

# The Remodeling & Discount Scam Guide

**What every homeowner should know before signing a remodeling contract**

Avoid hidden costs, high-pressure sales, and "too-good-to-be-true" deals — and protect your investment with the knowledge every Colorado homeowner deserves.



# Your Complete Guide to Remodeling with Confidence

This guide was created for Colorado homeowners who are ready to remodel — and want to do it right. Whether you're comparing quotes, feeling pressured by a "limited-time offer," or just want to understand what a fair deal looks like, you'll find clear answers here.

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## Why Deals Often Mislead

Understand the real story behind remodeling discounts and low bids.

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## How to Spot a Trustworthy Contractor

Know what transparency and professionalism actually look like.

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## 7 Scams & Red Flags to Avoid

Recognize warning signs before you sign anything.

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## Smart Questions to Ask

Walk into every consultation prepared and confident.

# Why This Guide Exists

Today's homeowners face a flood of remodeling offers — **"Today only" pricing, mysterious discounts, and quotes that vary by thousands of dollars** with no clear explanation. It's confusing, and it's meant to be.

## Remodeling Is Not Retail

Unlike buying a couch or a TV, a bathroom or kitchen remodel is permanent. There are no returns. If something goes wrong — poor waterproofing, cheap tile, skipped prep — you live with it for years. Fixing it costs even more.

## This Guide Is Your Protection

We wrote this guide not to sell you anything, but to give you the tools to make a confident, informed decision — no matter which contractor you choose. Knowledge protects your investment and your home.

- 📄 **Our promise:** No sales tactics here. Just honest, straightforward information every Colorado homeowner deserves.

# The Truth About Remodeling "Deals"

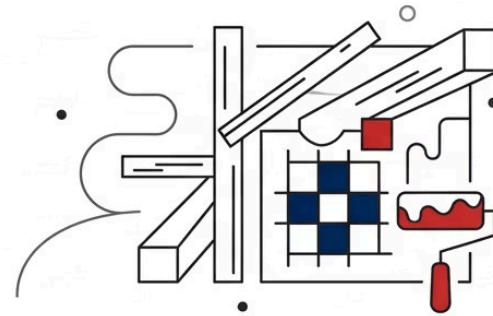
A discount at a retail store means you pay less for the same thing. In remodeling, a discount almost always means **something was removed** — quality materials, proper prep, or skilled labor time. That difference is critical.

## RETAIL PURCHASES



**EASY RETURNS**  
**SHORT-TERM USE**  
**LOW FINANCIAL RISK**  
**FIXABLE MISTAKES**

## REMODELING PROJECTS



**PERMANENT INSTALLATION**  
**10-20 YEAR IMPACT**  
**HIGH FINANCIAL RISK**  
**COSTLY MISTAKES**

**Key insight:** When a remodeler offers a discount, ask yourself: *what exactly was removed from the original price?* The answer tells you everything.

# 6 Common Remodeling Scams & Red Flags

These tactics show up regularly in the remodeling industry. Knowing what they look like — and what they can cost — puts you in control before you ever sign a contract.

## "Today Only" Pressure Tactics

**What it looks like:** A salesperson says the price expires tonight or the "deal" is only available if you sign now.

**Why it's risky:** Legitimate contractors don't manufacture urgency. Pressure means they need a decision before you can think clearly.

**Potential cost:** Thousands in work you didn't fully agree to.

## Unrealistically Low Quotes

**What it looks like:** A bid comes in \$5,000–\$8,000 lower than others with no explanation.

**Why it's risky:** Something is missing — materials, labor, permits, or prep work.

**Potential cost:** Repairs and replacements that exceed the original project budget.

## Vague or Missing Scope of Work

**What it looks like:** The contract says "bathroom remodel" with no details on materials, steps, or timelines.

**Why it's risky:** You have no protection when disputes arise.

**Potential cost:** Legal fees, half-finished work, or paying twice for the same job.

## Bait-and-Switch Materials

**What it looks like:** The quote shows premium tile or fixtures, but a cheaper version arrives on install day.

**Why it's risky:** Lower-grade materials fail faster and look worse over time.

**Potential cost:** Replacement costs within 3–5 years instead of 15–20.

## Large Upfront Deposits

**What it looks like:** A contractor asks for 50% or more before work begins.

**Why it's risky:** Once paid, your leverage disappears. Some contractors disappear too.

**Potential cost:** Full loss of deposit with no work completed.

## Constant Change Orders

**What it looks like:** Frequent "unexpected" additions to the project that each cost extra.

**Why it's risky:** This is often a planned tactic, not a surprise — scope is intentionally left vague.

**Potential cost:** A \$15,000 project becomes \$22,000 or more.

# The Real Cost of a "Cheap" Remodel

A low bid isn't a bargain if it leads to leaks, mold, and a second remodel. Here's what often happens when price is the only filter.


