

## CONTRACTOR = STANDARDS

Learn How to Choose the Right Contractor...

THE FIRST TIME.



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Questions? Contact Us

(952) 544-7663 | MN (314) 665-1860 | MO

www.ezhomesolutions.com











"We were **shocked** and **embarrassed** when we found out that contractors were America's #1 most complained about industry."

—**Robert O'Geay**Owner, EZ Home Solutions

### So, You're Thinking About A Remodeling Project For Your Home?

Congratulations! When done properly, a remodeling project can make your home more enjoyable and prove to be a valuable investment. Unfortunately, we've all heard horror stories about home remodeling projects gone bad. Problems with longer-than-expected installation, final bills that come in higher than the quote, and shoddy workmanship, sadly, are commonplace. We were shocked and embarrassed to find out that, according to Better Business Bureau statistics, home improvement contractors are in the top 1% most complained about industries—right up there with auto repair and airlines.

We've always done a good job and treated our customers right—and we've been able to build a nice business because of it. However, over the years I've noticed that some consumers will choose less-than-reputable companies to do jobs for them... usually because they are quoted less money. Don't get me wrong: I'm all for good, honest competition, but it pains me to see good folks risk their hard-earned money with contractors who don't have their best interests at heart. You deserve a great value for your money—which includes an honest contractor who uses high quality products and stands behind their work in both word and deed.

#### Industry Standards Weren't Tough Enough

We wanted to find a way to educate consumers about how to choose a good, honest home improvement contractor. The industry standards simply aren't tough enough—just about anybody with a hammer and a pickup truck can be a contractor. That's why we've pioneered a set of standards called the **Code of Ethics** & Competency for Remodeling Contractors. The Code calls for contractors to uphold a high set of standards that will allow you to judge BEFORE hand whether or not a contractor is likely to do the job right. This guide specifies those standards.

Before you hire any company to work in or around your home, make sure you consult this guide and INSIST that the company comply with EVERY SINGLE STANDARD in this book. If you do, chances are excellent you'll get exactly what you want out of your project.

Sincerely,



Owner, EZ Home Solutions



## STABILITY

You need to make sure that any contractor you do business with has proven themselves in the past, and will be there if you need them in the future. **Don't just ASK the contractor if they are stable;** look for tangible proof of longevity and financial stability by asking for the items listed on the next few pages.







#### **Proof** of **Establishment**

Why It's Important: Believe it or not, many contractors use a pickup truck for an office and showroom. Make sure that any contractor you're dealing with is substantial enough to have a real office with all the normal business functions—accounting, production, sales, etc. If a contractor does not have an office, that should tell you something. Don't fall for the "we just use our trucks as offices!" line.





#### **Supplier Letter**

Why It's Important: This is written confirmation of the company's dealings with a supplier of the product that install stating that they are in good standing as vendor and pay their bills promptly. These letters are easy for your contractor to obtain from suppliers—if a contractor says they are difficult to obtain, then there might be something that they're trying to hide.







#### **Business Licenses**

Why It's Important: Make sure they have been operating under the same name for a minimum of 5 years. Many contractors open and close their doors multiple times to avoid past customer complaints. (Naturally, some businesses will be legitimately new—if so, get a 10 year work history of the owner and ASK questions!)



#### RESIDENTIAL BLDG CONTRACTOR

Construction Codes and Licensing Division Website: www.dli.mn.gov/ccld.asp Licensing and Certification Services Email: dli.ficense@state.mn.us 443 Lafayette Road N St. Paul, MN 55155 Phone: 651.284.5034

This is to certify that the certificate holder is licensed as a RESIDENTIAL BUILDING CONTRACTOR in the state of Minnesota and is in compliance with Minnesota Statutes 326B.805, and may build residential real estate, contract or offer to contract with an owner to build residential real estate, and contract or offer to contract with an owner to improve existing residential real estate; provided the responsible individual is at all times a QUALIFYING BUILDER and the certificate holder maintains compliance with the required general liability insurance, and workers' compensation laws.

VERIFY UP-TO-DATE STATUS, BOND, AND INSURANCE INFO AT www.dli.mn.gov/ccld/LicVerify.asp (ENTER NUMBER).

