



Curb Appeal Renovations, Inc. is a husband and wife team. All designs are completed in-house using the latest technology.

Rob Mathews

Curb Appeal Renovations, Inc.
Keller, Texas

Remodeler (About 15 projects a year)

Q: What sets your company apart?

A: We are a husband and wife team. My wife is an interior designer and all of the designs are done in-house, between myself, my wife and other interior designers. We have the capability to control every aspect of the project. We also have quite a few certifications within our office, and most are more strenuous than state certifications. We are involved with NARI—I was the president of the Fort Worth area for more than 10 years. Plus, we stay on top of technology, using high-end design software, online estimating software, contact databases, etc., and our product training is very important to us.

Q: Describe your current LBM supplier, and why you buy from them?

A: Our current supplier is BMC West. We used to use a local company, but the

service wasn't there. Switching over to BMC has been nice because I have one individual who is my contact person; he handles anything I need.

Q: In order of importance, what are the top three things you look for from a supplier?

A: Someone who is going to be a true partner (believing we are all in this together), personal attention or attention to detail, and someone who responds to any issues are the top three most important things.

Q: Describe your best vendor and why they are the best.

A: Ferguson is our best supplier. They are a true partner. We are one of their larger remodeling clients and they give us first-class, hands-on support. We teach remodeling classes and Ferguson supplies the location, food and anything else we might need. Everything goes back to responding to our needs and why we picked the supplier in the first place.

Q: When was the last time you changed vendors & why?

A: About five years ago we changed our countertop supplier. We were approached by a new manager who told us what she could do for us. It turns out we were not happy with our current supplier because we constantly had installation delays, callbacks, dust control problems, etc. With this company, that has not been the case. Their attention to detail is top-notch.

Q: When & why would you accept a meeting from a new supplier/vendor?

A: I would accept an appointment from any vendor as long as it's something we can use in our projects. If they can show us there is a value, how we can improve a service to our customers or better our processes, I would definitely sit down with someone and hear what he or she has to say.

Q: What is the number one problem that keeps you up at night?

A: Analyzing the decisions that I've made or the processes that we have in order to

make something better for the customer. What can we do to change an outcome of something that's occurred, or how can we make it better?

Q: What do you see as your biggest opportunity?

A: The growth of our company is our biggest opportunity, not just in dollar signs but increasing our growth by product knowledge and our relationships with vendors. Growing our company in general and increasing the amount of jobs that we do is important.

Q: What do you wish LBM suppliers understood about your business?

A: I think suppliers do understand our business. We are in it together and if they don't do their job right, we can't do ours and it's going to cause an unsatisfied homeowner. It's going to reflect all the way up the chain. If it happens multiple times, that's when I start looking for another vendor. When I'm open about it, they understand.

Q: What building products (if any) do you buy installed?

A: Replacement windows and installation.

Q: Building Green is a growing trend. How does it affect you?

A: It has affected us very little. In our area, there isn't a demand for green building. Some people don't want to spend the money or they don't mind paying higher electric bills, as long as they get what they want. ■

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