



Why choose **FOLKERS**
Your partner for **SUCCESS**

{ **FOLKERS**
THE
Way

Trust is a matter of both CHARACTER



{ THE FOLKERS Way We're Not Just Good At What We Do...We're Good People, Too!

Let's face it: any remodeling project is a big deal. It can be expensive; it can take a while to complete; your products may need to be custom ordered; strangers will be in your home; and you have to live with the results for a long time.

At FOLKERS, we've worked tirelessly to create a company that is focused on doing the job right the first time. The FOLKERS team is both pleasant to work with and competent to do the job. We only hire the best craftsmen and we make sure that all employees are just good people. People you can trust. People you'll feel safe & comfortable around. People you can depend on to do the job right while looking out for your best interests. People you'll come to know and like. People you'd be proud to call friends. That's just the FOLKERS way.

THE FOLKERS DIFFERENCE - Experience, Training, Processes & Quality Products

You expect the guy doing the job to be really good at that job. In fact, you expect him to be the expert at that remodeling job. So what, exactly, makes somebody really good at remodeling?

The first thing, without a doubt, is passion for their work. FOLKERS searches out those craftsmen who absolutely love the work that they do. FOLKERS craftsmen are the guys that build and remodel their own homes, the guys who can be found tinkering in their own garages on weekends and the guys who friends and family call for advice. FOLKERS craftsmen can't believe they actually get paid to build and improve stuff all day long. They're the kinds of guys who care far more about quality, customer service and artistic accomplishment than they do about the pay.

Once we find and hire this type of craftsman, we put them in an environment where they can thrive, where they are empowered to make a customer happy and we hold onto them for dear life! We encourage them to take the time to do the job right instead of rushing them from job to job. We make sure that they have the right tools and right training for any given job. And we give them the security of knowing that we'll keep them for the long haul because we value their skills and attitude. We pay them well and we treat them well. What does this mean to you....no sub-contractors who may or may not show up on time, be around tomorrow or guarantee their work.



ER & COMPETENCY

{ Technical excellence does not come naturally. It comes with EXPERIENCE, TRAINING, PASSION, PROCESSES and ACTING IN A SAFE MANNER.

THE FOLKERS WAY - Service Experience

Have you ever heard a contractor say that he doesn't care about you or your project?

Of course not! All contractors like to "talk" about caring and quality and how fast they can get the project completed and how they're better than the next contractor. But how many actually "walk the talk?" When you deal with FOLKERS, you'll see it written all over our faces. Our approach is rooted in 42 years of serving our neighbors. Our caring attitude shows in the way we treat people, the way we talk to people, the high quality products we carry, the installation process we employ and in the OUTSTANDING RESULTS WE DELIVER to our clients.

FROM THE VERY
FIRST CONTACT
TO THE FINAL
WALK-THROUGH,
YOU'LL FIND THAT
FOLKERS
REALLY
DOES CARE.

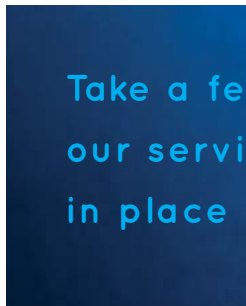
PROCESSES & PROCEDURES



Honesty and Integrity

Did you know polls of the construction industry typically are very negative? We don't feel that is has to be this way.

Trust is paramount in the complex remodeling industry, especially given the questionable reputation of the industry. FOLKERS has been trusted since 1972. Why? Because we continually go above and beyond what is simply required and ensure that you never have doubts whatsoever about our intentions or our integrity. We refuse to cut corners or "fudge" our numbers. The FOLKERS Way is centered on doing what we say we'll do. If we make a mistake (hey, it happens), we'll let you know and propose a solution.



**WE PRACTICE
"LEAVE NO TRACE"
HOME IMPROVEMENTS**

Respect for our Neighbors

Home improvements, by nature, are messy and disruptive. We also understand that home improvements can be challenging and even stressful, so we take care to make your project as stress-free and easy as possible. We communicate thoroughly so you know where you're project is at, we assist with permitting and final inspections and we clean up the jobsite when we're done.

are what sets us apart



No Sales Pressure – Ever

Sure, we'd love to add you to the FOLKERS customer family. But only if we're a good fit for you, and you for us. Not only do we avoid sales pressure, we have established The FOLKERS Process that gives you multiple opportunities to decide if FOLKERS is the company for you.

If you're not completely comfortable, we're not completely comfortable.

in a few minutes to explore our workmanship, service experience, and the processes we have to make sure everything goes RIGHT.