License RESIDENTIAL BLDG CONTRACTOR

Lic Number: BC657434 EZ HOME SOLUTIONS LLC
Effective Date: 04/01/2020 2595 HAMLINE AVE N
Expiration Date: 03/31/2022 ROSEVILLE, MN 55113

Wisconsin Department of Safety and Professional Services

EZ HOME SOLUTIONS

Credential ID: **DC-060900059** 

Certification, License, or Registration Name Expires:

**Dwelling Contractor** 

2022-06-03

Signature: Hond Owlean

Wisconsin Department of Safety and Professional Services

ROBERT O'GEAY

Credential ID: DCQ-061300009

Certification, License, or Registration Name Expires:

Dwelling Contractor Qualifier

2023-06-03

LC

Signature:

## REPUTATION

Questions?
Need More Information?
Call (952) 544-7663

Call (752) 544 7000

www.ezhomesolutions.com



You can tell a great deal about a contractor based on what others are saying about them—particularly their customers. The old advice of "ask for 3 references" is just too easy to fake. You'll need to get a little tougher with your contractor to protect yourself. Insist that any contractor you're considering can produce the things listed on the next few pages to PROVE that their reputation is rock solid.



#### **BBB** Accreditation

Why It's Important: You need to go further than just checking a contractor's standing with the BBB. Remember, many contractors shut down and open under new names year after year. So check to see how long they've been a member, and check to be sure the contractor is accredited by the BBB. This means that if complaints arise, the contractor agrees that the BBB's judgment is binding and must perform accordingly. Without this agreement, you may have no recourse. EZ Home Solutions is a BBB Accredited Business with an A+ rating at the time of this printing.

# Start with Trust

**3etter Business Bureau** 

#### Be It Known By All

that

#### **EZ Home Solutions, LLC**

has earned the Better Business Bureau's Accreditation.

Truth, Honesty, Trust, Transparency, Honor and Integrity
are the BBB's Principles of Trust which define a
BBB Accredited Business.







#### **Customer References**

Why It's Important: All reputable contractors carry pre-printed lists of references... that includes customers from 1 to 5 years ago, as well as customers from the previous six months. This list should contain at least 100 references.

"I had a really good experience working with EZ Home Solutions. I found that they were efficient, friendly, honest and trustworthy. They followed through on all their promises and demonstrated that they are truly experts in their field. Not only do they have excellent customer service, they were proactive with my concerns. They walked me through the whole storm restoration process and made the whole experience hassle free."

**WILLIAM ASK MINNEAPOLIS, MN** 

"... working with EZ Home Solutions was the best decision we made for repairing and remodeling our home! The owner and field team were incredibly helpful and knowledgeable, and they always had our best interest in mind. They worked quickly and thoughtfully to create a construction plan that was within the tight time frame we needed, and they worked directly with our insurance adjuster to manage the claim. The construction workers were efficient and respectful, and the field team checked in daily to observe the progress and assure everything was meeting their high standards. The end result was a beautiful new home, thanks to EZ Home Solutions' careful attention to detail throughout the entire process. We couldn't be happier with EZ Home Solutions and we give them our highest recommendation!"

**ALISON LANGLEY, EAGAN, MN** 

"Many roofing companies approached me to do the restoration to my property and I did not trust them. EZ Home Solutions was the only company I actually trusted. I liked that they started the work immediately and were very efficient. The crew was very nice, and meticulous. They worked hard and were very dedicated to getting my job done right. They were fearless and even put on the siding when it was raining. They came back after the job was done and made sure everything was cleaned up. I was very happy that I went with EZ Home Solutions."

**JASON WALKER ST. LOUIS, MO** 





#### **Accolades and Awards**

Why It's Important: If a contractor has been in business for any length of time—and doing a good job—they will most likely have been written about in a magazine or newspaper, received an award of some kind, or received special recognition from an association or trade organization. Any company that can't produce at least SOME of these kinds of accolades might not be worthy of accolades!







## Congratulations!

#### Announcing The Industry's Best Steep-Slope Contractors

For nearly 15 years, the GAF Master Elite™ Contractor Program has been the gold standard of contractor certification programs. How do we know? Because more than 90% of homeowners surveyed said they would recommend their Master Elite contractor to a friend or loved one! We can't thank each of you enough for your dedication to providing property owners with their best and safest choice in roofing

Our personal, special thanks go to the Master Elite™ Contractors listed below, who are our 2010 Excellence Award Winners for the Central Area of the U.S. and for Canada. You have distinguished yourselves as the top performers in one (or more!) of three service/ training categories that are key to customer satisfaction. Each of you should be genuinely proud of your achievements—and of being one of the "best of the best" in the roofing industry!