## The Low-Bid Scenario

A homeowner accepts a \$10,000–\$12,000 bathroom quote. The contractor skips proper waterproofing, rushes the tile prep, and uses builder-grade materials. Within 18 months: grout cracks, water seeps behind walls, and mold appears.

**The fix? \$8,000–\$12,000 more — on top of what was already spent.**

## The Hidden Costs Stack Up

- Water damage repair and mold remediation
- Tile removal and substrate replacement
- Delays disrupting your daily routine for weeks
- Stress of managing a second contractor
- Potential impact on home resale value

 **Bottom line:** The stress, delays, and long-term damage from a cheap remodel almost always cost more than doing it right the first time.

# Cost vs. Value: What Actually Matters

Cost is what you pay today. Value is what you get over the next 15–20 years. These are very different numbers — and smart homeowners think about both.



## Proper Waterproofing

The single most important factor in a lasting bathroom remodel. Without it, moisture destroys walls, floors, and substructure within years.



## Skilled Installation

Experienced installers know how to prep surfaces, manage transitions, and avoid the gaps, cracks, and failures that cheaper labor produces.



## Quality Materials

Commercial-grade tile, solid fixtures, and proper backer board last decades. Builder-grade alternatives may look similar on day one — but not on year five.



## Clear Warranties

A trustworthy contractor stands behind their work in writing. Warranties on labor and materials are your safety net if anything falls short.

## Colorado Price Reality Check

**\$18,000–\$25,000:** More complete, durable remodel — proper prep, quality materials, skilled labor, clear warranty included.

**\$10,000–\$15,000:** Higher long-term risk — often involves shortcuts, lower-grade materials, or reduced labor scope.

## Ask Yourself This

If two quotes differ by \$6,000–\$8,000, what specifically was removed to reach the lower number? A trustworthy contractor will always be able to answer that question clearly.

# How to Spot a Trustworthy Contractor

The best contractors don't rely on discounts to close deals — they earn trust through clarity, communication, and a proven process. Use this checklist before you sign anything.



## Detailed, Itemized Estimates

Every line item is listed — materials, labor, prep, cleanup. Nothing is bundled or vague.



## Explains the Process Clearly

They walk you through each phase before work begins — no surprises, no assumptions.



## Talks About Risks Upfront

Honest contractors mention what could go wrong and how they handle it — before you ask.



## Has a Clear Timeline Plan

A defined schedule with start and finish dates shows professionalism and respect for your time.



## Doesn't Rely on Discounts to Sell

Their pitch is built on quality and process — not "today-only" pricing or artificial urgency.



## Has a Problem-Prevention Plan

They explain what happens if something unexpected comes up — and how changes are handled fairly.

# The Power of Transparent Pricing

"Homeowners aren't afraid of what something costs. They're afraid of surprises."

When a contractor is fully transparent about pricing, everything changes. You know exactly what you're getting, what you're paying for, and what happens if plans shift. That clarity is what makes a remodel feel manageable — not stressful.

## → **Clear Scope of Work**

Every task, every surface, every phase is described in plain language. No guesswork about what's included.

## → **Itemized Pricing**

Materials and labor are broken out separately so you can see where your money is going and why.

## → **Defined Inclusions & Exclusions**

You know exactly what's in scope — and what isn't — before work begins. No hidden add-ons later.

## → **Predictable Payment Schedule**

Payments are tied to project milestones, not arbitrary requests. You're never asked to pay for work not yet done.

## → **No Pressure to Rush**

A trustworthy contractor gives you time to review, ask questions, and feel genuinely confident before you commit.

# Smart Planning Beats Waiting for a Deal


Many homeowners put off remodeling, hoping a great deal will come along. But in remodeling, **waiting rarely saves money** — and often costs more.

