



## OVERCOMING RENO-PHOBIA

### KEEPING YOUR BUSINESS DOORS OPEN DURING RENOVATION

The anxiety of losing revenue during a renovation can be a major deterrent to undertaking a necessary and overdue upgrade to a business. With the support of experienced industry professionals and with proper planning this problem can be handled so that the inconvenience of a business upgrade is manageable and the project is successful.

The following article is divided into three sections:

- ✚ Budget Issues, Preparation, and Planning of a Business Renovation,
- ✚ Scheduling, Phasing, and Facilitating a Business Renovation,
- ✚ The Proper Wrap-Up of a Business Renovation:

#### **Preparation, Budget Issues, and Planning of a Business Remodel:**

Keeping a business open during an upgrade is a big concern for business owners, but is a challenge that can be met with proper preparation. With the support of experienced industry professionals and with proper planning this concern can be handled so that the inconvenience of a business upgrade is manageable and your

project is successful. The Preparation Stage involves a realistic assessment of the amount of time, money, and planning of a necessary upgrade. A key element is establishing a budget based on your needs and visions as a business owner. This is a pivotal part of the preparation and there are important considerations concerning the budget. Involving a general contractor in the preparation/budget stage will afford you up-to-date costs of materials,

**TURNKEY SOLUTIONS FOR QUALITY CLIENTS**



**Rose Construction**  
GENERAL CONTRACTOR

**4 1 5 - 4 5 4 - 9 9 9 4**

processes, and time, and will be a benefit right at the offset. An experienced general contractor keeps up with changing costs of materials and processes in the construction industry which have impact on your design decisions. A good working team which includes your design professional and your general contractor focuses on developing realistic costs for the scope of your project and serves you from the start. Three C's, communication, collaboration, and cooperation, are essential for a healthy project and experienced architects and contractors enhance each other's expertise as they work to meet your needs. One important budget consideration is how much your business will be worth in relation to the cost of improvement: What will your budget produce in relation to your investment? What's the cost of not doing the upgrade? A hotel owner needing an overdue upgrade has to ask how much revenue is being lost by putting off improvements, calculating how much revenue per room, per night could be currently generated by an upgrade. A realistic budget should be based on a realistic return on investment.

Enlisting a reputable general contractor will help to identify issues and problems as the scope of the project develops. "Upfront Value engineering enables clients to get 'the biggest bang for the buck' when making design and materials decisions in the planning stage of a project", says Bill Lehrke of Rose Construction. "Value engineering can improve a budget right away." Also, business owners may not realize that there are seasonal implications to construction and that typically, a winter project is more cost effective than a spring/summer project. Often there are comparable costs saving substitutes for heating/ventilation systems, equipment and materials, window replacements, countertops, and lighting fixtures. Understanding the pivotal lead times are central to a practical strategy for keeping your business doors open during construction. Without this knowledge a project could be delayed and the business would suffer. Lighting fixtures, for example, typically take 8 to 12 weeks of lead time. Another important consideration is the longevity of a material or product. A decision to use a lower grade product could result in a shorter life span which could incur greater costs in the long run. As a

**TURNKEY SOLUTIONS FOR QUALITY CLIENTS**



**Rose Construction**  
GENERAL CONTRACTOR

**4 1 5 - 4 5 4 - 9 9 9 4**

business owner you must think about how long you want your facility to remain in its new and improved condition. This will impact your choices. Experienced construction professionals provide Value Engineering and guidance for these important planning decisions. Attention to preparation, a realistic budget, and adequate planning pave the way for a successful remodel as the project moves forward into hands-on construction. In Part Two we will discuss the Scheduling, Phasing, and Facilitation of a business remodel so that your business experiences the least disruption possible. Stay tuned for Part Two.

### **Scheduling, Phasing, and Facilitating a Business Renovation**

In Part One of “Overcoming Reno-phobia: Keeping Your Business Open during Renovation”, we spoke about budget issues, preparation, and planning of a business renovation and what you, as a business owner need to know when you are considering a construction project. We talked about “The Three C’s”, communication, cooperation, and collaboration that are the keys to a

productive relationship between a client, a design professional, and a general contractor. In Part Two, we will discuss the scheduling, phasing, and the facilitation of a business renovation while keeping your business doors open as much as possible.

The start of construction often entails dealing with unforeseen conditions that were unknown during the planning phase of a project. These include the discovery of old asbestos, faulty wiring, dry rot, mold, or hidden plumbing problems that often don’t show up until the hands-on construction has begun. An experienced general contractor will recognize these conditions and factor into the construction schedule their proper resolution, as well as guide you through the choices and decisions that come with unforeseen conditions. .

After you and your general contractor have done your collaborative planning, and after any hidden conditions and problems have been brought to light, there is the need to revisit the budget and make adjustments to the scope of work and to the schedule to accommodate the unforeseen conditions. Again, Value Engineering comes into play as your general contractor makes beneficial

**TURNKEY SOLUTIONS FOR QUALITY CLIENTS**



**Rose Construction**  
GENERAL CONTRACTOR

**4 1 5 - 4 5 4 - 9 9 9 4**

suggestions about how to fix the problems in the most economical way.