#### \*\*\* Triple Award Winners

Lindus Construction, Inc. Baldwin, WI

- Allstar Construction Maple Plain, MN Barry Roofing, Inc. Alsip, IL

  BEI Exterior Maintenance Corp. Minneapolis, MN Callen Construction, Inc. Muskego, W.
  EZ Home Solutions LLC Saint Louis Park, MN First Builders of MN, Inc. Maple Grove, MN
- Frey Construction & Home Improvement LLC Prairie Du Sac, WI Great Lakes Roofing, Inc. Rochester Hills, MI
  Hometown Restoration Schaumburg, IL Kearns Brothers, Inc. Dearborn, M
- Mike Priebe Roofing Brunswick, OH Muth & Company Roofing Westerville, O
  Property Claim Solutions Eagan, MN
  Rapid Home Improvement Belleville, M Muth & Company Roofing Westerville, OH Renaissance Roofing, Inc. Canton, MI
  Runyon & Sons Roofing, Inc. Mentor, OH
  Sela Roofing & Remodeling, Inc. Saint Louis Park, MN Sutton Siding & Remodeling, Inc. Springfield, IL Tittle Brothers Construction Lincoln Park, MI



For achieving and maintaining a superior service rating on Angie's List throughout 2020 as determined by our members.

PRESENTED TO:

**EZ HOME SOLUTIONS** 



January 1, 2021

## PROFESSIONALISM

A good contractor doesn't just do good work. They also understand that when dealing with customers, it's oftentimes the little things that make a big difference. You should find a contractor that shows you respect by the way they treat you, the way they look, the way they treat your property, and how they pay attention to details. Check any contractor you're considering against these standards of professionalism found on the next few pages.





#### No Tricks, No Pressure Sales Agreement

Why It's Important: Many unethical contractors will resort to high-pressure sales tactics to get you to buy before you've had an opportunity to do proper due diligence on them. If you know nothing about the contractor prior to the sales call (from literature, references, online information), and they give you a low-ball price "but only if you buy right this minute," you should be wary. Any time you feel uncomfortable or unduly pressured in a sales environment, you should ask the contractor to "back off." Reputable companies will have a no-tricks, no-pressure sales pledge signed by the owner, sales manager, and each sales associate.

All EZ Home Solutions's Sales Associates sign a "Zero Sales Pressure Agreement" that is also signed by our sales manager to pledge that they will handle sales situations in a respectful way. Ask your Sales Associate to see a copy of his signed agreement when he comes into your home.



#### SALES ASSOCIATE "CUSTOMER RESPECT, NO TRICKS, NO PRESSURE" AGREEMENT

As a sales associate for EZ Home Solutions, you must agree to abide by the principles and precepts of our Code of Ethics

and competency. Any violatio termination.	on of these principles will be grounds for written warni	ng; multiple violations will be grounds f							
I customers for <b>EZ Home Solut</b>	agree to abide by these guidelines when wo	orking with prospective customers/curre							
1. I will not smoke inside the o	customer's home.								
2. I will not use foul language	on the jobsite.								
3. I will respect the customer's	's time by being punctual.								
4. In the event I cannot be on	time, I will call to alert the customer and reschedule if	necessary.							
5. I will keep my clothing neat	t and clean.								
6. I will respect the customer's telephones, bathrooms, parking spaces, etc.  7. I will earnestly strive to find the best solution for each customer's needs.  8. I will not utilize high-pressure techniques to force customers to comply with my requests.									
							9. I will not sell products or se	ervices to customers when they are financially not able	to manage the investment.
							10. I will give all of my custom	ners a fair price and a fair opportunity to consider their	options.
11. I will educate my custome	ers on all sides of the purchase decision being made.								
12. I will give my customers th	he opportunity to express any concerns they have and	work to resolve them.							
13. In the event that the custo	omer is not ready to move forward, I will respect their d	lecision.							
SALESMAN'S SIGNATURE		DATE							
SALES MANAGER'S SIGNATUR	Æ	DATE							

DATE

OWNER'S SIGNATURE



#### **Jobsite Cleanup Roster**

Why It's Important: Your home and yard should be cleared of large debris, and dangerous materials daily by the crew. After the job is completed, a total home clean-up should take place, including nail/screw detection (with a specialized magnet) and removal of any hazardous materials in your house or yard. Make sure your contractor has a pre-determined daily jobsite cleanup routine, and a more thorough cleanup routine upon completion of the job. All EZ Home Solutions Sales Associates follow this multi-step cleanup roster at the end of EVERY SINGLE DAY. Show this roster to other contractors. See if they don't balk.

