

Professional Remodeler®

14 REMODELER'S EXCHANGE:

How to Build a Dominant Sales Team

26 INDUSTRY OUTLOOK

Leading Remodelers Share Secrets to Success in 2013

34 MARKET RESEARCH:

Effectively Mixing Marketing Methods

Are You Fit to Grow?

Columnist Mark Richardson examines the steps necessary to position your business for growth in 2013 and beyond



2012 JESSE H. NEAL
AWARD WINNER

Product Intros



1 Top Knobs Cobblestone Collection

Historic patterns inspired the modern styling of this new kitchen hardware from Top Knobs. The Cobblestone Collection displays artisan appeal through unique texture and oversized detailing. It offers robust pulls in six sizes, oval and round knobs in two styles (five sizes), and square knobs in four sizes. Finishes include Coal Black, Brass, Brass Antique, and Polished Nickel.

For more information, circle No. 800 on reader service card.



2 Duravit Kiora Kitchen Sink

Designed by Sieger Design, Kiora is a straight-lined kitchen sink with a 2-inch-wide frame around the sink that tapers inward to provide splash protection. The easy tilt of the drain board allows water to flow off plates, pots, and pans back into the sink. Available in surface-mounted and drop-in variations, the sink is reversible as a right- or left-handed bowl. Kiora comes in White, Pergamon, Chesnut, Anthracite Matte, and Black finishes.

For more information, circle No. 801 on reader service card.



3 Outwater Traditional Staircase Elements

Outwater's new line of Powder Coated Wrought Iron Elements is available in round and square plain formats, along with an assortment of designs in Satin Black, Copper Vein, Antique Nickel, and Oil-Rubbed Copper and Bronze. The complementary line of Traditional Handrails and Fittings in Red Oak provides an aesthetic and functional opportunity to create an architectural focal point. Outwater offers straight and bendable rails in 12-foot lengths, as well as the necessary fittings to complete a staircase.

For more information, circle No. 802 on reader service card.



4 Lenova Sand Stone Vessel

Detailed grains and hues emblazon the Sand Stone Vessel, revealing the stone's natural history and formation. Each sink flaunts intricate detail and color combinations. Crafted from 100 percent natural stone and polished to its final form, each sink is a one-of-a-kind creation. The Sand Stone Vessel measures 16 x 16 inches; bowl dimensions are 15 x 15 x 5½ inches. The sink weighs 30 lbs.

For more information, circle No. 803 on reader service card.



5 DaVinci Bellaforte Shake

These new polymer roofing tiles have a multi-width appearance that replicates real hand-split cedar shakes with slanted sawn edges and staggered lengths. They feature snap-fit tabs for installation and self-alignment. The 12-inch tiles are available in 49 colors and five color blends, including Abruzzo, Espresso, Tuscano, Verona, and Harbor Gray. A square of Bellaforte Shake (100 pieces per square) weighs 190 lbs., reducing installation time and transportation costs.

For more information, circle No. 804 on reader service card.



6

6 ThinkGlass Staircase

ThinkGlass has perfected its cutting-edge technology to eliminate lamination lines, allowing the polished edge of glass treads to showcase the beauty of pure glass—making glass staircases a real and popular option. Glass treads of 1.5-inch thickness are up to three times stronger than granite or stone, and can bear a load of up to 1,800 lbs. at the center of a 36-inch-wide tread.

For more information, circle No. 805 on reader service card.



7

7 Perlick Signature Series Stacking Kit

This new stacking kit replaces a standard, upright refrigerator with two Signature Series 48-inch refrigerated units, providing more choices and 24 cubic feet of storage capacity. The series also features stainless-steel construction along with 2-inch foamed-in-place insulation. The stacking kit includes anti-tip brackets as well as grill and mounting plates to meld together a variety of options of stackable refrigeration.

For more information, circle No. 806 on reader service card.



8

8 Quanex Top-Hung Extruded Patio Screen Door

The Top-Hung Extruded Patio Screen Door features an adjustable roller bar that attaches to the top of the screen frame and self-adjusting bottom rollers. The system provides a smooth interface with an aluminum track head and is universally designed to mount to either vinyl or wood patio doors. The large 2-inch wide extruded aluminum frame, with a tough polyester painted finish, provides durability.

For more information, circle No. 807 on reader service card.



9

9 Lutron Coullisse Collection

Oriented on design and innovation, this collection of motorized window treatments includes more than 700 types of fabrics and materials for roller shades, honeycomb shades, pleated fabrics, and a variety of materials for Venetian blinds. It is based on an inspiration process in which the latest trends in homes and buildings, fashion designs, and classic patterns merge into shading and interior design. The collection is presented in four books, each representing a unique look and atmosphere.

For more information, circle No. 808 on reader service card.



10

10 Surfaces White Collection

This new glass wall tile series offers the look of an arctic glacier and the cleanliness of a fresh snowy landscape. The collection is available in four varieties: 12- x 12-inch sheets containing 36 (2- x 2-inch) chips, 12- x 13-inch sheets of 1- x 2-inch chips, 13- x 12-inch sheets of varied-sized chips, 5- x 10-inch liners tiles, and 4- x 10-inch tiles. The line is offered in multiple colors, including White Brick and Polar Diamond.

For more information, circle No. 809 on reader service card.