

CODE OF **ETHICS** AND **COMPETENCY**



# Contractor Standards Guide

Learn How to Choose the Right Contractor... **THE FIRST TIME.**

*Compliments of*



(800) 378-1924

[AtlasHomeImprovement.com](http://AtlasHomeImprovement.com)



# Table of Contents

03	Introduction	11	<b>PROFESSIONALISM</b>
04	<b>STABILITY</b>	11	Detailed Proposal and Change Orders
04	Proof of Establishment	12	No Tricks, No Pressure Sales Agreement
05	Bank Letter & Supplier Letter	13	Worker Conduct Agreement & Jobsite Cleanup Roster
06	Business Licenses & Insurance	14	<b>WORKMANSHIP</b>
07	<b>REPUTATION</b>	14	Money Back Guarantee
07	BBB Accreditation	15	Project Photos for Ideas & Inspiration
08	Memberships	17	Frequently Asked Questions
09	Customer References	18	In Conclusion
10	Accolades and Awards	19	Contractor Standards Checklist



Questions? Call (800) 378-1924 | [AtlasHomeImprovement.com](http://AtlasHomeImprovement.com)

10824 Plaza Drive, Whitmore Lake, MI 48189



“We were **shocked** and **embarrassed** when we found out that contractors were America’s #1 most complained about industry.”

—Darian & David Bobby

Owners, Atlas Home Improvement

## So, You’re Thinking About A Remodeling Project For Your Home?

Congratulations! When done properly, a remodeling project can make your home more enjoyable and prove to be a valuable investment. Unfortunately, we’ve all heard horror stories about home remodeling projects gone bad. Problems with longer-than-expected installation, final bills that come in higher than the quote, and shoddy workmanship, sadly, are commonplace. We were shocked and embarrassed to find out that, according to Better Business Bureau statistics, home improvement contractors are in the top 1% most complained about industries—right up there with auto repair and airlines.

We’ve always done a good job and treated our customers right—and we’ve been able to build a nice business because of it. However, over the years we’ve noticed that some consumers will choose less-than-reputable companies to do jobs for them... usually because they are quoted less money. Don’t get us wrong: we’re all for good, honest competition, but it pains us to see good folks risk their hard-earned money with contractors who don’t have their best interests at heart. You deserve a great value for your money—which includes a contractor who uses high quality products and stands behind their work in both word and deed.

### Industry Standards Weren’t Tough Enough

We wanted to find a way to educate consumers about how to choose a good, honest home improvement contractor. The industry standards simply aren’t tough enough—just about anybody with a hammer and a pickup truck can be a contractor. That’s why we’ve pioneered a set of standards called the **Code of Ethics & Competency for Remodeling Contractors**. The Code calls for contractors to uphold a high set of standards that will allow you to judge BEFORE hand whether or not a contractor is likely to do the job right. This guide specifies those standards.

Before you hire any company to work in or around your home, make sure you consult this guide and **INSIST** that the company comply with **EVERY SINGLE STANDARD** in this book. If you do, chances are excellent you’ll get exactly what you want out of your project.

Sincerely,

David & Darian Bobby

Owners, Atlas Home Improvement



# STABILITY

You need to make sure that any contractor you do business with has proven themselves in the past, and will be there if you need them in the future. **Don't just ASK the contractor if they are stable;** look for tangible proof of longevity and financial stability by asking for the items listed on the next few pages.



## What To Look For: Proof of Establishment

**Why It's Important:** Believe it or not, many contractors use a pickup truck for an office and showroom. Make sure that any contractor you're dealing with is substantial enough to have a real office with all the normal business functions—accounting, production, sales, etc. If a contractor does not have an office, that should tell you something. Don't fall for the "we just use our trucks as offices!" line.

Atlas Home Improvement maintains multiple staffed showroom locations which are open to the public 24/7. They also have other static displays inside local Malls, Hospitals and Sam's Club stores. This allows you to have a "hands on" experience and view any Atlas products prior to making a purchase. What a novel concept, you actually get to determine the quality of the products for yourself without having to just take the contractor's word for it!