#### **Worker Conduct Agreement**

Why It's Important: This compliance agreement, signed by the workers, is a 17-point contract prohibiting the use of alcohol, drugs, foul language, misconduct, or other bad behavior on a job site. It also gives appearance standards. Keep in mind that not everything is perfect, but this agreement will greatly reduce the likelihood of problems. All EZ Home Solutions Sales Associates sign a "Worker Conduct Agreement" that is also signed by our sales manager to pledge that they will conduct themselves in a respectful and courteous manner. Ask your Sales Associate to see a copy of his signed agreement when he comes into your home.

EZ FOLUS	200
11 POINT JOBSITE CLE	ANUP ROSTER
As a sales associate for <b>EZ Home Solutions</b> , you must agree to abi and competency. Any violation of these principles will be grounds fo termination.	
I agree to abide by these guide customers for <b>EZ Home Solutions</b> .	elines when working with prospective customers/current
DAILY CLEANUP	
Entire jobsite is to be patrolled and cleaned for trash, including:	
Soda cans, drink bottles, cups, etc.	
Food items, bags, containers, etc.	
Miscellaneous trash	
Small hand tools will be removed from the jobsite daily.	
3. Any larger tools that will be left on the jobsite will be unplugged an	
4. Any materials that will be left on the jobsite will be neatly organize	
<ol> <li>Any hazardous materials will be either removed completely or tigh</li> <li>Scrap materials (including metal, glass, sawdust, boards, etc.) will b</li> </ol>	
<ol> <li>Scrap materials (including metal, glass, sawdust, poards, etc.) will be</li> <li>Work area will be patrolled to remove any nails, screws, and other s</li> </ol>	· ·
Note area will be patrolled to remove any halfs, screws, and other s     Customer's driveway and street will be patrolled to remove nails an	
Work area will be left with adequate ventilation in the case of paint	-
10. Any work areas that leave your home exposed overnight will be co	
11. Work area will be swept with a push broom daily (where applicable	
AT THE CONCLUSION OF THE JOB	
12. Entire work area and yard will be patrolled for trash, debris, mater	ials, etc.
13. Magnetic nail locator will be used to find nails, screws, and other of	debris in customer's lawn.
14. Customer lawn will be restored to pre-job condition if damage ha	s occurred as a result of job.
15. Customer home/yard will be inspected for any incidental damage	; repairs will be made if necessary.
16. Cleanup not complete until customer signs off on this document.	
CREW FOREMAN'S SIGNATURE	DATE
SALES MANAGER'S SIGNATURE	DATE

WORKER CONDUCT COMPLIANCE AGREEMENT					
	<b>solutions</b> , you must agree to abide by the principles and precepts of our Code of Ethics hese principles will be grounds for written warning; multiple violations will be grounds for				
L Customers for <b>EZ Home Solutions.</b>	agree to abide by these guidelines when working with prospective customers/current				
FOR ALL WORKERS					
1. I will not smoke inside the custom	ner's home.				
2. I will not use foul language on the	e jobsite.				
3. I will not consume alcohol or drug	gs on the jobsite.				
4. I will play any radios or music on t	the jobsite quietly.				
5. I will keep my clothing neat and c	lean.				
6. I will wear my identification and c	sertification badge when on the jobsite.				
7. I will respect the customer's telep	hones, bathrooms, parking spaces, etc.				
B. I will strive to keep dirt and messe	es to a minimum.				
9. I will put trash in the proper container and leave the jobsite clean at the end of each work day.					
10. I will keep any materials or tools	that are left on the jobsite in an orderly fashion at the end of each day.				
11. I agree to keep a current license	appropriate for my trade(s).				
FOR SUB-CONTRACTORS					
12. I agree to carry workers' comper that my insurance must remain in el	ssation, accident insurance, or have a waiver form signed before work begins. I understand ffect for the duration for the job.				
13. I agree to carry general liability i	nsurance; or make special arrangements with the contractor before any work begins.				
14. I agree to be responsible for my	own taxes.				
15. I agree to comply with any OSH	A safety regulations for my trade.				
16. I will communicate any changes	to the agreed work schedule to the job supervisor before the original scheduled time.				
17. I agree to warranty all work and two weeks of the request.	materials supplied by me for one year, and perform any callbacks or warranty work within				
WORKER SIGNATURE	DATE				

## WORKMANSHIP



Ultimately, any contractor has to be competent to do the job right the first time. Competence comes as a result of training, experience, and good old-fashioned hard work. As you evaluate a contractor, look for signs that they can do the job right the first time.



