

— Homeowner's Guide to —

Bathroom Remodeling



Compliments of

 **ATLAS**
HOME IMPROVEMENT

(800) 378-1924

AtlasHomeImprovement.com



Index

- 03** A Message From The Owners
- 04** What Every Homeowner Should Know About Bathrooms
- 05** Why You May Need A Bathroom Remodel
- 07** Full Gut Remodels Are A Bad Idea
- 08** Our Technology - Your Options
- 09** Showers And Tub To Shower Conversions
- 10** Important Things To Consider
- 11** Who You Can Buy From
- 12** Never Buy From "Truck And A Ladder" Companies
- 13** Why Bath Wraps And Atlas Are The Perfect Combination
- 14** What You Should Do Next

A Message From The Owners

It's A Fact – No Other Room In The House Takes More Abuse, Is Outdated Faster, Is Harder To Clean Or Is More Dangerous Than Your Bathroom.

Unfortunately, Many Homeowners Put Off Remodeling Their Bathroom Because They Mistakenly Think They Can't Afford It.

Hello, this is Darian & David Bobby, owners of Atlas Home Improvement. Now, before you start getting the wrong idea about the partiality of this report you need to know that we intend to be as un-biased as possible.

Sounds hard to believe, we know. You see, we started the Atlas Home Improvement company back in 1989. Back then you could trust people. You could trust products to do what they claimed they would do. Unfortunately, times have changed and it's tough to believe much of anything that you see or hear about the performance of a product without actually seeing it perform in real life. As a result, we understand that homeowners have become increasingly cynical because of these products not living up to their claims.

This trend towards a consumer-jaded mentality led us to one conclusion – if we actually believe we have the best product on the market today then it is our responsibility to share what we know.

This free informational report exposes the truths, the lies, and the stuff everyone in this industry simply doesn't want you to know. If you are considering a bathroom remodel of any kind – we challenge you to read this report and decide for yourself what type of remodel is best for you.

Respectfully,



Darian & David Bobby

Owners, Atlas Home Improvement



Darian & David Bobby



Questions?
Need More Information?

Call (800) 378-1924

Visit AtlasHomeImprovement.com

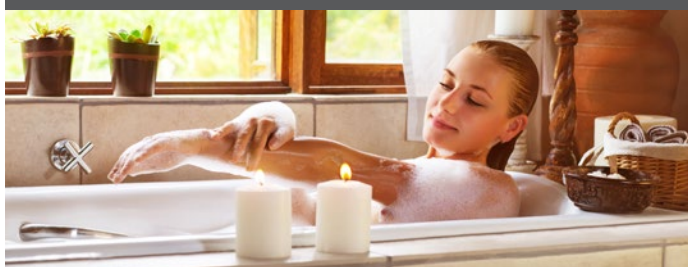
10824 Plaza Drive
Whitmore Lake, MI 48189

What **Every** Homeowner Should Know About **Bathrooms**

Bathrooms Are The Most Widely Used Rooms In A Home.

Unfortunately, All This Use and Abuse Results In Bathrooms That Are Unhealthy, Unattractive, and Unsafe.

INTERESTING FACTS ABOUT **BATHROOMS** YOU MAY NOT KNOW



Most homeowners don't think about their bathrooms very much... but they should and here is why

- ◆ Remodeling your bathroom just makes sense – people spend over three years of their lives in the bathroom. Shouldn't your bathroom be beautiful, functional and safe?
- ◆ Remodeling your bathroom is a smart investment – according to the 2014 Cost vs. Value report you recover over 72% of your money on resale value.
- ◆ Remodeling your bathroom makes your life easier & safer – installing a new bath wrap can cut your cleaning time by over 80% and makes it almost impossible for mold and mildew to grow.

MAKE **EVERY** BATH A **SAFE** BATH™

JANUARY | National
Bath Safety
Month |



BATH SAFETY IS IMPORTANT FOR ALL AGES...
DON'T BECOME A STATISTIC!



