Remodeling Guide cover.

3. Do I have to include before photos, or will after photos alone be sufficient?

At least one before photo is required. It is not possible to see transformations if photographs of how the area looked prior to remodeling are not included. Get in the habit of taking before pictures at the beginning of every project, even if the space is just a shell. What began as an average project just might turn out to be your best work. Also, taking your before and after photos from the same angle helps the judges to see the project from the right perspective.

4. How do I determine in which category to enter my project?

Read the category criteria very carefully and don't forget to check out the specialty categories that are very broad and cover unusual types of projects. If you are in doubt on which category to enter, call or e-mail the NARI office at 913-362-8833 or kcnariDJ@RemodelingKC.com.

5. Is my fee refundable if I decide not to enter the competition after paying for the entry?

No. Once the entry is paid for, no refunds will be issued.

6. Can I find out if I have won an award prior to the REMY Awards Evening?

You will be notified if your project placed or did not place. However, the Gold and Silver awards will not be announced until the REMY Awards Evening.

7. Can I promote, market, and/or advertise winning an

award before the REMY Awards Evening?

You may not publicly promote, market, and/or advertise receipt of this year's award until after the REMY Awards Evening, due to possible exclusivity agreements with local publications.

8. When is NARI HQ's CotY awards deadlines, fees and project dates?

Early Bird - \$175 if paid and entry submitted by **November 15, 2021**

Regular - \$195 if paid and entry submitted by **November 30, 2021**

Late Entry \$225 if paid and entry submitted by **December 6, 2021**

Team Member-\$175

The NARI HQ CotY project finish date range is December 1, 2019 through November 30, 2021.

2021 REMY
REMODEL OF THE YEAR



Thanks to Architectural Granite & Marble for being the May BUY NARI tabletop sponsor. Ashley Hunt and Jerry Hillard were the AGM team members in attendance.



Brad Conner, CR, Frontier Restoration, (left) visited with Graham Power, CSW, at the May lunch.

KC NARI Golf Tournament...

Tournament Corporate Sponsor:

BATH & KITCHEN
IDEA CENTER

by **Winnelson**

**Wednesday,
September 15**

**Deer Creek
Golf Club
7000 W. 133rd St.
Overland Park**

12:00 p.m. Tee-Off

Shotgun Start-Scramble Format

Awards Presentation & DINNER at clubhouse following tournament

PRIZES GIVEN TO BEST TEAMS IN 3 FLIGHTS!!

Golf Fee: \$150 per golfer!!!

Includes sack lunch, green fees, golf carts, putting contest, golf gift, beverage tickets, door prize ticket & dinner

COMPANY: _____

CONTACT: _____ **PHONE:** _____

Number of Golfers _____ **x \$150 = \$** _____

Optional Golf Team Packages:

Sign up now and save \$10 per package!

Buy your packages now...save your cash on the course for more cold beverages!

Hole in One Package \$100 (Value \$140)

2 mulligans per golfer (one per golfer on Front 9, one per golfer on Back 9), Bryson DeChambeau Drive, 2 additional cards at the Poker Run hole, \$5 bet per golfer at the Betting hole, and 4 Barrow of Beverage tickets

Eagle Package \$80 (Value \$110)

2 mulligans per golfer (one per golfer on Front 9, one per golfer on Back 9), Bryson DeChambeau Drive, 1 additional card per golfer at the Poker Run hole, \$5 bet per golfer at the Betting hole, and 2 Barrow of Beverage tickets

Golf Team package: \$ _____

(golfers fee + golf team package) **TOTAL DUE: \$** _____

Please check one:

_____ The check is in the mail. _____ Please invoice my company.

_____ Use ACH on File or call me for details.

_____ Charge credit card on file or call me for details.

Questions?? Call 913.362.8833

*E-mail form to kcnari@RemodelingKC.com or fax to 913.362.8837,
or mail to KC NARI, 8015 Shawnee Mission Pkwy, Ste. 150, Merriam, KS 66202.*





2021 Family Fun Picnic Sponsor Opportunity

Cost of Sponsorship: \$95

Included with sponsorship:

- Company logo placed on Thank You Banner hung at the event
- Company receives recognition and/or logo on all event materials and member announcements in printed and electronic form leading up to event
- Receive 4 tickets to event—it's a family event complete with a face painter, magician, games and prizes.

Date: Saturday, August 28

Location: Longview Lake Shelter #4

Time: 4:00-8:00 p.m.

KC NARI will be following any state & county guidelines for COVID-19 for this event.

Company Name: _____

Contact: _____

Please select one of the following:

_____ Invoice company _____ Charge credit card on file

_____ Call me for credit card information _____
Phone number

Please scan and email back to kcnari@remodelingkc.com or fax to 913-362-8837.

Questions? Call the KC NARI office at 913-362-8833.





Thank you to the following NARI contractor members for being a 2021 sponsor:

Master Craftsman

Architectural Craftsmen
Gartman Remodeling
Jason Wright Electric
Royal Garage Door
Schloegel Design Remodel
SERVPRO of Leavenworth & NW
Wyandotte Co. & West Topeka
Shack Built
Total Home Remodeling

Craftsman

ALH Home Renovations
All Current Electric
CHC Design-Build
Heiman Development Co.
Morgan Miller Plumbing
Outdoor Lighting Perspectives
Phoenix Renovation & Restoration
Plumbing Plus
Pyramid Roofing Company

Kansas City NARI Vision: Kansas City NARI is the premier resource for the remodeling industry and its consumers. All remodelers will want to be part of Kansas City NARI and customers will insist on contracting with our members.

Kansas City NARI Mission: Support member-focused education and encourage business relationships. To fulfill this mission, Kansas City NARI will serve its members by:

- Providing education and certification programs
- Offering networking and marketing opportunities
- Creating a public awareness that makes NARI a household name
- Growing a dynamic organization

Kansas City NARI Motto: Business built together.

Kansas City NARI Values:

- Kansas City NARI is committed to the following values as a measurement of all our actions:
- Member-focused-- Continually expand and/or improve quality services for NARI members.
- Financial Responsibility--Exercise sound financial management in the best interest of our members.
- Community Service--Foster a sense of community within the NARI membership as well as give back to the community in which we live and work.
- Cooperation--Provide an environment in which the members and leaders work cohesively for the betterment of NARI.
- Integrity--Demonstrate ethical business practices by following our Code of Ethics and showing respect for fellow members and the organization.
- Recognition--Honor the traditions that have been established of recognizing members, their companies and their employees for contributing to the professionalism of the remodeling industry.