#### Money Back Guarantee

Why It's Important: Less than 1% of contractors nationwide offer the ultimate level of protection against potential problems a homeowner might experience with a contractor—the money back guarantee. Think of it as the equivalent of the "lemon law" for home improvement. If something goes wrong with your home improvement project that cannot be fixed through reasonable measures, the contractor should agree to refund your money and he should agree to restore your home to its original condition at no additional cost. This isn't a guarantee for the unconfident or incapable contractor! To protect yourself at the highest level, insist on this important guarantee.



#### **EZ Home Solutions Lifetime Warranty**

#### **Roofing Warranty**

All materials are guaranteed under the manufacturer's warranty and the company further warrants that any roofing home improvements shall be free from all defects caused by faulty workmanship for life from the date of installation. This warranty is non-transferrable and will be held in the homeowner's name.

#### Siding Warranty

All materials are guaranteed under the manufacturer's warranty and the company further warrants that any siding home improvements shall be free from all defects caused by faulty workmanship for life from the date of installation. This warranty is non-transferrable and will be held in the homeowner's name.

#### **Gutter Warranty**

All materials are guaranteed under the manufacturer's warranty and the company further warrants that any gutter home improvements shall be free from all defects caused by faulty workmanship for life from the date of installation. This warranty is non-transferrable and will be held in the homeowner's name.

#### Window Warranty

All materials are guaranteed under the manufacturer's warranty and the company further warrants that any window home improvements shall be free from all defects caused by faulty workmanship for life from the date of installation. This warranty is non-transferrable and will be held in the homeowner's name.

#### General/Repair Warranties

Pursuant to Minn. Stat 302A.02, Subd. 3(c), not required in Missouri, but still followed, for all repairs not covered by the above warranties, during the one year period from and after the warranty date the home improvement provided by the company shall be free from defects caused by faulty workmanship and defective materials due to noncompliance and building standards.

#### Interior Warranty

All materials are guaranteed under the manufacturer's warranty and the company further warrants that any interior home improvements shall be free from all defects caused by faulty workmanship for five years from the date of installation. This warranty is non-transferrable and will be held in the homeowner's name.

#### **Exclusions**

The above warranties specifically DO NOT EXTEND TO THE FOLLOWING:

- Loss or damage not reported by the vendee or the owner to the company or the home improvement contractor
  in writing within six months after the vendee or the owner discovers or should have discovered the loss or
  damage
- Loss or damage caused by the defects in design, installation, or materials which the vendee or owner supplied, installed, or direct to be installed
- Loss or damage from normal wear and tear
- Loss or damage from normal shrinkage caused by drying of the dwelling or the home improvement within building tolerances
- Loss or damages from dampness and condensation due to insufficient ventilation after occupancy
- Loss or damage from negligence, improper maintenance or alteration of the dwelling or the home improvement by parties other than the vendor or the home improvement contractor
- Landscaping or insect loss or damage
- Loss or damage from failure to maintain the dwelling or the home improvement in good repair
- Loss or damage which the vendee, whenever feasible, has not taken timely action to minimize
- Loss or damage which occurs after the swelling or the home improvement is no longer used as the primary residence
- Accidental loss or damage usually described as acts of God, including but not limited to: fire, explosion, smoke, water, escape, windstorm, hail or lightening, falling trees, aircraft and vehicles, flood, and earth quake, except when the loss or damage is caused by failure to comply with building standards
- Loss or damage due to defects in the existing structure and systems no cased by home improvement
- Any loss or damage due to ice dams or excessive winds (in excess of 60 mph)



#### **Project Photos for Ideas & Inspiration**

Why It's Important: A contractor who serves his customers well should be proud to present pictures of the work they've done. Ask to see a sample of jobs they've done—for inspiration for your own project and to gauge the quality of the work they've done in the past. If no photos can be produced, that should be a major warning sign.