Total Confidence Pricing

We have always offered free estimates which allows you to carefully consider FOLKERS' capabilities, price, products and processes.

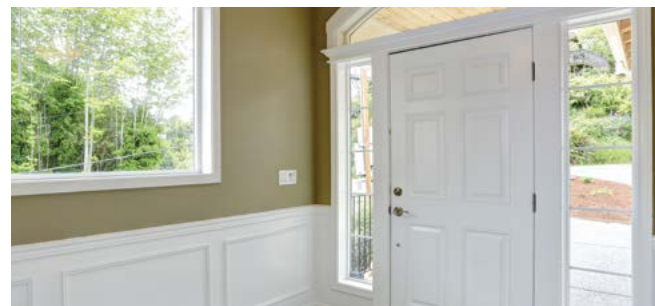
All prices are clear and concise and communicated in advance. We don't believe in the "bait and switch", the "teaser", "the used car salesman" nor will you ever experience a hidden charge.

The FOLKERS Way eliminates all unpleasant surprises and unfortunate disagreements that plague the construction industry.

Warranty and Satisfaction Guarantee

We offer the strongest warranties in the remodeling industry with a full 4-year written workmanship warranty. If you have any problems, we'll come back and fix it at our cost, not yours.

That's in addition to the manufacturer's warranty on the products you purchase. Our warranty rates are the lowest in the industry (less than one half of one percent) so don't expect to need our warranty because we take the time to do the job right the first time.



customer testimonials can be found at www.folkers.com

THE FOLKERS 9-step process

step 1.

Phone Conversation

- Give us a call or visit our showroom to discuss your project in broad terms.
- You'll get a feel for who we are and how we conduct ourselves.
- We'll gain a better understanding of the project and if it's a good fit for our company.
- We'll schedule a face-to-face appointment if there's a good match for both of us.



step 2.

Free In-Home Estimate

- We'll meet you at your home in order to gather your specific needs and evaluate your project's feasibility.
- We'll gather your ideas, wants and needs. Once we fully understand your desires, we'll share our professional advice, ideas & suggestions.
- We'll compare your desires and your budget in order to ensure your project accomplishes your goals.
- We provide you with samples, literature, pictures and other information that will assist in your decision. We can provide information on similar projects we've completed so you can see our work first-hand, up close and personal so you'll know exactly what kind of work you can expect from us.
- We'll document existing conditions and take basic measurements as needed to prepare your free estimate.
- We will provide a free estimate of the project based on your wants and needs. We will also provide you with financing options for your project, if needed.
- You are not obligated to continue with us at this point.

step 3.

Project Agreement

- If you feel comfortable with FOLKERS and with the free estimate proposed and want to continue with us, you'll sign a basic contractual agreement. This document simply confirms that you are serious about this project and are willing to pay the actual costs to complete the job.
- You will pay a retainer fee in order to get the project started with the balance due at the time of completion.
- Your project is then tentatively placed in our production schedule.
- By law, you have a three day right of rescission. This means that if you decide you are not interested in going forward with your project within three days, you can receive a refund of your retainer.
- Once your project has been started, you may still drop out of the process but will be responsible for any costs incurred up to that point which could include material that has been ordered & design work.

step 7.

Final Walk-Through

- Upon completion of your project, your Lead Installer and our production manager sign off that the job is complete and flawless.
- We practice "leave no trace" construction. Once the project is completed, we clean the area thoroughly ensuring that we leave your property in the condition that we found it.
- Following the conclusion of the project, we review all the details of your project together including care and maintenance, warranty information and our services and maintenance capabilities.
- We answer any questions and address any concerns you may have.
- You will then be taken through a final walk-through; the project is not considered complete until you say it's complete by signing our "Certificate of Completion".



step 8.

Customer Feedback & Survey

- After the project is complete, we will supply you with written warranty information on the products and the installation service warranty.
- We will also supply you with a customer service survey.
- We ask that you give us any and all feedback, positive or negative. As industry leaders, we are always striving to improve and your input is vital to that process.

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**FINANCING
AVAILABLE!**

step 4.

Measurement

- We thoroughly examine existing conditions and take careful measurements so that the products you purchased and we install will fit perfectly.
- We investigate building codes and neighborhood restrictions as they relate to your project.
- We take care of the permitting process and arrange for the necessary permits to be filed and pulled. We operate by the book and if permits need to be pulled then we pull a permit. When a permit is pulled typically, a final inspection must be completed by the local building inspector in order to complete the permitting process. This final inspection is conducted by an independent third party, the building inspector, providing you with proof that the installation was done correctly and to current building codes. Without a permit you don't get an inspection.

step 5.

