

RemodelingOnline

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Fine Design

Every year we focus on owners of successful, growing remodeling companies of various sizes that are among the best in America. These companies distinguish themselves through smart marketing, unique design, exemplary business practices, excellent team-building, and an extraordinary impact on either their community or the industry at large.

To select the Big 50, we measure hundreds of candidates against a set of objective benchmarks for longevity and financial performance, and evaluate them against more subjective characteristics, such as short- and long-term mission and ability to innovate. We also measure them, in an admittedly inexact but nonetheless effective way, against an ideal informed by all of the Big50 companies that have come before them.

We're pleased to introduce to you the Big 50 class of 2007.

Jay Riordan, CR, CGR
Dream Design Builders
San Diego, CA

Design/build remodeling
20 years in business
2006 volume: \$2.1 million
Staff: 3 office, 2 field

When a client works with Dream Design Builders, they are treated to a unique artistic process. The design team spends about three hours designing a project right in front of a client in the comfort of their own home.

“Our company philosophy is to have clients design their own reality. They can see what gets cut and hits the floor,” says owner Jay Riordan (left, rear) who believes this method helps show clients that the company is paying attention and listening



to their concerns. “Clients love it and brag about the fun process and amazing results.”

Riordan began the company after a post-high-school summer job working for a remodeler. “I loved building room additions and seeing happy clients. I realized that this could be a fun business,” Riordan says, before continuing. “I enjoy helping people make their dreams come true, so every day on the job is enjoyable. There are no bad days at Dream Design Builders.” Quite a statement after 20 years in business.

Most of Dream Design Builders' business comes from referrals, although Riordan continues marketing efforts year-round through a showroom, a Web site, direct mail, and a monthly newspaper article about home remodeling. “I'd like to have 40 or 50 good clients a year and stay within a seven- to 10-mile radius.” he says, noting “that’s how you consistently provide good service”. —*S.F.*