NEARLY

200,000

people annually are injured in their bathrooms*
*according to the National Safety Council

Did You Know?

THE MOST CHALLENGING
(and potentially dangerous)
BATHROOM ACTIVITY
IS GETTING IN AND OUT
OF A BATHTUB SAFELY.

MANY BATHERS
RELY ON ITEMS THAT ARE NOT SAFE

LIKE TOWEL BARS,
SHOWER DOOR HANDLES,
BUILT-IN SOAP DISHES,
WINDOW SILLS.

CLEANING A BATHROOM IS DANGEROUS
DON'T BECOME A STATISTIC!



PERCENTAGE
OF BATHROOM
INJURIES THAT
HAPPEN WHEN
CLEANING?

OVER

24%

Today's modern baths are easier to clean, require no harsh chemicals and come with modern safety features ... **CONSIDER UPGRADING YOUR BATH.**

Bathrooms have the highest moisture content of any room in the house, creating a breeding ground for mold and mildew.

A recent report from the Centers for Disease Control and Prevention (CDC) finds that the bathroom may be a room in the house that presents some of the greatest dangers to seniors.

Why You May **Need** A Bathroom Remodel

Most Bathrooms Just Aren't Safe...

The average bathroom in the American home is used every single day; most of us spend almost two hours a week in the bathroom, and no one gives much thought to the hidden dangers. Unfortunately, most people only give attention to the aesthetics of the bathroom and rarely give consideration to safety.

According to the National Safety Council, Your Bathroom Is One Of The Most Dangerous Rooms In The House.

Research has found that every year, **roughly 200,000 people over age 15 visit emergency rooms from bathroom related injuries every year.** What is not being reported is that many of these injuries are a result of shoddy workmanship, poorly designed layouts, and a lack of consideration for safety.

Take, for example, the simple installation of a grab bar. Most bathrooms that we have come across don't have one. But you absolutely need a grab bar in the bathroom...**PERIOD.**

But most people think that falls only happen to seniors... nothing could be further from the truth.

Weak shower doors and towel racks as an alternative to grab bars simply DO NOT WORK. Unlike shower doors and towel racks, grab bars are designed specifically to hold one's weight in the bathroom. Many people do not want them because they feel like the grab bar would be unsightly. The fact of the matter is that a well-designed bathroom can incorporate a grab bar to add to the aesthetic appeal of the bathroom and can even pull double duty as towel racks.



You simply cannot ignore the safety issues that are inherent in a bathroom. You should plan and design your bathroom with long-term safety in mind so that you can "age in place."

It's About More Than Just Making Your Bathroom Beautiful...

It's About Making It **SAFE & HEALTHY**.

According To The EPA (Environmental Protection Agency)

- ◆ Many people have allergies to mold and mildew.
- ◆ Mold and mildew are difficult to clean – if not downright impossible on porous materials.
- ◆ You can prevent damage to your home and furnishings, save money, and avoid potential health problems by controlling moisture and eliminating mold and mildew growth.

Mold – it's nasty, and it's persistent.

Molds can cause a variety of health problems. In general, molds produce various irritants that cause allergic reactions such as hay fever, asthmatic reactions, skin rashes, sneezing and so on. Worse yet - if left unchecked, mold and mildew can cause thousands of dollars in damage before you even notice.

Cleaning Your Bathroom Is A Pain... Literally.

Unfortunately, mold and mildew love your bathroom. It's hot, steamy and moist – making it a perfect breeding ground. It's why your grout turns a dark color so quickly. Then you have to deal with soap scum, rust, hard water stains and the list goes on.

