

Treating home remodeling clients like family

There's an unexpected relationship that forms when working with The Cleary Company.

"Once clients hire us, they become part of our family," says owner George Cleary. When he founded his company in 1994 out of his home on Edgevale Road, he started out primarily by working on homes in Upper Arlington and Clintonville for people he had known most of his life. It was a client base that would lay the groundwork for a philosophy that has permeated his company ever since.

The truth about home remodeling is that it can be a hard, messy process, but treating clients like family helps ensure the final product and the client experience is exceptional. This ability to stay connected, coupled with an incredible team of skilled professionals helps create client satisfaction and in most cases clients for life. In fact, over 70 percent of the projects the company built in 2017 were from repeat clients and from referrals from past or current clients.

While his team explores clients' personal tastes, budgets and lifestyles, they also gain an in-depth understanding of clients' greater visions for their homes.

"Because we treat every client's home like our own, we understand today's decisions will impact tomorrow's dreams," he says. "We approach our design proposals holistically, thinking about clients' future needs and budgets."

Beyond treating their clients like family, here are other advantages of working with The Cleary Company:

1. Team Cleary And Your One Stop Shop

Working with The Cleary Company means you have a team of professionals working on your home. They coordinate and manage every detail of your project — technical drawings, permits, trade contractors, and first-rate suppliers. It starts at the top, with the owner, George. From there they have everyone involved from the general manager, project developers, designers, project managers, carpenters, to the warranty specialist. The top-notch office staff is also there to assist clients every step of the way. Their clients have one point of contact with a team that takes care of everything.

2. The Tiny Touches For Every Project

No matter the remodeling project, The Cleary Company creates a space that is personal to their clients with tiny touches. Whether it's customized storage solutions with pull-out drawers, extra outlets and

lighting, or a custom cabinet for a beloved family pet; whatever clients can dream up, The Cleary Company considers how each space is going to be used and creates a plan to guarantee it will function perfectly for their clients' needs. Those tiny touches and accents ultimately make living easier and more enjoyable.

3. Our Trade Partners Matter

There are quite a few reasons a good design/build remodeler is able to complete many high quality, unique projects. Collaboration and developing long-term relationships with like-minded industry professionals is very important. At The Cleary Company, they feel a huge component to their success has been finding the right type of people and companies to work with and the key to maintaining the fun, family-like character of their team. They also value continuing education within the industry and utilize their affiliations with NARI, ASID, NKBA, and others to improve their abilities

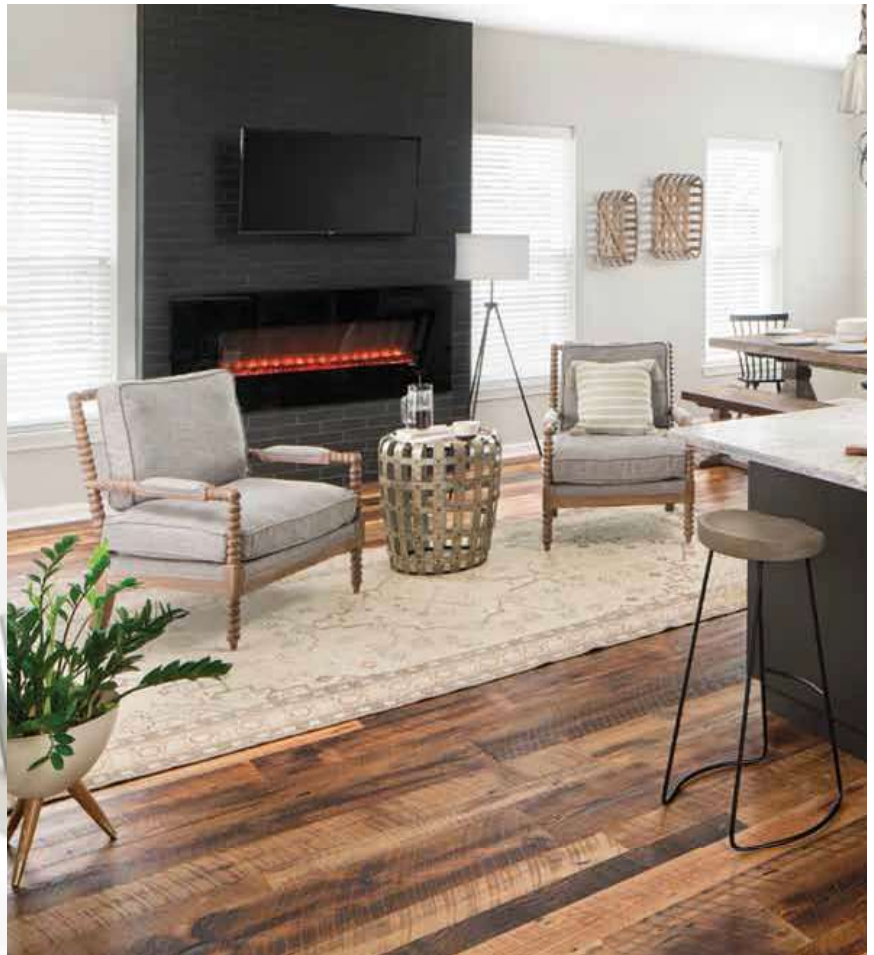
to assist clients with their design and remodeling needs.

