

Made in the Mid-Willamette Valley: Golden Rule Remodeling & Architecture

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Company name: Golden Rule Remodeling & Architecture

Contact: Jillian Renner, interior designer, sales & marketing manager

Address: 1230 Fairview Ave. SE, Salem, OR 97302

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Business description: Full service design-build residential remodeling contractor.

Number of employees: 5+

Business specialties: Staffed with an architect and interior designer, we specialize in residential design and remodeling. We have been remodeling homes for the last 35 years. Not only do we have a full-service design staff, we also employ carpenters who are very detail-oriented and are experts in our industry.

Business history: Jack Johnston started his remodeling company in 1975 and relocated to Salem in 1978 where his business has continued to grow. In 1994, Jack was one of the first remodelers in the Salem area to achieve the Certified Remodelers (CR) status from the National Association of the Remodeling Industry (NARI). In 2006, Jillian Renner was brought onto the team as the interior designer, allowing Golden Rule to provide architectural and interior design services. We have always been known for our professionalism and creating an enjoyable and rewarding experience for every client.

What is the biggest advantage for doing business in the Mid-Willamette Valley: The Mid-Willamette Valley has many small businesses, which we strive to support in our daily operations. People are friendly which makes business and personal networking enjoyable. Traffic is lighter than a large metropolitan area, and maneuvering around town during the work week is fairly easy. Our weather is usually reasonable for building conditions. And with all of the conveniences of a large city, we still have a friendly small-town feel.

Essential business philosophy: To provide our clients with a pleasant remodeling experience resulting in a finished product that exceeds the standards in workmanship, materials and experience to establish the foundation of a lifetime relationship.

Best way to stay competitive: The best way to stay competitive is to continually offer the best



Special to the Statesman Journal
Golden Rule Remodeling & Architecture is a full service design-build residential remodeling contractor.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

service possible. Not only are we the only contractor in Salem with a registered architect and interior designer, but our production staff are also experts in our industry. Being experts in the design-build industry allows us to provide a fun and rewarding experience for all of our clients.

What is most challenging in work: Excellent communication is essential in our business. Whether we are working with a client, a subcontractor or a vendor we must have clear communication in order to be successful. It is most challenging when working with someone who does not communicate well. It is our responsibility to listen, ask questions and create a great remodeling experience.

Best business decision: Purchasing and remodeling our own office building on Fairview Avenue SE. We have been able to showcase our talents and skills, and provide a pleasant environment for our employees and clients. Having an office allows us to utilize it as a showroom for clients as well. It also requires us to continually update and showcase new and exciting materials. This helps our clients envision their own remodeling project! We are in the planning stages for a major update early in the fall with an open house and 35th anniversary celebration in November.

Toughest business decision: Employee personnel changes are always the most difficult and emotional. There are times it is economically necessary, but never something that we enjoy. We are a team, working towards a common goal of creating successful remodeling projects, and maintaining happy clients. When a personnel change arises, we as team members pull together, and keep moving forward to continue reaching our goals.

What trends do you see happening in your industry: One of the largest trends we have seen throughout the last few years is the type of project that our clients have requested. We have seen a dramatic incline in interior remodeling projects such as kitchen and bathroom updates. We still specialize in room additions, second story additions and whole house makeovers, but have found many of our clients requesting to invest in their existing home without expanding and adding square footage.

Company affiliations: Golden Rule Remodeling & Architecture is a member of the National Association of the Remodeling Industry (NARI), Oregon Remodelers Association (ORA), The Home Builders Association (HBA), Salem Area Chamber of Commerce, SEDCOR, National Federation of Independence Businesses (NFIB), National Chamber of Commerce and the Better Business Bureau. Individual employees of Golden Rule are personally members of East Salem Rotary, the National Kitchen and Bath Association and other associations.

Major clients: Throughout the past 35 years, our golden rule family of clients has continued to grow. Our clients trust in our organization is what truly makes us a success! Every client is valued equally regardless of demographics or project size. The Golden Rule team views every client as a "major client."

For additional information, contact SEDCOR at (503) 584-7303 or e-mail sappleby@sedcor.com.