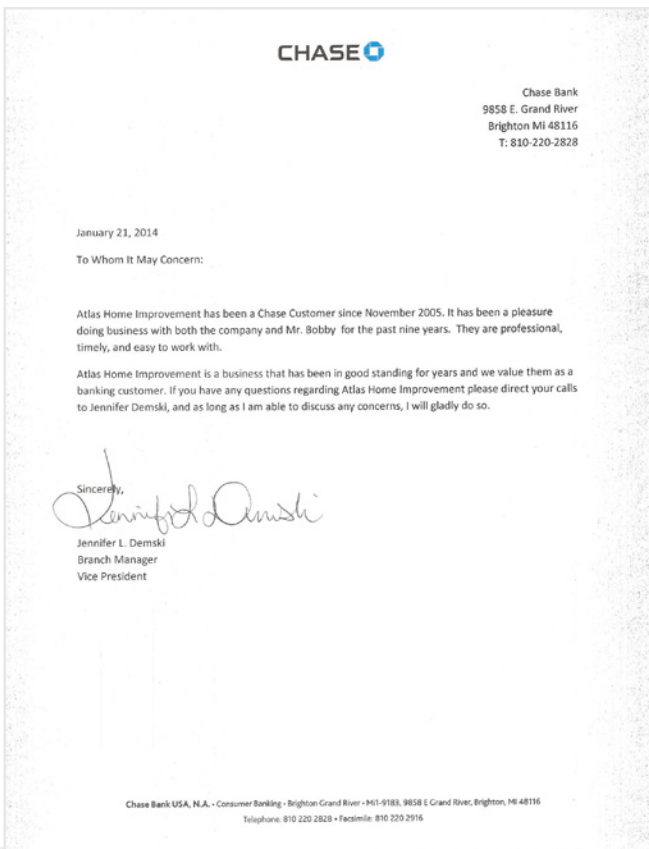


## What To Look For: Bank Letter

**Why It's Important:** Good standing with a bank is crucial for any business, but gaining the confidence and security of its financial managers allows a company not only to sustain itself and endure even in rough economic times but to innovate and grow to meet and service customer demands.

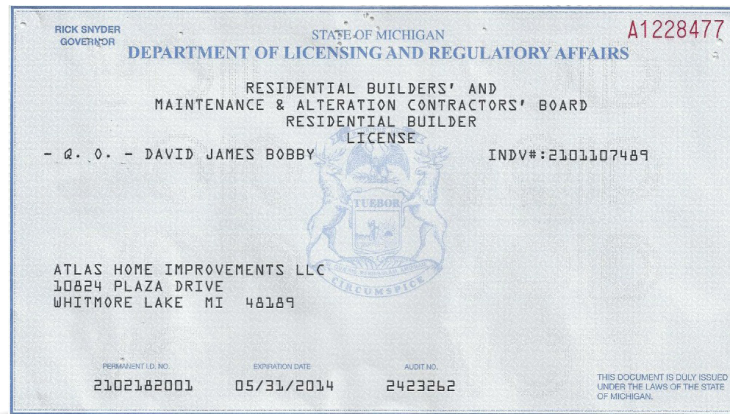
## What To Look For: Supplier Letters

**Why It's Important:** This is written confirmation of the company's dealings with a supplier of the product that install stating that they are in good standing as a vendor and pay their bills promptly. These letters are easy for your contractor to obtain from suppliers—if a contractor says they are difficult to obtain, then there might be something that they're trying to hide.



## What To Look For: Business License

**Why It's Important:** Make sure they have been operating under the same name for a minimum of 5 years. Many contractors open and close their doors multiple times to avoid past customer complaints. (Naturally, some businesses will be legitimately new—if so, get a 10 year work history of the owner and ASK questions!)



## What To Look For: Insurance

**Why It's Important:** You need to know if your contractor carries general liability insurance for both commercial and residential projects. A sizable contractor will carry no less than \$500,000... and usually around \$1,000,000 of coverage. If your contractor's insurance policy can't cover potential damages, then the contractor would be personally liable. If he cannot cover the damages himself, you will have no legal recourse and will end up paying for any possible damages or injuries yourself. Many contractors are not financially stable...and don't carry proper insurance coverage to protect you against losses. Additionally, contractors who fail to provide workers compensation benefits risk severe governmental penalties and potentially company-ending lawsuits should an employee become injured.

Atlas Home Improvement carries \$2,000,000 of general liability coverage, \$1,000,000 of business auto and an extra \$1,000,000 umbrella liability to protect you and your family. Do NOT deal with a contractor without sizable coverage, or **you** will foot the bill for the mistake. Make sure you always ask your Sales Associate to see a copy of the company's Business License and Insurance.

Type of Insurance		Policy Number	Policy Period	Limits of Liability	
Business Auto Liability * Specifically Described Autos (Symbol 7)		BAP-2066646	Exp. 05/31/2013 Exp. 05/31/2014	Combined Single Limit Each Accident	\$ 1,000,000
<input checked="" type="checkbox"/> Hired Auto (Symbol 8) <input checked="" type="checkbox"/> Non-Owned Auto (Symbol 9)				Coverage A - Statutory Coverage B - Bodily Injury by Accident (Employer's Liability) Bodily Injury by Disease Bodily Injury by Disease	Each Accident Each Employee Policy Limit
Comprehensive General Liability or Commercial Package <input checked="" type="checkbox"/> Including <input type="checkbox"/> Excluding <input type="checkbox"/> Products-Completed Operations <input type="checkbox"/> Hired Auto <input type="checkbox"/> Non-Owned Auto <input type="checkbox"/> CERTIFICATE HOLDER is an Additional Insured on the Comprehensive General Liability Policy <input type="checkbox"/> Excluding		CPP-2099793	Exp. 05/01/2013 Exp. 05/01/2014	Each Occurrence General Aggregate Medical Payments Limit	\$ 2,000,000 \$ 4,000,000 \$ 5,000
Owners' or Contractors' Protective Liability Products - Completed Operations Liability			Exp. Exp.	Each Occurrence General Aggregate	\$ \$
Umbrella Liability		U-0710865	Exp. 05/01/2013 Exp. 05/01/2014	Limit	\$ 1,000,000
Farmowners Liability Including Products Business Pursuits <input type="checkbox"/> Excluded <input type="checkbox"/> Included			Exp. Exp.	Limit Type: Describe	\$ \$
Other			Exp. Exp.		