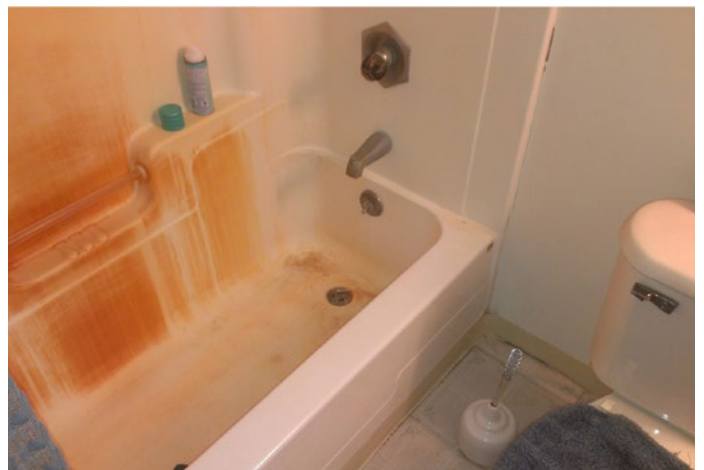
This is particularly prevalent with traditional tile and grout. The grout is porous since it is made from epoxy and sand but what many people do not know is that fiberglass is also a porous material. Fiberglass has a “gel coat” surface that is applied to the outside of the strands of glass. The problem is that cleaning a fiberglass tub or shower actually starts to wear away the protective gloss finish. This results – over a relatively short period of time – into faded colors and staining. This requires more cleaning, which only results in rubbing off more of the protective layer – the cycle repeats itself until you have a bath you absolutely hate.



See Mold Around Tub.

As a result, many homeowners spend countless hours scrubbing and cleaning their bathroom with harsh and dangerous chemicals. To make matters worse, most homeowners suffer slips, falls, sprains, aches and pains when cleaning their bathroom.

With one simple change – the installation of an acrylic bath and wainscoting – you can practically eliminate the mold issue, the unsightly stains and make it extraordinarily easy to clean your bathroom. Not to mention making your bathroom absolutely beautiful.



See Hard Water Stains.

Full Gut Remodels Are A **Bad Idea**

Don't let the need for a bathroom remodel scare you into spending more money than you have to.

Have you ever heard the phrase "work smarter – not harder?" Well, it is extremely applicable when it comes to bathroom remodels. Case in point, many homeowners are realizing that the "smarter" way of remodeling a bathroom is to do it in two phases. The first phase of remodeling is focused on the "wet area" of the bathroom and the second is the remaining dry area.

Why break your bathroom remodel down into two phases? Focusing on updating the "wet area" with a new tub or shower first.

- ◆ Allows you to deal with most important area of the bathroom - which usually accounts for about 60% of the cost - making it much more affordable to do in stages.
- ◆ It also allows you to begin with the end in mind as far as

the colors you want, etc. and you get to see a finished product of what the shower area looks like instead of only seeing samples.

- ◆ Plus it is much easier for you to pick out colors/styles for wet area instead for the entire bathroom which can be a bit overwhelming if you do not do it everyday.
- ◆ You also get a chance to try out your new contractor with part of the bathroom - and see if they deserve to help you remodel the other half.

With Atlas, the wet area can be done in just a couple days – so you do not have to have your whole bathroom under construction for several weeks or longer.

Remodeling Options – At A Glance

	Tile Replacement (Contractor)	Fiberglass, or Gelcoat Tub/Shower	Solid Surface Acrylic Tubs & Showers	Tub & Tile Resurfacing
Color & Style Selection	EXCELLENT	VERY GOOD	EXCELLENT	VERY GOOD (Color only)
Typical Installation Time	2+ WEEKS	2-4 WEEKS	2 DAYS	1 DAY + <u>Drying</u>
Surface Quality	VERY GOOD (<u>Tile, not grout</u>)	GOOD	<u>EXCELLENT</u>	FAIR
Durability (surface quality over time)	EXCELLENT (<u>Tile, not Grout</u>)	GOOD	<u>EXCELLENT</u>	POOR
Warranty	SHORT	SHORT	LIFETIME (Manufacturers)	POOR (Applicator Only)
Other Pros	Good for new construction or major expansion. With enough money and time, virtually anything is possible	One-piece units are totally seamless. Inexpensive	Replacement tubs and shower bases. Easy and clean installations. Fixed Pricing and myriad of color and size selections. Remodeling includes ALL the problems, not just one	Preserves old tub. No lead-time required to order
Other Cons	Domino effect . Tear-out creates biggest mess. Inferior products, installation delays, and headaches with crews	One piece units rarely work in remodeling. One piece units have side seams, particularly on legs. Have to use MicroBan, a pesticide. Surface wears off.	Product order time to arrive within a few weeks.	Toxic fumes during install. Quality depends on applicator. Vulnerable to damage.

