

Made in the Mid-Willamette Valley: Dale's Remodeling

January 29, 2012

Company name: Dale's Remodeling

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Business description: Dale's Remodeling is an award-winning home remodeler specializing in additions, kitchen, and bathroom remodels. Dale's Remodeling is located in Salem and has completed remodeling projects throughout the Willamette Valley from Portland to Eugene.

Employees: 11

Business specialties: Detailed design, quality in communicating creative ideas, and understanding, researching and delivering ideas to a final project with a positive outcome and positive referral to another client.

Business history: Since 1978, have served all types of people in a very diverse remodeling climate of homes built from the late 1800's to today. Also, new construction homes, commercial, wine industry, schools and churches.

What is biggest advantage of doing business in the Mid-Willamette Valley: Having close long-term relationships with our customers who refer business because we're the best choice, not the lowest price.

Essential business philosophy: On time. On budget. Make sure each client has a great experience.

Best way to stay competitive: Create raving fans in every business relationship.

Most challenging in work: Carving out enough time for all the electronic communications and doing our regular jobs.

Best business decision: To stay the course of remodeling, focusing on large and small jobs, even when it was not popular. We have met many wonderful people and changed lives through the expression of our work.

Toughest business decision: To redefine ourselves in a tough economy, downsize, re-brand our logo and spend money we did not have to push through the negative atmosphere. Taking on the attitude of "If we're in a recession, we are choosing not to participate."

Trends you see happening in your industry: Aging in-place remodeling, lower thresholds in

bathrooms, non-slip surfaces, wider doorways, grab bars, easy clean products, automation of all sorts, better lighting, fewer allergenic products, vendor/suppliers listening to the consumers and creating for the needs of a changing buying market. Solar energy efficient technology, iPhone, iPad, I-everything For ease of use and fast communications. Facebook is exploding and communications are being done electronically, therefore we are losing some face to face communications. Some people want their proposals emailed, which is a poor way of doing business.

Company affiliations: Salem Area Chamber of Commerce, Keizer Chamber of Commerce, Salem-Keizer Education Foundation (SKEF), Marion-Polk Building Industry Association (MPBIA), Oregon Remodelers Association (ORA), National Association of the Remodeling Industry (NARI), Home Builders Association (HBA), Oregon Symphony, Paralyzed Veterans of America (PVA), Salem Pops Orchestra, Senior Boomer News, Habitat For Humanity.

Major clients: All the remodeling clients from the past 33 years in business in Salem, Portland, Eugene and the Willamette Valley, as well as Party Mart, Willamette Valley Vineyards, Cubanissimo Vineyards and Johan Vineyards.

For additional information contact SEDCOR at (503) 837-1803 or email sappleby@sedcor.com.