4. Their App

By downloading The Cleary Company's app, clients can be informed not only on what work is in progress but also what work to expect in the upcoming days/weeks. Clients can make payments and approve selections online, even if they're out of town!

5. Paying It Forward

George and his Team believe giving back to the communities where they live and work is just as important to them as it is their clients. The company sponsors many local school sports team and fundraisers but beyond that they give time and talent to many local events and non-profits. Some examples include, assisting with renovations at Women's City Club of Delaware and cabins at Camp Mary Orton. For the last 6 years their team has participated in KickButt Columbus, cleaning up trash along the highway ramps at SR-315 and Henderson Rd.



Remodeling done right starts with a plan

Creating custom spaces personalized for each client's needs is what George Cleary and his team at The Cleary Company focuses on accomplishing with each project they complete. Their Design Build approach to home and light commercial remodeling integrates the design, estimating and construction scope from the beginning of each project. This approach quickly focuses on what is to be done within each client's space and budget. The drawings and selections are completed before contracts are signed and demo begins creating a better understanding between their team and their clients of the project's costs and scheduling.

Remodeling your home can be a very emotional process. To help clients navigate each stage of their project The Cleary Company uses a combination of humor and technology to set expectations up front. A fun infographic is posted on each jobsite to remind each client there is a beginning, middle and end to their project and serves as a visual representation that their team understands the disruptions to the family's schedule. Their production team also utilizes an online interactive project management system for scheduling and updating daily logs. The project manager and carpenter assigned to each project post photos and brief descriptions of the daily/weekly progress on the jobsite. Our unique app ensures there is always clear communication between you and everyone working on your project.

You can meet George and his Team Thursday, May 24, from 6:30 pm-8:30pm at their Design Center open house. These popular Wine & Design events feature food, drinks and new product selections available from their most popular brands.

To RSVP send an email to april@clearycompany.com. You can also follow The Cleary Company on their social media profiles: Facebook, Instagram and Houzz.

Key steps to The Cleary Company's remodel-design-build process

Step 1: Design

Includes space planning, conceptual and architectural drawings, and product selections.

Step 2: Estimating

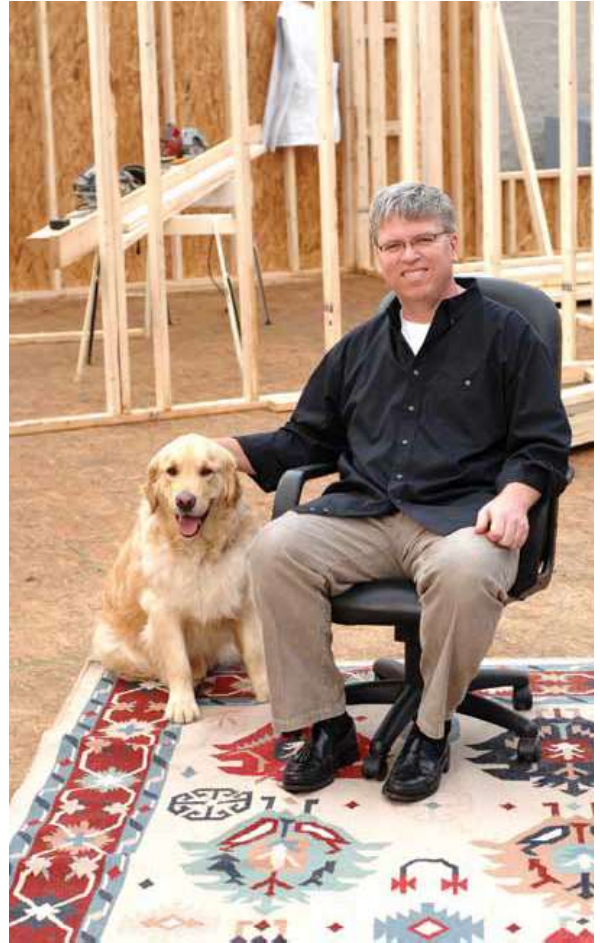
Includes meetings with trade partners onsite to get accurate bids, discussing permits with municipalities and creating the scope of work needed to complete your project.

Step 3: The Construction

Includes all stages from demolition through installations to cleaning and the final punch out.

Step 4: Living

Time to enjoy your new space.



We're always cooking something up.



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