Our Technology And Your Options

**Introducing An Amazingly Fast & Clean Way To Remodel Your Bathroom
- WITHOUT Compromising Its Beauty Or Spending A Fortune.**

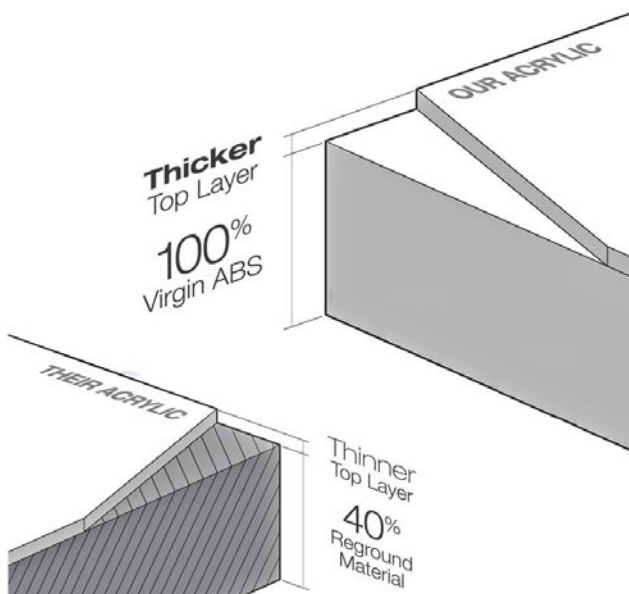
Introducing The “New Way” To Remodel – Bathwraps.

Unlike sprayed on bathtub resurfacing, bathtub “liners”, or bathtub refinishing (just painting) our acrylic tubs, showers and wall replacement systems will look fantastic and last practically forever.

The reality is that there are plenty of companies out there promising fast and easy bathroom remodels, but our remodeling solution has **several advantages over any competitor:**

WE DO NOT USE A “ONE SIZE FITS ALL” TUB OR SHOWER

- ◆ All of our products are custom built to your exact specifications – not mass produced on an assembly line
- ◆ Our 100% virgin acrylic is not “regrind” like most of our competitors - making it UV stable so it will not fade
- ◆ We use Premium acrylic - our acrylic is almost 4 mm thicker than the closest competitor.



WE MAKE ALL OUR ACRYLIC WITH THE EXCLUSIVE SILVER SHIELD FORMULA.

- ◆ Our bath and shower systems offer you the added exclusive protection of SILVER SHIELD. Infused into our products for the lifetime of your Bathwraps system, the silver ions in SILVER SHIELD attack microbe cells to prevent bacteria from growing and reproducing.

WE ARE IN AND OUT OF YOUR HOME IN ABOUT A DAY.

- ◆ Unlike other remodeling companies, all of our employee fabricators are factory trained and certified. We do not use sub-contractors just to save on labor costs.
- ◆ Our shower and tub solutions are custom built in about 24 hours and shipped within 1 week. ***That means less waiting and a custom fit.***

IT'S THE PERFECT FIT, THE PERFECT BATH.

Bottom Line: We can remodel any bath, any size, any configuration, in as little as one day, with no mess, and no fuss... all in a fraction of the time of traditional remodeling.