Name and Address of Certificate Holder: **ATLAS HOME IMPROVEMENT LLC**  
 10824 PLAZA DR  
 WHITMORE LAKE MI 48189  
 Issue Date: 12/27/2013  
 This is to certify that the following policy(ies) of insurance has (have) been or will be issued by the Company to the Named Insured. This certificate is not a guarantee that the policy(ies) will remain in effect until its (their) stated expiration date. In the event of cancellation of any of the insurance policies before the expiration date, the Company will endeavor to mail notice of such cancellation to the Certificate Holder designated above at their last known address, but failure to mail such notice shall impose no obligation or liability of any kind upon the Company. This certificate is issued as a matter of information only and confers no rights upon the Certificate Holder. This certificate does not amend, extend, or alter the coverage afforded by the policy(ies) of insurance indicated below. The information conveyed in this Certificate of Insurance is only valid for the indicated policy periods. Certificates of Insurance for subsequent policy periods must be requested by the Certificate Holder.  
 2493 Agent No. (810) 229-7817 Agent Phone Number  
 PROVIDE - CERTIFICATE HOLDER AND NAMED INSURED A COPY

# REPUTATION

You can tell a great deal about a contractor based on what others are saying about them—particularly their customers. The old advice of “ask for 3 references” is just too easy to fake. You’ll need to get a little tougher with your contractor to protect yourself. Insist that any contractor you’re considering can produce the things listed on the next few pages to PROVE that their reputation is rock solid.

## What To Look For: BBB Accreditation

**Why It’s Important:** You need to go further than just checking a contractor’s standing with the BBB. Remember, many contractors shut down and open under new names year after year. So check to see how long they’ve been a member, and check to be sure the contractor is accredited by the BBB. This means that if complaints arise, the contractor agrees that the BBB’s judgment is binding and must perform accordingly. Without this agreement, you may have no recourse. Atlas Home Improvement is a BBB Accredited Business with an A+ rating at the time of this printing.





## What To Look For: Memberships

**Why It's Important:** Any reputable company will be a member of at least their local Chamber Of Commerce—and often multiple Chambers. Companies that aren't member of their local BBB are almost surely trying to hide past unresolved complaints. Insist that any contractor you're considering hiring can show you current certificates of membership for all of these organizations.



Atlas customers are surveyed by a 3rd party and they have won the Guildmaster Customer Service Award



Atlas maintains an A rating from Angie's List and they have won the Angie's List Super Service Award

## What To Look For: Customer References

**Why It's Important:** All reputable contractors carry pre-printed lists of references... that includes customers from 1 to 5 years ago, as well as customers from the previous six months. These lists should be conveniently broken up for the different products the company sells to make it easy for you.



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Whitmore Lake, MI 48189  
(734) 449-9480 Office



### References for Bath Remodeling

<p><b>Loretta &amp; Bob Rayment</b> 2700 Spartan Drive Troy, MI 48063 248 840-1120</p>	<p><b>Marilyn &amp; David Renner</b> 1005 E. Duncan St Manchester, MI 48158 734 428-1636</p>	<p><b>Dana Hull</b> 1407 E. Stadium Ann Arbor, MI 48104 248-663-2785</p>
<p><b>Bill &amp; Judy Brown</b> 2845 Baker Rd Dexter, MI 48130 734 426-8405</p>	<p><b>Patricia Andring</b> 4384 Old Mill Rd. Pinckney, MI 48169 734 878-2455</p>	<p><b>William &amp; Eleanor Maher</b> 4165 Ramblewood Dr.</p>



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Whitmore Lake, MI 48189  
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### References for Stone Coated Steel Roofing System

<p><b>Michael &amp; Kelly Savage</b> 70 Tacoma Troy, MI 48084 248-821-1360 Canyon Shake: Timberwood</p>	<p><b>Mike Benefiel</b> 28460 Shiawassee Farmington, Hills 48836 248-478-2726 Granite Ridge: Barclay</p>	<p><b>Robert Sinke</b> 3889 Raye Lane Hartland, MI 48353 810-632-5374 Canyon Shake: Timberwood</p>	<p><b>Bill &amp; Mary Stout</b> 4344 Antique Lane Bloomfield, MI 48302 248-626-0649 Granite Ridge: Black Onyx</p>
<p><b>Mike &amp; Janet Kochman</b> 5402 E. Chade Rd</p>	<p><b>Dave Lindsay</b> 5402 E. Chade Rd</p>	<p><b>Carl &amp; Linda Jamison</b> 23676 Paddock Drive Farmington Hills, MI 48336 248-473-0887 Granite Ridge: Timberwood</p>	<p><b>Phyllis &amp; Steven Miles</b> 29464 Valley Bend Farmington, MI 48331 248-330-6854 Granite Ridge: Timberwood</p>




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### References for Jacuzzi Walk-In Tubs

