

Small Business News & Notes

Cooking Up 20 Years Of Franchise Opportunities

(NAPSA)—The recipe for a successful franchise often includes a service that saves a customer money in a unique way. For example, for over 20 years, one of the nation's leading kitchen remodeling service companies has been breathing new life into wood in homes and businesses.

Winner of Entrepreneur magazine's No. 1 remodeling franchise company for 19 years, Kitchen Tune-Up is a national franchise system specializing in cabinet refacing, redoing, new kitchen cabinets and the original one-day Tune-Up.

The owner of a cabinet distributorship, Dave Haglund, founded the company in 1986. While in a customer's home, he noticed that the kitchen was starting to look a little run-down but did not need to be entirely replaced. The result was an idea for a remodeling company.

Haglund began franchising the business in 1988. In this family-owned company that prides itself on what it calls a "familylike culture," franchisees recently showed their appreciation by honoring the founder and his wife with a two-week cruise to Norway.

The company's commitment to customer service is built around what it calls eight "trustpoints":

- guaranteed estimates
- guaranteed work
- workers arrive on time
- the work area is cleaned daily
- messages are returned in 24 hours
- they strive for harmony with the customer's daily routine
- customers are told what workers will do before they do it



The founder of a leading kitchen-remodeling franchise was recently honored by franchise owners with a trip to Norway.

• franchise owners listen carefully, tell it straight and keep their promises.

These trustpoints are what set their customer service apart from other remodeling franchise operations.

The company also prides itself on being ecofriendly. By retaining kitchen cabinets, renewing and reconditioning the wood or by replacing doors and drawer fronts instead of the entire box, the company says that consumers eliminate crowding of the country's landfills and it conserves natural resources.

The Web site explains that the company's Tune-Up service is a preservation-friendly process. The cabinets are left intact, so no major waste is produced, yet the original wood is restored to a like-new luster and appearance. In redoing or refacing, the main boxes are left in place while just the doors and drawer fronts are replaced, so major waste is also avoided and resources are saved.

To learn more, visit www.kitchentuneup.com.