## The Waiting Game Has Real Costs

- Material and labor prices typically rise 5–8% per year
- Scheduling windows shrink as contractors book out further
- Delayed repairs (like a slow leak) become bigger, costlier problems
- You compromise on details when you're scrambling for a fast start date

## The Smarter Approach

Instead of waiting for a "deal," plan with intention. Know your budget. Understand what quality looks like. Choose a contractor based on trust and fit — not urgency. **A well-planned remodel, started at the right time for your household, will always outperform a rushed one chased by a promotion.**

 **Pro Tip:** Remodeling is not seasonal in the way most people think. Winter and early spring often offer better scheduling availability — without any "deal" required.

# Questions Every Homeowner Should Ask

Walk into every contractor consultation with these questions ready. A trustworthy contractor will welcome every one of them. If they hesitate or dodge — that tells you something important.

1

## What exactly is included in this quote?

Ask for a line-by-line breakdown. If they can't provide one, that's a red flag.

2

## What materials are being used — and at what quality level?

Get specific brand names or grades. "Standard tile" means very different things from contractor to contractor.

3

## How is waterproofing handled?

This is the most important question in any bathroom remodel. Ask what product is used and how it's applied.

4

## What happens if something unexpected comes up?

Good contractors have a clear process for change orders — written, priced, and approved before work continues.

5

## What is NOT included in this quote?

This question alone reveals more than almost any other. Honest contractors answer it willingly and completely.

6

## Can you provide references from similar projects?

Recent, verifiable references from comparable Colorado remodels are a strong sign of consistent quality and professionalism.

# What to Remember Most

If you take nothing else from this guide, carry these four principles into every contractor conversation you have.

## Urgency ≠ Value

A "today-only" offer is a sales tactic, not a benefit to you. Real value doesn't have an expiration date.

## Discounts ≠ Savings

In remodeling, lower price almost always means something was removed — materials, labor, or protection. You'll pay for it later.

## Clarity = Confidence

When a contractor is transparent about scope, pricing, and process, you feel confident — not pressured. That's the right feeling.

## Plan — Don't Rush

The best remodels are thoughtfully planned, not chased by a deal. Take your time, ask your questions, and choose quality.

"The homeowner who asks more questions gets a better result — every time."

NEXT STEP

# Ready to Talk? Let's Start with a Conversation.

We believe every homeowner deserves clear information and zero pressure. When you reach out to us, here's exactly what you can expect:



## A Free, No-Obligation Consultation

We'll listen to your goals, walk through your space, and give you an honest picture of what your project involves — with no pressure to move forward.




## No "Today-Only" Offers

We don't use artificial urgency. Our pricing is consistent, honest, and explained in full. You'll never feel rushed to decide.



## Just Clarity and Guidance

Whether you're ready to start next month or just exploring options, we're here to help you make the most informed decision for your home.

 **"We start with a conversation — not a sales pitch."** That's not just a line. It's how we've built relationships with Colorado homeowners for years.

# A Guide Built for Trust and Clarity

Every design choice in this guide was made to support one goal: helping you feel informed, not overwhelmed. Here's how the visual language reinforces that mission.

## Visual Design Principles

- **Clean, modern layout** — no clutter, easy to scan
- **Neutral base with accent colors** — calm blues to reinforce trust
- **Icons for checklists and warnings** — fast visual recognition
- **Callout boxes** for Red Flags and Pro Tips
- **Bold key phrases** so skimmers still get the message

## Why Design Matters Here

A cluttered, overwhelming guide feels like the problem it's trying to solve. This guide is intentionally calm and easy to read — because **clarity is the point**. When information is well-organized and visually clean, it signals that the company behind it operates the same way.

- 📄 **Pro Tip:** Share this guide digitally or print it — it's designed to work beautifully in both formats.

# Why We Created This Guide

This guide exists because **trust is earned — not claimed**. Too many Colorado homeowners have been burned by high-pressure tactics, confusing quotes, and remodels that didn't deliver. We want to change that — one informed homeowner at a time.

## Build Trust

By giving you honest, complete information before we ever meet, we earn your confidence the right way.

## Educate Homeowners

An informed homeowner makes better decisions — for their home, their budget, and their peace of mind.

## Be the Safe Choice

We position ourselves as the transparent, trustworthy alternative — because that's genuinely who we are.

## Attract the Right Clients

We're looking for homeowners who value quality over price — and this guide helps us find each other.

"The homeowners we love working with aren't shopping for the cheapest option. They're shopping for the right one. This guide is for them."



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