A crucial aspect of moving through a business remodel, and one which is close to the hearts and budgets of all business owners is how to get through the disruption of construction without losing business. This is where you and your general contractor create a project schedule which aims for the least disruption of business as usual. Keeping your business open during an upgrade is a challenge, but one that can be met with proper scheduling, phasing, and facilitation. Weighing the financial and practical impact of possible solutions is something you and your contractor spend time examining in order to create a reasonable and effective construction schedule. A successful example of this was the recent renovation of the landmark Marin Suites Hotel in Corte Madera. A major concern of the management was keeping the facility open for room rentals. Bill Lehrke says, "The problem was asbestos abatement around the proposed new window installation, removal of old windows, and the prep and painting of the window trim. The original schedule was 10 working days, but rendering a room

uninhabitable for that period of time was unacceptable. We developed the following process to meet the need of the hotel: the rooms were vacated by 10:00AM when the abatement contractor set up a collapsible, portable tent around the windows. At 2:00PM the testing lab took air samples and clearance was received by 4:00PM which allowed the abatement contractor to remove the tent and install the pre-formed, pre-painted window trim, eliminating the need for drywall repair. The hotel experienced no loss of revenue during the window installation process." This is how proper scheduling and phasing can lead to creative solutions that accommodate the needs of your business. The Marin Suites Hotel is an example of a project that resulted in time and cost savings for the owner, and as everyone knows time is money for a service oriented business! In Part Three of "Overcoming Reno-Phobia: Keeping Your Business Doors Open during Renovation" we will discuss the proper wrap-up of a business remodel, including warranties, documentation, and maintenance of new equipment and materials. Stay tuned for Part Three!

**TURNKEY SOLUTIONS FOR QUALITY CLIENTS**



**Rose Construction**  
GENERAL CONTRACTOR

4 1 5 - 4 5 4 - 9 9 9 4

## **The Proper Wrap-up of a Business Renovation**

In Parts One and Two of “Overcoming Renophobia: Keeping Your Business Doors Open During Renovation” we discussed budget issues, the preparation, and planning of a project, as well as the details of scheduling, phasing, and facilitating a business upgrade so that the anxiety and inconvenience of a renovation is manageable and the project is successful. In Part Three we will discuss the proper wrap-up of a business remodel and ways in which a business owner reaps the benefits of a successful undertaking.

As the end of the project approaches the construction team prepares an exit strategy to successfully “pass the baton” to the owner. This involves providing you with complete warranty and manufacturer’s documentation for all new products, equipment, and installations. It’s the role of the general contractor to train you on proper care and usage to prevent damage or malfunction of equipment. A simple failure to change a filter in a new ventilation system could lead to failure of other pieces of equipment, condensation, a freeze-up, etc. A good contractor recognizes the

particularities of new equipment and supports you in its proper maintenance and care which result in a longer life time of the equipment. This could be the regular cleaning required for an expensive espresso machine, or training in the subtleties of glycol in a new, cutting edge hydrostatic heating system in order to maximize its function. Examples of equipment which require training and maintenance are refrigeration systems, cook stoves, water-cooled equipment, elevators, in-room vacuum systems, lighting displays, sound systems, automatic doors and garage door openers, security and alarm systems....and others related to specific businesses. Familiarity and proper maintenance of all new equipment and facilities will keep them functioning and will keep your doors open for business well beyond renovation!

Another important part of the renovation wrap-up is the punch list. This involves verifying that the materials and conditions are in compliance with the contract, meet your needs, and are in top condition as the project comes to a close. In any project there will be a small percentage of installations that for whatever reason don’t at first perform their function properly. The

**TURNKEY SOLUTIONS FOR QUALITY CLIENTS**



**Rose Construction**  
GENERAL CONTRACTOR

**4 1 5 - 4 5 4 - 9 9 9 4**

punch list will clarify those items and a reputable general contractor will stand behind their work and promptly address and rectify any problems. By law a general contractor gives a one year warrantee on all installations and equipment should they malfunction. Leaky roofs and bad breakers are examples of some common problems. A good contractor will respond to your needs well beyond the year long warrantee.

The permit sign-off is a landmark moment in the wrap-up of a business renovation as the representatives of the building department give their official blessings to the project. All the permits, warrantees, and legal documents are then formally transferred to the owner.

As a business owner, you have fresh opportunities to reinvigorate your business with new marketing and selling points based on your recent improvements. "A new solar powered car wash" will garner attention in the community; a new hotel

upgrade will stir interest as upgraded features benefit both old and new clientele. A "Grand Re-Opening" event can showcase your upgrade and a clean, new look will brighten your website which you can link to other websites and search engines to provide greater visibility and new marketing opportunities.

The process of keeping your business open during renovation and the minimum loss of revenue during this time frame is the basis for new opportunities to maximize the return on your investment. What began as the anxiety of facing an upgrade, got under way as healthy team collaboration between you and your experienced construction professionals, continued through the phasing and scheduling of the project, concludes with new benefits for you and your clientele and a remodel you can be proud of.

Phyllis Kirson, Marketing Director of Rose Construction

**TURNKEY SOLUTIONS FOR QUALITY CLIENTS**