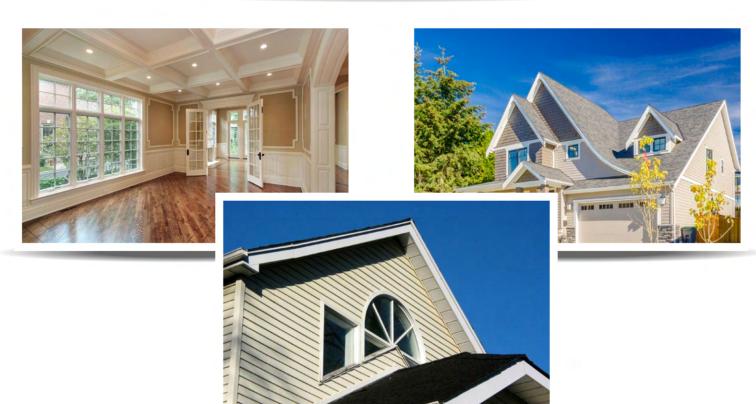












## Frequently Asked Questions

Questions?
Need More Information?

Call (952) 544-7663

www.ezhomesolutions.com

#### Q: Are there any other things I should look for or watch out for that aren't listed in the pages of this guide?

A: Look for some of these telltale signs of contractors who shouldn't be trusted:

- Main phone numbers that ring to cell phones
- Main phone numbers that are never answered by receptionists
- Trucks without signage on them
- No business cards or cheap business cards
- No company logo on work clothes/uniform
- Few references available
- Unresolved BBB complaints or no report at all
- Prices that are unusually low compared to other bids
- No website or very poor website
- Ability to start on your job immediately—no backlog
- Unwillingness to give any information

#### An Ounce Of Prevention...

It's been said that an ounce of prevention is worth a pound of cure. When the stakes are high—your home and your wallet—that saying is even more true. We hope that by reading this guide you feel more prepared to evaluate home improvement contractors and make the best decision for your family.

#### Q: Are you saying that you are the only company in the area that can uphold these standards?

A: Most companies cannot uphold them, but there are several good, honest contractors to be found. Just be sure to take the time and use this guide to make sure before you hire anyone.

#### Q: Can a contractor just "fake" these standards?

A: Not likely. Most shady contractors that don't put any effort into making their businesses good, also won't put effort into faking these standards. It's a lot easier for them to just move on to their next unsuspecting victim.

#### Q: What if a contractor <u>SAYS</u> they can do all these things, but can't show the proof?

A: Don't settle for lip service. Demand to see the documentation for every single standard on the checklist at the end of this guide.







## In Conclusion

When you're hiring someone to do any type of work in your home, remember it's your money and your home. Be sure you get everything in writing, ask all the questions on your mind and clearly understand the answers you receive.

Besides what we've mentioned here, there are several other ways to gather information on a company before giving anyone a dime. Check with consumer-to-consumer reporting groups like the Better Business Bureau, at www.betterbusinessbureau.com, or Angie's List at www.angieslist.com.



If all this makes sense, and you are curious about our approach to remodeling, please give us a call. We'll be happy to answer all of your questions for free.

As part of our commitment to our previous and potential new customers, at your request, we will set up a time to come to your home to answer your questions and concerns. At this time we can also determine if we can meet your remodeling needs. We provide this as a FREE, NO OBLIGATION service for you and your family.

Hopefully we can show you, as we have thousands of others, how to make your home absolutely gorgeous— something to be really proud of!

Remember that when EZ Home Solutions visits your home, we are not going to use high-pressure sales tactics. It is simply a chance for you to meet us and see if our services can benefit you. If, after our meeting, you believe there is no benefit to be derived from working with us, we simply leave and that is that. If, however, you do find that you would like our help, we will discuss how we proceed from there.

I can't think of a better way to work. Can you?

If you think our approach is fair and honest, please consider EZ Home Solutions for your construction needs.

Best of luck with your remodeling plans!

Sincerely,

Owner, EZ Home Solutions

## Contractor Standards Checklist

For your convenience, we've enclosed a checklist of all the items you'll want to look for before hiring any contractor.

WHAT TO LOOK FOR	EZ HOME SOLUTIONS	CONTRACTOR A	CONTRACTOR B
Proof of Establishment	✓		
Bank Letter & Supplier Letter	✓		
Business License	✓		
Insurance	✓		
BBB Accreditation	✓		
Memberships	✓		
Customer References	✓		
Accolades and Awards	✓		
Detailed Proposal and Change Orders	✓		
No Tricks, No Pressure Sales Agreement	✓		
Jobsite Cleanup Roster	✓		
Worker Conduct Agreement	✓		
Project Photos for Ideas & Inspiration	✓		



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