Showers And Tub To Shower Conversions

A very popular and current trend in bathroom remodeling is the tub to shower conversion. A bathtub to shower conversion can offer you the choice of luxury, safety and aesthetic features which you are looking for. In addition, given the layout of your bathroom you might be surprised by the various remodeling options that you will have at your disposal.

While many love the aesthetics of a shower conversion, there are those for whom the choice is all about *safety and security*. As we age our needs change and for many those changes include the need for the ability to bathe safely. For many, our low threshold and NO threshold showers are the perfect solution.

WALK IN SHOWERS ADVANTAGES

Safety

One popular reason homeowners are choosing walk-in showers is due to the increased safety that comes from having this type of shower installed. Stepping over a high bathtub wall onto a wet, slippery floor is extremely dangerous, especially for those with physical limitations – or the elderly. A walk in shower ensures your feet remain on solid ground.

In addition, there are a variety of safety options available – such as seats and hand rails – for added security.

Spaciousness

Whether you are remodeling a bathroom with the intention of having a large, luxurious shower installed or are having your tub converted into a shower, you will be grateful for the additional space you will get with the removal of the old bathtub.

Many people with young children think they have to have a traditional bathtub, but that could not be further from the truth. Our deep shower pan provides plenty of



room for kids to enjoy a shallow “bath” while still allowing for the adults to enjoy their grown-up shower.

You will also enjoy the added benefit of being able to dry off within the warm confines of your shower due to the additional space. Most showers give you plenty of extra elbow room, so you don’t have to step out into the cold air and drip on the floor, which can create a slippery surface.

Cleanliness

With the installation of a walk in shower, you immediately benefit from a cleaner, healthier bathroom environment. Not to mention that our Bathwraps are a cinch to clean. No harsh chemicals and no scrubbing needed. A squeegee, some water and a little vinegar is about all you need.

Whether you are planning to remodel an entire bathroom or are looking to upgrade an existing bathtub or shower stall, having a walk in shower installed is the optimal solution for a number of reasons. No matter if your objective is to create a safer bathing area, modernize the look of your bath or simply to provide yourself a luxurious spa retreat within the privacy of your own house, you will be making a sound investment that will increase the resale value of your home.

Important Things To Consider When Remodeling

When deciding on your next bathroom upgrade consider the following important tips:

SPLURGE ON THE ACCESSORIES. With so few accessories to consider, you can spend more on those you do need. “Invest in the faucet,” says Consumer Reports and Carolyn Cheetham, president of Design Works. “It’s an opportunity to bring something fun and sculptural into the space.” Also, consider matching the faucet finish to other accessories in the space, such as the towel ring, mirror frame, grab bars, and light fixture.

We carry a full line of bathroom accessories to make sure you get exactly what you want.

STREAMLINE THE DESIGN. A sink and toilet are the only must-haves in a bathroom. A round toilet bowl takes up less room than an elongated one if you are short on space. You also want to make sure that you get a COMFORTABLE toilet. Did you know that even a 2” difference in height makes it easier to use and really improves the comfort level?

BE ADVENTUROUS. Design treatments that would look over the top in other parts of the home are fine in the bathroom. Deep dark hues, such as burgundy and eggplant, play well in these small spaces. Not that adventurous? Limit dark hues or unusual colors to wall paint.

DON'T FORGET THE FLOORS. Traditional tile and linoleum floors are hard and pose a very real slip hazard. We sell a special “Comfort Floor” which is soft on your feet, slip resistant, cleans with soap and water and mold/mildew resistant

CONSIDER A WALL TREATMENT. Our exclusive line of wainscoting offers not only beauty, but a practicality that you cannot find with other wall treatments. Consider that all of our wainscoting options are treated with Silver Shield – just like our bath and showers – which prevents mold and mildew growth. Our wainscoting also protect against moisture intrusion and are resistant to the wear and tear normally associated with bathrooms.

