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## **Cost Effective Marketing seminar to be Jan. 28; Solutions for the Top Ten Mistakes Remodelers Make on Feb. 25**

January 07, 2009 - Rhode Island

It was brainstorming time for the Rhode Island Builders Association's remodelers as they gathered for a round-table discussion at their regular monthly meeting.

The session took place at RIBA headquarters on November 19th.

Participants focused on taking advantage of opportunities in a market where home building is slowing down but home remodeling is holding steady, and could advance strongly. They also suggested topics for educational seminars this year.

Suggested topics include new technologies and products, remodeler insurance needs, running a business, balancing work and personal life, legal issues such as contracts and liability, when to use an architect, changes to the mechanics' lien law, and more.

A suggestion also arose that RIBA remodelers find ways to promote themselves at future Home Shows. There was even time for some contractor-to-contractor advice on dealing with problems working with slate during a current high-end remodel.

The next meeting, on January 28th, from 5:30 to 7 p.m., will feature a seminar, "Cost Effective Marketing," presented by Betty Galligan of Newberry Public Relations. A light meal will be provided. Watch your mail for details.

On February 25th from 4:30 to 8 p.m., speaker Tim Faller will present "Solutions for the Top Ten Mistakes Remodelers Make." Designed as an introduction to a variety of issues, this seminar will look at the common mistakes that keep companies from producing profit on their jobs. Watch your mail for details.

There will be no remodelers meeting in March because of RIBA's Home Show.

Remodeler meetings and seminars are open to all RIBA members. Registration is required. Call Elizabeth Carpenter at RIBA, (401) 438-7400.

Remodeler events generally take place on the last Wednesday of each month at RIBA headquarters, unless otherwise announced.

For more information, watch your mail, attend a meeting or call co-chairs Michael Artesani Jr. at (401) 781-8280, or Tanya Donahue at (401) 333-9520.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540