<p><b>Arno &amp; Wanda Enderle</b> 13321 Lillian Lake Sterling Heights, MI 48313 586-726-6641</p>	<p><b>Roosevelt Madison</b> 3323 Williamsburg Road Ann Arbor, MI 48108 734-971-3019</p>	<p><b>Chester &amp; Rosemary Soja</b> 457 Stonehaven Ct. Milan, MI 48160 734-439-7843</p>
<p><b>Joseph &amp; Virginia Bok</b> 8082 Appleton Dearborn Heights, MI 4812 313-565-4191</p>	<p><b>Dr. June Ridley</b> 80 Moss Street Highland Park, MI 48203 313-492-3383</p>	<p><b>Jeanne Hardt</b> 724 Lions Park Drive St. Joseph, MI 49088 269-982-0939</p>



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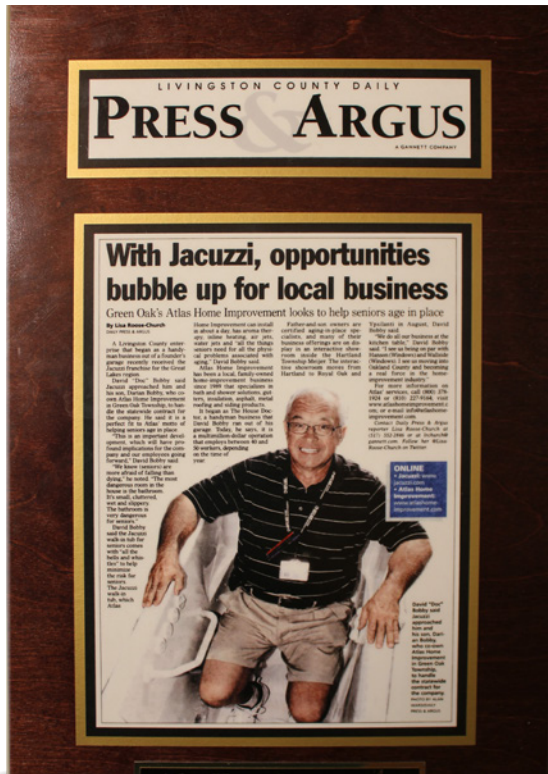


### References for Titan Gutter System

<p><b>Dr. Paula Davey</b> 1677 Stadium Court Ann Arbor, MI 48103 734-662-6492</p>	<p><b>Mr. and Mrs. Leo Wessinger</b> 2840 Hunter Heights West Bloomfield, MI 48324 248-363-6338</p>	<p><b>Mr. and Mrs. David Robinson</b> 9547 Daleview South Lyon, MI 48178 810-278-1626</p>
<p><b>Mr. and Mrs. Dan Lobb</b> 611 Vansull Westland, MI 48185 734-326-2104</p>	<p><b>Mr. and Mrs. Bernie Spafford</b> 10683 Charring Cross Circle Whitmore Lake, MI 48189 734-449-0816</p>	<p><b>Mr. Stewart Oldford</b> 5586 Cullen Rd. Fenton, MI 48430 810-632-7479</p>
<p><b>Mr. and Mrs. Dennis Kwasny</b> 7650 Tharp Dr. Whitmore Lake, MI 48189 810-231-3055</p>	<p><b>Mr. and Mrs. Michael Gorny</b> 5156 Kitson Lane West Bloomfield, MI 48324 248-683-2437</p>	<p><b>Ms. Debra Brown</b> 9140 Napier Northville, MI 48167 248-349-5286</p>
<p><b>Northville Chamber of Commerce</b> 195 S. Main St. Northville, MI 48167 248-349-7640</p>	<p><b>Mr. and Mrs. Bill Carmody</b> 3145 Forshee Dexter, MI 48130 734-426-5636</p>	<p><b>Mr. Tedd Handlesman</b> 5977 Hartford Brighton, MI 48116 248-361-7132</p>
<p><b>Mr. and Mrs. Doug Maxson</b> 11851 W. Mason Rd. Fowlerville, MI 48836 810-533-5466</p>	<p><b>Mr. and Mrs. Jim Dunham</b> 2759 Curdy Rd. Howell, MI 48855 517-548-1486</p>	<p><b>Mr. and Mrs. David Wood</b> 3507 Gertrude Dearborn, MI 48124 313-563-6561</p>
<p><b>Mr. and Mrs. Kerry Krein</b> 11654 Millford Rd. Holly, MI 48442 248-634-1770</p>	<p><b>Mr. and Mrs. Kurt Sheppard</b> 1989 Addaleen Rd. Highland, MI 48357 248-889-7374</p>	<p><b>Mr. Tim Rochon</b> 28545 Greenfield Rd. Southfield, MI 48076 248-395-2777</p>

## What To Look For: Accolades and Awards

**Why It's Important:** If a contractor has been in business for any length of time—and doing a good job—they will most likely have been written about in a magazine or newspaper, received an award of some kind, or received special recognition from an association or trade organization. Any company that can't produce at least SOME of these kinds of accolades might not be worthy of accolades!