FOCUS ON DURABILITY. The surfaces and fixtures will likely get lots of wear and tear, especially if children use the room. Focus on high durability surfaces. Tile, granite, and other stone countertop surfaces can chip or crack. These type of surfaces also require annual maintenance – you have to continuously seal them to protect their porous nature. Instead, consider using high durability acrylic countertops – including a one-piece top and sink design.

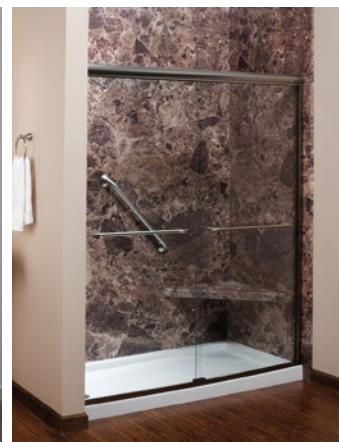
AS FOR FIXTURES, you still want high-quality construction, including all-brass parts and a PVD (physical vapor deposition) finish that resists scratches. Also, do not under any circumstances forget to install a grab bar for the safety and security of your kids and your guests. We offer a full line of accessories to meet all of your needs.

REMEMBER VENTILATION. A bathroom fan is critical in high-traffic bathrooms where the shower is going all morning. And since kids can't always be trusted to turn the fan on and off, spend more on a model that uses humidity sensors to operate the fan on its own.

GO FROM THIS:



TO THIS



FOR LESS THAN YOU THINK!

WHO Can You Buy From

So far we have covered some of the most common reasons for looking into a bathroom remodel as well as discussed the wide array of the types and options available (the good, bad, and ugly). Now it's time to discuss who you should purchase from. This is a bigger part of the decision than most people think – It's actually quite critical. Again, we are going to be as impartial as we possibly can here, keeping in mind that we have been doing this for a very long time and have a pretty good view of how this industry works.

BIG NAME HOME IMPROVEMENT STORES

Your local big-box retail locations will likely sell all manner of hardware, fixtures, and materials for use in the bathroom. Pricing will be relatively cheap but so will the product. These products will be only for the extremely avid do-it-yourselfer. There will likely be little or no instructions and certainly a limited (if any) warranty. Don't go looking for too much customer service or installation support either – typically what you will find is a few guys who have seen it installed or know a buddy who has it in his own home. Not a good option for most people.

TRUCK AND LADDER CONTRACTOR

If you never listen to another word we say, please listen to this. *Never take the advice of a Truck and Ladder Contractor* when it comes to doing work in your bathroom. There are many of these guys doing "bathroom remodels," but they don't have the first clue when it comes to the "complete picture." These are the guys that work out of their truck and are contacted only by cell phone. All they care about is the up sell and quick buck that a bathroom remodel can bring. Their guarantees are useless the moment you see the back of their truck drive away.



COMPETITOR PRODUCT DEALERS

We really need to be careful when speaking of the competition. Unfortunately for consumers, many of the six reasons you shouldn't buy from truck & ladder companies (listed on the next page) apply to most of our competitors. However, the single biggest reason is, of course, that they don't offer **our exclusive Bathwraps products**.



Here Are **6** reasons Why You Should Never Work With A Truck And Ladder Company

- 1** Bathroom remodels are not their normal line of business. They are jack-of-all-trade remodelers and not EXPERTS. This is pretty easy to see. Their day-to-day business is not making sure that you get the absolute best solution for your problems and needs, but rather rushing from job to job and constantly looking for that next paycheck.
- 2** They have no product loyalty. They change brands and types as easily as you might change pain relievers. Generic, brand name, this type or those... they don't care. Most of the time they look for the product that is going to make them the most profit.
- 3** They are out of business in a few years time. Statistically speaking, Truck and Ladder Guys have one of the highest turnovers in the home improvement industry. They don't have an office or infrastructure to support. As a result, it's very easy for them to close up and reopen under another name. In the meantime, what does that say for their guarantees?
- 4** No training in the installation of the product means they are basically "eyeballing, jerry-rigging and walking away". Forget any type of product support or explanation.
- 5** Bathroom remodels are complex. Jack of all trade contractors, just cannot keep up with all the changes in technology etc., so they usually do not explain to the customer all of their options correctly – if at all. There is no 100% perfect solution, and homeowners need to be educated on their choices...not sold on a product.
- 6** If there is a problem, try getting a quick response from these guys on the phone.