Project Planning & Preparation

- To minimize delays, we create a complete production plan for your project BEFORE any work begins.
- We take detailed measurements.
- We check local ordinances for requirements.
- We obtain permits as needed (remember, we operate legally).
- We create a project schedule.
- We order special order materials ahead of time to avoid unnecessary delays once work begins.
- We test for lead and other hazardous materials when and where applicable (if not done already).
- We assign your project to one of our Lead Installers that's best suited for your project.
- We schedule a start date and time for the work to begin.
- No detail is too small; we plan for EVERYTHING... to ensure a smooth and stress-free remodeling experience.

step 6.

Remodeling Phase

- We hold a pre-project meeting with employees to review your project.
- Your installation crew meets with our production planner to discuss your project, any special requirements or materials needed and any last minute directions.
- We work diligently to ensure we're at the job site at the appointed time.
- The installation crew will introduce themselves to you and explain the installation process.
- We simply follow our plan and complete the job according to the manufacturer's specifications and schedule.
- Your Lead Installer will be on-site daily.
- Your project will be completed by talented, friendly craftsmen dedicated to producing top quality work.
- You will be updated on any delays or issues with your project so that there are not any unpleasant surprises at the end of the job.

Ask About Our REFERRAL PROGRAM \$\$\$

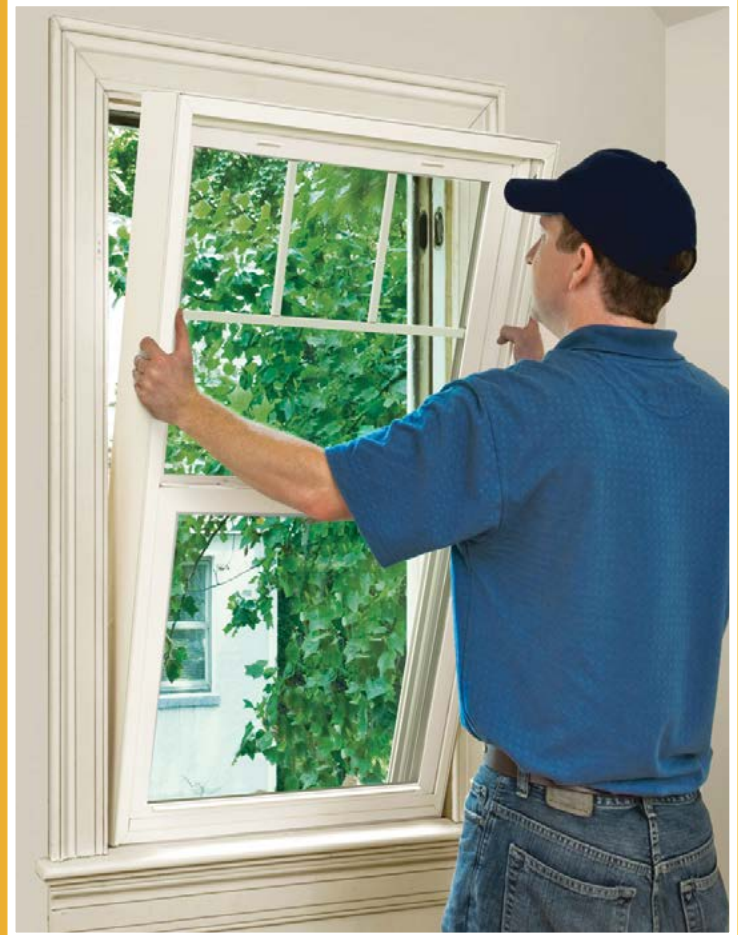
step 9.

Service

- We warranty our workmanship for a period of 4 years after the completion of the project.
- The product warranties vary according to the manufacturer but we will provide you the paperwork documenting the product warranty.
- We employ a dedicated service and maintenance department so if you have any issues or problems, we can provide a solution.

At FOLKERS, we've developed and implemented a detailed process that virtually eliminates oversights and mistakes and helps ensure that we cover all of the bases on your project. You need to feel confident that we know what we're doing and we want to ensure that we have explained the process thoroughly prior to any work being started.

The FOLKERS Process consists of a 9-step process designed to ensure that we don't miss a step and that you fully understand the particulars of your specific project.



Previous Awards
2013 - 2012

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