# PROFESSIONALISM


A good contractor doesn't just do good work. They also understand that when dealing with customers, it's oftentimes the little things that make a big difference. You should find a contractor that shows you respect by the way they treat you, the way they look, the way they treat your property, and how they pay attention to details. Check any contractor you're considering against these standards of professionalism found on the next few pages.

## What To Look For: Detailed Proposal and Change Orders

**Why It's Important:** Most contractors provide no written bid or a basic receipt or invoice. The minimum you should accept is a bid which details the type and amount of materials to be used. Even better than that is a detailed bid which lists all your styles, colors and options to avoid confusion on what is being quoted. In competitive bidding situations, make sure that bids are "apples to apples," especially in the case where one bid is significantly less than others—not a good sign.



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SALES CONTRACT

JOB #:

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

PROJECT TYPE: Shower Wrap Replacement Tub Replacement Shower Tub to Shower Conversion

**DELUXE PACKAGE**

- BATHWRAPS® Custom Tub or Shower
- 3 Wall System
- Sealed With Mildew Resistant Silicone
- New Drain & Overflow cover
- MOEN® Kingsley Faucet set & Trim kit
- Moentrol Valve (hot, cold & pressure)
- Surface Mount Soap dish (wall color)
- Two Individual Shelves (wall color)
- Bowed Curtain Rod (chrome or white)

**PREMIUM PACKAGE**

- BATHWRAPS® Custom Tub or Shower
- 3 Walls & Ceiling System
- Sealed With Mildew Resistant Silicone
- New Drain & Overflow cover
- MOEN® Kingsley Faucet set & Trim kit
- Moentrol Valve (hot, cold & pressure)
- Recessed Soap dish (wall color)
- Three Individual Shelves (wall color)
- BASCO® Shower Door System


CUSTOMIZE YOUR PACKAGE:

☐ For Premium Package Only – BASCO Door Style: ( Framed Slider / Frameless Slider / Swing Door )  
– BASCO Glass Options: BASCO Frame Color: \_\_\_\_\_

☐ Tear out existing structure: Fiberglass one-piece / Fiberglass wall only / Metal tub ☐ Greenboard walls  
☐ Faucet set, Trim kit, Drain & Overflow Color: \_\_\_\_\_ (chrome standard)  
☐ Upgrade to Rainshower Style: \_\_\_\_\_ ☐ Hand shower Style: \_\_\_\_\_ Use as main or additional  
☐ Shower Pan outside threshold depth: Deep / Shallow / Barrier Free (circle one)  
☐ Tub or Shower Pan Color: \_\_\_\_\_ ☐ Tub Skirt Style: \_\_\_\_\_ (straight standard)  
☐ Wall Color: \_\_\_\_\_ (white standard) Bullnose walls to existing height / Build out and take to ceiling  
☐ Wall Pattern: \_\_\_\_\_ (smooth standard) ☐ Ceiling Color: \_\_\_\_\_ (white standard)  
☐ Wainscoting Walls (Standard Height 48" from floor) Length \_\_\_\_\_ Style: \_\_\_\_\_ Color: \_\_\_\_\_  
☐ Window Kit Color: \_\_\_\_\_ Add New Tempered Window Size: \_\_\_\_\_ Color: \_\_\_\_\_  
☐ Safety Grab Bars Size: \_\_\_\_\_ Color: \_\_\_\_\_ ☐ Corner Shower Seat / Bench Color: \_\_\_\_\_  
☐ Other: \_\_\_\_\_

**DELUXE PACKAGE with Custom Options**

**PREMIUM PACKAGE with Custom Options**



This proposal may be withdrawn by us if not accepted by \_\_\_\_\_

Name On Card \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Acct. # \_\_\_\_\_ Code On Back \_\_\_\_\_  
Use Above Card for Final Payment Yes No Check # \_\_\_\_\_

TOTAL INVESTMENT \$ \_\_\_\_\_  
DOWN PAYMENT \$ \_\_\_\_\_  
UNPAID BALANCE \$ \_\_\_\_\_

NOTICE UNDER Michigan SOLICITATION SALES ACT  
(Applicable only if contract was solicited or executed at your residence)  
You, the Buyer, may cancel this transaction for any time prior to midnight on the third business day after the date of this transaction. For an explanation, see the Notice of Cancellation on reverse side.  
All work to be performed in a workmanlike manner. Anything unforeseen or unexpected will be an added cost and charged at current labor and material prices. In this event, buyer(s) will be informed before any additional work is begun. Buyer(s) has been informed of potential risk of lead hazard exposure from renovations at their home and acknowledges receipt of the pamphlet, *Protect Your Family From Lead in Your Home*, before work began. Buyer(s) acknowledges they were orally informed of their right to cancel transaction. This agreement, including the general terms and conditions on the reverse side, is accepted by the Buyer(s). Full payment will be made upon completion of work.  
Buyer: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted By Consultant: \_\_\_\_\_

Sign and date all copies, return white copy to authorize work and keep all other copies as your receipt.