Why **Acrylic Bath Wraps** And **Atlas** Are The **Perfect Combination**

The Benefits Of Using **Acrylic Bath Wraps** Installed By **Atlas**:

- ◆ Practically no demolition required
- ◆ Can be done in as little as one day
- ◆ Non Toxic, Non Porous – Controls Moisture, Bacteria, Mold, & Mildew
- ◆ Easy to Clean
- ◆ Comes With Exclusive Silver Shield Technology – Exclusive Protection against Mildew & Bacteria Growth
- ◆ Our virgin acrylic is UV-Stable and will not fade
- ◆ Guaranteed Not to Chip, Crack or Fail for the life of your home
- ◆ Your Bath Stays Warmer Longer – Acrylic Retains Heat 30% Longer Than Traditional Materials
- ◆ Increases the Value Of Your Home

The Benefits Of Using **Atlas Home Improvement**

- ◆ We Install Only the Highest Quality Materials – If we wouldn't use it in our homes we certainly won't use it in yours
- ◆ We address & correct ALL moisture problems – we don't just cover them up and hope they go away
- ◆ We Will NEVER Cut Corners or take short cuts...**PERIOD**
- ◆ We are the only contractor in Michigan who offers **SIX EXCLUSIVE GUARANTEES**

Why You Can **Trust** Atlas

100% MONEY BACK GUARANTEE

We offer an EXCLUSIVE money back guarantee and we put it in writing.

BEST VALUE GUARANTEE

Atlas offers the absolute best value for your money, find it cheaper, we refund the difference plus \$100.

NO SURPRISE "PRICE" GUARANTEE

If you don't make a change, we don't change the price. The price we quote is the price you pay.

CERTIFIED CRAFTSMAN GUARANTEE

All of our workers are experienced craftsman that must pass a certification process, including background and drug testing.

CLEANER THAN WE FOUND IT GUARANTEE

We don't just show up, create a mess and then expect you to clean up after us. If you have to clean up after us we will give you \$100.

PROPERTY PROTECTION GUARANTEE

If we break it, we fix it... PERIOD.

**FAMILY OWNED AND OPERATED
FOR OVER 25 YEARS**

WHAT YOU SHOULD DO NEXT



At this point you probably have a great many questions and we are here to answer them. Feel Free to call us AND make sure you visit us online to see what specials we are running this month.

Or, Better yet...call us to schedule an appointment for an absolutely FREE, NO STRINGS ATTACHED, NO HIGH PRESSURE SALES, investigation of your bathroom remodeling needs.

We will come out to your home and we will give you a complete breakdown of all the issues we discovered, educate you on your solutions, give you a fair firm price, and then let you decide. That's it. No Arm Twisting Or Hours Long Sales Pitches.

GIVE US A CALL TODAY.



(800) 378-1924

AtlasHomeImprovement.com





We believe that Atlas Customers always say it best!

Learn more about what actual customers have
to say about Atlas Home Improvement



GUILD QUALITY

Atlas uses a 3rd party company to survey all customers upon completion of work.

www.guildquality.com/AtlasHomeImprovement



ATLAS WRITTEN TESTIMONIALS

Read notes from actual customers who have written to us over the years on a variety of project types.

www.atlashomeimprovement.com/testimonials.html



ATLAS VIDEO TESTIMONIALS

Listen to actual customers discuss what it was like to hire Atlas for their project.

www.atlashomeimprovement.com/testimonials_atlas.html

(800) 378-1924

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