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NARI Expo Interviews –Talking points

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1. If I'm a homeowner thinking about remodeling, how would you suggest I begin?

A good place to start is NARI Madison which represents remodeling professionals and companies in related industries.

Visit the website at NARIMadison.org and you'll see an online directory allowing you to search for various types of services. That is a good way to create a shortlist of potential contractors.

The NARI Madison website also offers you profiles of NARI members and you'll also see photos of award-winning local projects.

2. What types of members does NARI have besides remodelers? Would the NARI website be a good place to look for a painter or landscaper, for example?

Yes, the NARI membership includes professionals from over 50 specialty areas including general contractors, interior designers, insulation contractors, heating and air conditioning specialists, landscapers, electricians and plumbing professionals.

Our membership also includes contractors focused on your home's exterior, including roofing contractors, window and door experts, landscaping and concrete contractors.

The NARI Madison website is a great place to look for reputable flooring, countertop, cabinetry, appliances, security and closet services.

Our members help homeowners care for their homes, inside and out.

3. I understand NARI stands for National Association of the Remodeling Industry. Your slogan is "Remodeling Done Right." Could you explain how NARI helps homeowners, and potential homeowners?

NARI has regional chapters around the country meant to help connect homeowners with qualified remodeling professionals.

We expect our members to be professional, ethical, highly reputable, licensed and insured and educated.

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Our members have access to pertinent seminars, advanced training and certifications to keep them up-to-date on best practices in the industry.

NARI Madison does a thorough background check on prospective members, and each prospective member is peer-approved via a board vote.

Once a member is approved they are encouraged to take advantage of educational opportunities for themselves and their staff members.

On the NARIMadison.org website you will see that many members hold certifications. By meeting certain standards of experience, training and testing our members become Master Certified Remodelers, Certified Remodelers, Certified Kitchen and Bath Remodelers and more.

4. Where can I see examples of remodeling work and meet a variety of remodeling professionals?

NARI of Madison holds an annual Remodeling Expo in January each year. This year the event runs from Friday, January 25 – Sunday, January 27 at the Madison Marriott West and offers homeowners the chance to meet and talk with hundreds of remodeling professionals.

By strolling among the booths you have the chance to see before and after project photos, product demonstrations and samples, and view the latest in home trends.

There are also over 45 different seminars on home remodeling topics. This gives you a chance to hear from experts about planning your remodel, choosing the best materials or making sure your project is a wise investment.

5. What seminars will be offered?

We'll have free seminars on all the latest remodeling trends for your kitchen, bath, and whole house. You can learn about landscaping, choosing paint colors, financing your remodel, and improving energy efficiency. See the complete seminar list at NARIExpo.com.

6. What are the best ways to get in touch with NARI of Madison, either to search for remodeling professionals, or to get more information about the Remodeling Expo and the seminars?

For more information about NARI Madison go to NARIMadison.org or call 608.222.0670.

The NARI Remodeling Expo is held Jan. 25 – 27 at Madison Marriott West where parking is free. Admission is just \$5, and kids are free. Information about the NARI Remodeling Expo is available online at NARIExpo.com, where you will find a complete list of the free seminars.

Visit NARIExpo.com to get a discount pass good for two admissions for the price of one.