



PROFESSIONAL REMODELERS ORGANIZATION

Going Green By Bob Gallagher

As each month passes, we hear more and more talk of “Green Building”. With a concerted effort among environmentally conscious consumers, today’s homeowner has another consideration when planning an addition or remodel. Those people concerned with the “Green Factor”, as dubbed here, is a rapidly growing segment of the population that the savvy remodeler should not ignore.

It is important for our industry to make these consumers aware of the environmentally-friendly options available to them when they remodel their home. By offering “Green Solutions”, even something as minor as adding insulation with one more layer of unfaced R-19 to increase an attic’s “R” value from an R30 to R49, can satisfy the homeowners desire to make a difference.

In today’s competitive and challenging building market, offering this one small suggestion could make you stand out from other remodelers. At the same time, you increase awareness with the public and other potential customers who hear about you through “word of mouth”, which is the best type of advertising.

We know that your customers are requesting more ways to build “green”, which is why National Lumber is one of a handful of independent lumberyards in the Commonwealth that are FSC (Forestry Stewardship Council) certified. This is another value-added service National Lumber is providing to help today’s PRO Force Remodeler.

Our Kitchen Views showrooms can also give your customer more “green choices” through some of the most popular brands of cabinetry that offer the look and feel of luxury, while building smarter and greener. Visit our website at www.kitchenviews.com and check out the What’s New section to learn more.

PRO Force Sales Specialists are trained to give you tangible solutions and guidance to help you navigate your way through today’s ever-changing marketplace, so contact your designated Specialist today!

Bob Gallagher is the Manager of the PRO Force Team. Before coming to National Lumber, he ran a very successful residential home improvement company for the last 12 years. Bob was the President and Owner of Bob Gallagher & Associates of S. Easton, MA. Specializing in major additions, he has also successfully done about every project that any Remodeler can get involved in.

Bob is an excellent resource for our PRO Force Members and will show you how National Lumber can help your business to grow and prosper. He was a National Lumber contractor customer for many years and is familiar with the company and its multitude of contractor services.

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