

NARI-Atlanta NEWS



Contact: Liz Alverson, Media Relations
678-867-2002
404-291-4755 (cell)
liz@lizalverson.com

For Immediate Release
March 31, 2004

SPRINGTIME IN ATLANTA CAN BREED CON ARTIST PESTS NARI Reminds Homeowners to be Aware of Home Improvement Scams

ATLANTA, GA– During Consumer Awareness Month, the Atlanta Chapter of the National Association for the Remodeling Industry (NARI) reminds homeowners to use care and caution when selecting remodeling services.

With Atlanta days becoming warmer and longer, homeowners begin to tackle home repair projects often delayed by winter weather. Larger projects may require professional help. But homeowners should beware home improvement con artists who often show up at their door offering an array of services that require hefty down payments up front. Frequently, these fly-by night remodelers drive vehicles with out-of-state license plates or work from temporary offices from which they can move quickly to elude authorities.

Homeowners should be skeptical of the person who....

- Comes to their door unsolicited.
- Uses high-pressure sales tactics.

- Requests full payment before completing the work.
- Provides a post office box without a street address or phone number.
- Promises to begin and finish work more quickly and cheaply than other companies.
- Says they have left over materials from a neighbor's house and they can give the homeowner a bargain because they already have the supplies.

Before writing a check, and especially if someone unknown comes to your home, NARI suggests that homeowners:

- Get the name and address of the company.
- Determine how long the company has been in business and check the NARI website or other trade association to determine if the firm is legitimate.
- Get all the project details in writing and carefully review the bid – beware a verbal contract.
- Get references and contact each one.

Any legitimate remodeling business will allow the homeowner time to do their homework and make a sound decision. Homeowners should not fall prey to high-pressure tactics that include sales pitches of “this may be your only chance.”

Currently, there are no remodeler certification requirements in Georgia. Consumers are encouraged to visit the NARI-Atlanta website to determine whether or not their contractor is a member.

#####

About NARI: The National Association of the Remodeling Industry is the only association dedicated solely to the remodeling industry. With more than 6,000 members nationally and more than 250 in Georgia, NARI brings together people in the remodeling industry who are dedicated to being the best resource for knowledge and training in their fields. NARI provides ongoing training and certification for its member-contractors. The NARI remodeling contractor is pledged to uphold the Association's *Code of Ethics* and is dedicated to the professionalism and integrity of the remodeling industry. For more information, please visit the website www.nariatlanta.org.