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CHANGE ORDER

JOB #:

Name: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

THIS IS AN ADDENDUM WHICH ALTERS THE ORIGINAL CONTRACT. THE SPECIFICATIONS OF THIS ORDER MAY ADD OR DELETE WORK THAT APPEARS ON THE ORIGINAL CONTRACT. BY SIGNING BELOW, YOU AGREE THAT ALL THE WORK IS AGREED UPON AT AN ADDITIONAL CHARGE OR CREDIT TO YOUR ORIGINAL CONTRACT TOTAL, AS STATED BELOW.

CHANGES MADE TO EXISTING CONTRACT:


TOTAL FOR ABOVE \$ \_\_\_\_\_

Name On Card \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Acct. # \_\_\_\_\_ Code On Back \_\_\_\_\_  
Use Above Card for Final Payment Yes No Check # \_\_\_\_\_

DOWN PAYMENT \$ \_\_\_\_\_  
UNPAID BALANCE \$ \_\_\_\_\_

NOTICE UNDER Michigan SOLICITATION SALES ACT  
(Applicable only if contract was solicited or executed at your residence)  
You, the Buyer, may cancel this agreement or purchase, without penalty or obligation, anytime prior to midnight of the third business day following the date this agreement was signed. If you cancel, Seller must return to you any payments made or goods traded in. To cancel this transaction, sign and date below and deliver or mail this cancellation notice to the Seller at the address shown above, not later than midnight of the third business day following the date this agreement was signed.




Buyer agrees to waive above right to cancel in exchange for immediate installation. Initials \_\_\_\_\_

Buyer(s) acknowledge they were orally informed of their right to cancel transaction. By signing you agree to the changes stated above and agree to pay additional charges if original contract is increased. Full payment will be made upon completion.  
Buyer: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted By Consultant: \_\_\_\_\_

## What To Look For: No Tricks, No Pressure Sales Agreement

**Why It's Important:** Many unethical contractors will resort to high-pressure sales tactics to get you to buy before you've had an opportunity to do proper due diligence on them. If you know nothing about the contractor prior to the sales call (from literature, references, online information), and they give you a low-ball price "but only if you buy right this minute," you should be wary. Any time you feel uncomfortable or unduly pressured in a sales environment, you should ask the contractor to "back off." Reputable companies will have a no-tricks, no-pressure sales pledge signed by the owner, sales manager, and each sales associate.

All Atlas Home Improvement's Sales Associates sign a "No Tricks, No Pressure Sales Agreement" that is also signed by our sales manager to pledge that they will handle sales situations in a respectful way.



Gutter Helmet  
Metal Roofing  
Walk-In Tubs  
Bath & Shower  
Seamless Gutters  
Retractable Awnings  
Insulation & Ventilation

---

**SALES CONSULTANT "CUSTOMER RESPECT, NO TRICKS, NO PRESSURE" AGREEMENT**

As a sales consultant for ATLAS HOME IMPROVEMENT, you must agree to abide by the principles and precepts of our Code of Ethics and Competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I \_\_\_\_\_ agree to abide by our Code of Ethics and Competency as well as Customer Respect Agreement when working for new and existing Atlas customers.

FOR ALL ATLAS SALES CONSULTANTS

1. I will not smoke or consume alcohol on the customer's property
2. I will not use foul language on the customer's property
3. I will respect the customer's time by being punctual
4. In the event I cannot be on time, I will call to alert the customer and reschedule if necessary
5. I will be in uniform during all appointments and will keep my clothing neat and clean
6. I will wear my identification and certification badge during my appointment
7. I will wear shoe covers when walking inside the customer's home
8. I will respect the customer's telephones, bathrooms, parking spaces, etc.
9. I will earnestly strive to find the best solution for each customer's needs
10. I will recommend the proper direction to take if Atlas products are not the proper solution
11. I will not utilize high-pressure techniques to force customers to comply with my requests
12. I will not sell products or services to customers when they are financially not able to manage the investment
13. I will utilize company approved pricing sheets in order to give all of my customers a fair price
14. I agree to treat all customers equally and offer everyone the same company approved incentives
15. I agree to BBB and Federal Trade Commission standards that any first visit incentive may not be offered after initial visit
16. In the event that the customer is not ready to move forward, I will respect their decision
17. I will give my customers the opportunity to express any concerns they have and work to resolve them
18. I agree to keep in touch with my customers and follow-up after the installation is completed
19. I will conduct all business transactions in an ethical manner

Sales Consultant Signature _____	Date _____
Sales Manager Signature _____	Date _____
Company Owner Signature _____	Date _____

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Toll Free: 800 545-1652 • Office: 734 449-9480 • Fax: 734 449-9488

## What To Look For: Jobsite Cleanup Checklist

**Why It's Important:** Your home and yard should be cleared of large debris, and dangerous materials daily by the crew. After the job is completed, a total home clean-up should take place, including nail/screw detection (with a specialized magnet) and removal of any hazardous materials in your house or yard. Make sure your contractor has a pre-determined daily jobsite cleanup routine, and a more thorough cleanup routine upon completion of the job. All Atlas Home Improvement Fabricators follow this multi-step cleanup checklist at the end of EVERY SINGLE DAY. Show this checklist to other contractors. See if they don't balk.

