

FOUNDED IN 1980

R. Craig Lord
CONSTRUCTION COMPANY

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Shavings

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Weighing the Wait

I talk to a lot of people about remodeling projects. One of the sentiments I hear a lot these days is “I think I’ll wait till the [fill in the blank with some date in the future] before I do my project”. I understand the uncertainty. Our world definitely is in a state of flux these days. People have had their fill of bad news. They’ve seen the values of their homes decrease, and they may even be worried about their jobs. A decision about a remodeling project should involve careful consideration. How can we be sure we are doing the right thing?

Let’s go to the golf course for the answer. This doesn’t really work or by now I would have all the answers.....but it sounds good. When our game is going south and the ball flies left or right when it’s not supposed to we golfers check our fundamentals. We check our grip, our stance, our tempo. Usually the problem lies somewhere in that group and can be fixed by going back to doing things right.

The same is true with remodeling decisions. There are certain fundamentals that have to be followed when choosing to remodel your home. If you can’t afford it, don’t do it. If you will be over improving for your neighborhood, move. If you think you might lose your job or suffer a decrease in income you shouldn’t spend or borrow money. In all these cases waiting does make sense. In most other cases it doesn’t. The longer you wait the more things will cost. Materials and labor will cost more tomorrow than they do now.

Let’s look at the fundamentals. If you have equity in your home, a secure income, and you won’t be over improving for the neighborhood, why not remodel? A sensible project that improves your living area and adds value to your home has always been a good investment and still is. Take advantage of the historically low interest rates to borrow or refinance for funding. Enjoy your investment while it makes you money. For more information visit our website: www.rcraiglord.com/rcl_university.html. “Projects that Pay” article.



Dollar Conscious Remodeling in the Age of Economic Recovery



If you’re like most homeowners, you’re feeling pretty conservative about how you spend money these days. Despite modest growth in retail sales and employment, we consumers are reticent to pull the trigger on major purchases, including investments in our homes. Still life goes on, as does our need to maintain and renovate our homes. As you consider how to invest in your home, here are some ideas to keep in mind:

1. Develop the Big Picture-Increasingly, prospective clients are coming to us for long range planning. Even if major renovations are still years off, it makes sense to formulate a master plan for your home. Whether you’re making room for a growing family, or tweaking a floor-plan to accommodate your future “elder selves”, our design-build service allows

you to budget and prioritize your wish-list.

2. Start Small-As long as it doesn’t conflict with your “master plan” (see item #1), start now with smaller items like that eyesore of a bathroom. A typical three piece bath can be done economically, while greatly improving the comfort and appearance of your home.
3. Add A Deck = Relatively Cheap Living Space-Compared to an addition, an exterior deck or patio is a budget friendly way to add to your home. Whether you’re grilling out poolside, or enjoying an evening with friends, outdoor space can add value and convenience to your home.
4. Don’t Ignore Routine Maintenance-Regardless of your home improvement budget, it’s never a good idea to ignore routine maintenance. If your exterior trims, siding, or decking is suffering from rot and disrepair, it will not heal itself with time... it will only lead to more headaches. If you’re not comfortable fixing these areas yourself, give us a call! We’ll even do a free 20+ point check up on your home’s exterior.



News in the Neighborhood

Sawdust is a flying. Dick and Katie Dole are getting their house rebuilt after a devastating fire. RCL Co built the home in 1985, so restoring its original charm is a point of personal pride. Mike and Jackie Kirchhoff are adding a bedroom to accommodate their growing family. Tamara and Steve Trzeciak are enjoying their new laundry and mudroom complete with new storage lockers and a new home office. Stan and Joanne Lerner came home from Florida to a brand new kitchen.

2011 Anniversaries of service include:

Craig Lord 31 years, David Wills 26 years, Michael Payne 12 years, Donald VanWalsen 7 years, Gary Wuchter 6 years, Ines Rivera 5 years, Anthony Provost 4 years, Alberto Torres 1 ½ yrs.....



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R. Craig Lord is a 2011 GuildQuality Master with Highest Distinction award winner, dedicated to delivering an exceptional customer experience.

Printed on recycled paper. 

“Overall, our experience with Craig, Anthony and all of the carpenters and workers involved was fantastic. We would highly recommend this company to anyone that needed remodeling/building done on their home. They run a class act operation! We can’t thank them enough for giving us such a fabulous and functional space!”

Stephen and Tamara Trzeciak



We are proud to announce that we have won GQ Guildmaster with Highest Distinction for the third consecutive year.

This recognition is a tribute to our staff.