CONTRACTOR'S ULTIMATE CHECKLIST

FOR WINNING JOBS & ENHANCING HOMEOWNER SATISFACTION

In today's competitive construction and masonry landscape, contractors who consistently deliver quality work, demonstrate professionalism and maintain positive relationships with homeowners stand out from the crowd. That's why we've developed this Contractor's Checklist that focuses on winning jobs and enhancing homeowner satisfaction. This guide is designed to arm you with strategies to enhance your service offering, ensuring that every project exceeds homeowner expectations.

☐ PROMPT & ACCURATE QUOTES

Respond quickly to requests for quotes to demonstrate engagement and interest. Ensure your quotes are detailed, clear, and accurate, outlining the scope of work, expectations, and deliverables. Professionalism in your quotes can significantly influence a homeowner's decision.

☐ ADVISE ON MATERIAL CHOICES

Highlight the value of using high-quality materials versus the quantity. Guide homeowners on making budget-conscious decisions without compromising the integrity and aesthetics of the project. Suggest premium quality materials like Toro Stone that are both durable and beautiful.

☐ INCORPORATE LEADING BUILDING TECHNIQUES

Include industry-leading moisture management systems and consider innovative solutions like rain screens, fiberglass lath, and drainage options. Educate homeowners on the long-term benefits of these choices for durability and peace of mind.

☐ PROMOTE UPSELLING OPPORTUNITIES WISELY

When possible, recommend upgrades or additional features that enhance the project's value and durability. Ensure these suggestions are in the best interest of the homeowner and aligned with their budget and expectations.

☐ UTILIZE VISUALIZATION TOOLS

Enhance your quotes with before-and-after visuals using tools like Toro Stone's visualizer. This can help homeowners understand the potential outcomes of the project and set realistic expectations.

☐ MAINTAIN CLEAR COMMUNICATION

Keep the homeowner updated throughout the project. Emphasize the advantage of swift delivery times, like those available with Toro Stone materials, ensuring projects stay on schedule as the needed supplies are guaranteed to be just a few days away. This reliability in material availability not only streamlines project timelines but also builds trust with homeowners, highlighting your commitment to efficiency and dependability.

☐ RESPECT THE WORKSPACE

Treat every home and job site with respect. Ensure cleanliness and organization daily to not only make a good impression but also to ensure safety and efficiency for your team.

☐ DOCUMENT YOUR PROJECTS

Take photos at each stage of the project. Share these visuals on social media and your website to showcase the quality and versatility of your work. It is also valuable for documentation in case of future disputes or for homeowner records.

☐ LEVERAGE SOCIAL MEDIA FOR MARKETING

Establish a presence on platforms like Instagram to showcase your work, share progress photos, and gather testimonials. It serves as a portfolio and also builds credibility and trust with potential clients.

☐ OBTAIN CMHA CERTIFICATION

Prioritize becoming a Concrete Masonry & Hardscapes Association (CMHA) certified installer. This certification distinguishes you in the industry and assures homeowners of your commitment to quality and professionalism. **Learn more here.**

TORO STONE™
THE TOUGHEST NAME IN STONE

ADDITIONAL TIPS

FOR WINNING JOBS & ENHANCING HOMEOWNER SATISFACTION

EDUCATION AND TRAINING

Continuously seek out opportunities for learning and improvement,whether through new certifications, workshops, or industry seminars, to stay ahead of the latest trends and techniques.

FEEDBACK MECHANISM

After project completion, seek feedback from homeowners. This can provide valuable insights into areas of improvement and strengthen your service offering.

PROFESSIONALISM ALWAYS

Always present yourself and your team professionally, both in appearance and in how you conduct business. First impressions matter.

ASSURE HOMEOWNERS

Ensure that your services are backed by appropriate insurance and offer warranties for your work where possible. Share when you use products like Toro Stone, which is backed by over 35 years of experience. This reassures homeowners of the product's quality and the company's industry expertise — and your commitment to quality and accountability.



By taking these steps, you'll position yourself as a contractor of choice, capable of delivering outstanding results and ensuring an exceptional experience for your clients from start to finish. And high levels of satisfaction among homeowners, lead to repeat business and positive referrals. It's a win-win.

TORO STONE™
THE TOUGHEST NAME IN STONE

torostone.com
877.500.TORO | info@torostone.com