## What To Look For: Worker Conduct Agreement

**Why It's Important:** This compliance agreement, signed by the workers, is a 21-point contract prohibiting the use of alcohol, drugs, foul language, misconduct, or other bad behavior on a job site. It also gives appearance standards. Keep in mind that not everything is perfect, but this agreement will greatly reduce the likelihood of problems. All Atlas Home Improvement Fabricators sign a "Worker Conduct Agreement" that is also signed by our Production Manager to pledge that they will conduct themselves in a respectful and courteous manner.



### 15 POINT JOBSITE CLEANUP CHECKLIST

As a crew member for ATLAS HOME IMPROVEMENT, you must agree to abide by the principles and precepts of our Code of Ethics and Competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I \_\_\_\_\_ (crew members) agree to abide by our Code of Ethics and Competency as well as Jobsite Cleanup Roster at all times when working for new and existing Atlas customers.

#### DAILY CLEAN UP

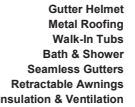



- Entire jobsite is to be patrolled and cleaned for trash, including:
  - ✓ Soda cans, drink bottles, cups, etc.
  - ✓ Food items, bags, containers, etc.
  - ✓ Miscellaneous trash
- Small hand tools will be removed from the jobsite daily
- Any materials or equipment that is left on the jobsite will be neatly organized and stored in a tidy manner
- Any hazardous materials will be either removed completely or tightly secured
- Scrap materials (including metal, glass, sawdust, boards, etc.) will be disposed of
- Work area will be patrolled to remove any nails, screws, and other sharp objects
- Customer's driveway and street will be patrolled to remove nails and/or screws that could cause tire damage
- Work area will be left with adequate ventilation in the case of painting or other materials that cause fumes and/or odors
- Any work areas that leave customer's home exposed overnight will be covered with plastic tarps and securely taped
- Work area will be swept with a push broom daily (where applicable)

#### AT THE CONCLUSION OF THE JOB

- Entire work area and yard will be patrolled for trash, debris, materials, etc.
- Magnetic nail locator will be used to find nails, screws, and other debris in customer's lawn and shrubs
- Customer lawn will be restored as best as possible to pre-job condition if any damage has occurred as a result of the job
- Customer home/yard will be inspected for any incidental damage; repairs to be made as necessary
- Clean up not complete until customer signs off on this document

Customer Signature _____	Date _____
Crew Leader Signature _____	Date _____

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### Worker Conduct Agreement

As a crew member for ATLAS HOME IMPROVEMENT, you must agree to abide by the principles and precepts of our Code of Ethics and Competency. Any violation of these principles will be grounds for written warning; multiple violations will be grounds for termination.

I \_\_\_\_\_ agree to abide by these guidelines as well as Worker Conduct Agreement when working for new and existing Atlas customers.

#### FOR ALL ATLAS EMPLOYEE WORKERS

- I will not smoke on the customer's property
- I will not use foul language on the jobsite
- I will not yell or bring negative attention to the jobsite
- I will not consume alcohol or drugs on the jobsite
- I will play any radios or music on the jobsite quietly
- I will keep my shirt on during work hours as well as keep clothing neat and clean
- I will wear my identification and certification badge when on the jobsite
- I will respect the customer's telephones, bathrooms, parking spaces, etc.
- I will strive to keep dirt and messes kept to a minimum
- I will keep any materials or tools that are left on the jobsite in an orderly fashion at the end of each day
- I agree to keep current certifications and/or licenses as appropriate for my trade(s)
- I agree to call homeowner in the event I will be late for scheduled start times or if I need to leave the property once the job has begun
- I agree to communicate with homeowner when I will be finished for the day
- I agree to "walk-around" with homeowner before work begins to go over job and make sure everyone is on the same page
- I agree to represent Atlas Home Improvement and homeowner in a professional way so they will be proud to have me working at their home
- I will politely interact with homeowner(s) and answer all questions regarding work project
- I will make an effort to clean up as work progresses so homeowners property is not left in disarray the entire day
- I agree to clean up at the end of each day as well as at the job's completion
- I will report any additional damage I find to homeowner, such as rotten wood, even if it does not directly relate to my project
- I will drive the speed limit and safely while in homeowners neighborhood
- I will employ Atlas and other industry safety standards at all times while I am on project

Employee Worker Signature _____	Date _____
Production Manager Signature _____	Date _____

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# WORKMANSHIP

Ultimately, any contractor has to be competent to do the job right the first time. Competence comes as a result of training, experience, and good old-fashioned hard work. As you evaluate a contractor, look for signs that they can do the job right the first time.

## What To Look For: Money Back Guarantee

**Why It's Important:** Less than 1% of contractors nationwide offer the ultimate level of protection against potential problems a homeowner might experience with a contractor—the money back guarantee. Think of it as the equivalent of the “lemon law” for home improvement. If something goes wrong with your home improvement project that cannot be fixed through reasonable measures, the contractor should agree to refund your money and he should agree to restore your home to its original condition at no additional cost. This isn't a guarantee for the unconfident or incapable contractor! To protect yourself at the highest level, insist on this important guarantee.





## What To Look For: Project Photos for Ideas & Inspiration

**Why It's Important:** A contractor who serves his customers well should be proud to present pictures of the work they've done. Ask to see an Idea Book or samples of jobs they've done - for inspiration for your own project and to gauge the quality of the work they've done in the past. If no photos can be produced, that should be a major warning sign.

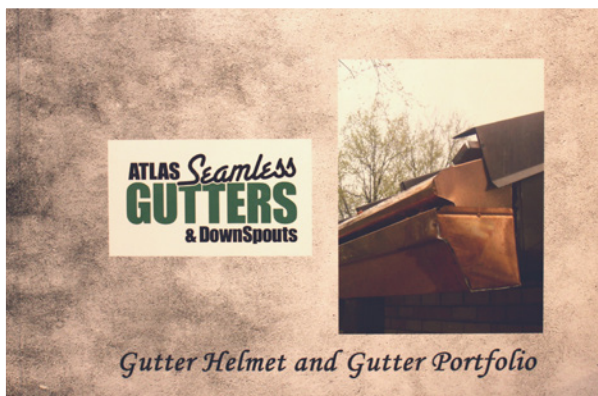
### Before



### After



## Idea Books / Portfolios





Questions? Need More Information?

Call (800) 378-1924

AtlasHomeImprovement.com



**Before**



**After**



**Ask to see pictures of work in progress to prove that it is really their work!**



# Frequently Asked Questions

**Q: Are there any other things I should look for or watch out for that aren't listed in the pages of this guide?**

A: Look for some of these telltale signs of contractors who shouldn't be trusted:

- Main phone numbers that ring to cell phones
- Main phone numbers that are never answered by receptionists
- Trucks without signage on them
- No business cards or cheap business cards
- No company logo on work clothes/uniform
- Few references available
- Unresolved BBB complaints or no report at all
- Prices that are unusually low compared to other bids
- No website or very poor website
- Ability to start on your job immediately—no backlog
- Unwillingness to give any information

**An Ounce Of Prevention...**

It's been said that an ounce of prevention is worth a pound of cure. When the stakes are high—your home and your wallet—that saying is even more true. We hope that by reading this guide you feel more prepared to evaluate home improvement contractors and make the best decision for your family.

**Q: Are you saying that you are the only company in the area that can uphold these standards?**

A: Most companies cannot uphold them, but there are several good, honest contractors to be found. Just be sure to take the time and use this guide to make sure before you hire anyone.

**Q: Can a contractor just "fake" these standards?**

A: Not likely. Most shady contractors that don't put any effort into making their businesses good, also won't put effort into faking these standards. It's a lot easier for them to just move on to their next unsuspecting victim.

**Q: What if a contractor SAYS they can do all these things, but can't show the proof?**

A: Don't settle for lip service. Demand to see the documentation for every single standard on the checklist at the end of this guide.



## In Conclusion

When you're hiring someone to do any type of work in your home, remember it's your money and your home. Be sure you get everything in writing, ask all the questions on your mind and clearly understand the answers you receive.

Besides what we've mentioned here, there are several other ways to gather information on a company before giving anyone a dime. Check with consumer-to-consumer reporting groups like the Better Business Bureau, at [www.betterbusinessbureau.com](http://www.betterbusinessbureau.com), or Angie's List at [www.angieslist.com](http://www.angieslist.com).



If all this makes sense, and you are curious about our approach to remodeling, please give us a call. We'll be happy to answer all of your questions for free.

As part of our commitment to our previous and potential new customers, at your request, we will set up a time to come to your home to answer your questions and concerns. At this time we can also determine if we can meet your remodeling needs. We provide this as a FREE, NO OBLIGATION service for you and your family.

Hopefully we can show you, as we have thousands of others, how to make your home absolutely gorgeous— something to be really proud of!

Remember that when Atlas Home Improvement visits your home, we are not going to use high-pressure sales tactics. Our visit is simply a chance for you to meet us and see if our services can benefit you. If, after our meeting, you believe there is no benefit to working with us, just say so and we will part as friends. If, however, you find our solutions helpful and like what you see then we will leave a price in writing good for 1 full year.

I can't think of a better way to work. Can you?

If you think our approach is fair and honest, please consider Atlas Home Improvement for your construction needs.

Best of luck with your remodeling plans!

Sincerely,



David & Darian Bobby

Owners, Atlas Home Improvement

# Contractor Standards Checklist

For your convenience, we've enclosed a checklist of all the items you'll want to look for before hiring any contractor.

WHAT TO LOOK FOR	ATLAS HOME IMPROVEMENT	CONTRACTOR A	CONTRACTOR B
Proof of Establishment	✓		
Bank Letter & Supplier Letter	✓		
Business License	✓		
Insurance	✓		
BBB Accreditation	✓		
Memberships	✓		
Customer References	✓		
Accolades and Awards	✓		
Detailed Proposal and Change Orders	✓		
No Tricks, No Pressure Sales Agreement	✓		
Jobsite Cleanup Roster	✓		
Worker Conduct Agreement	✓		
Project Photos for Ideas & Inspiration	✓		
Money Back Guarantee	✓		



Atlas Home Improvement is family owned and operated by father-son team David & Darian Bobby

Questions? Need More Information?

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