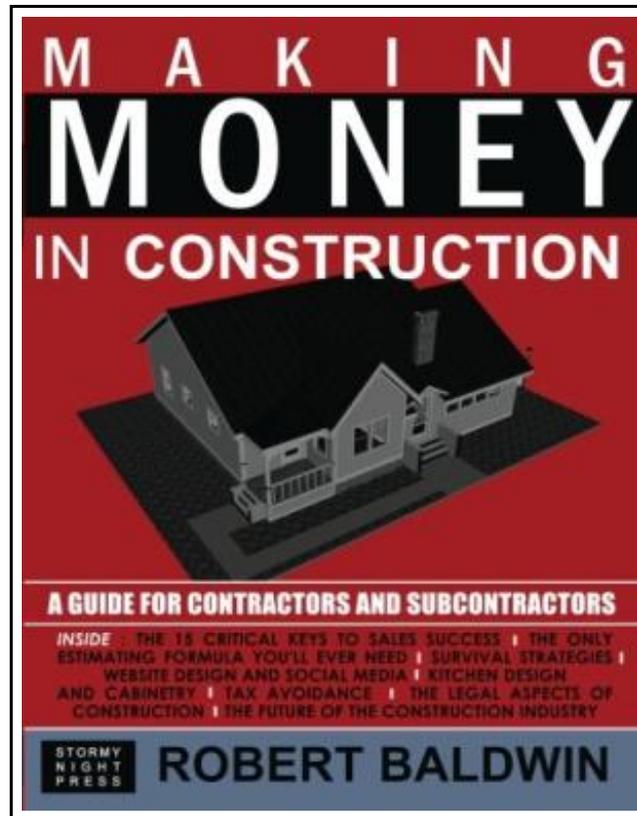


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MAKING MONEY IN CONSTRUCTION: A GUIDE FOR CONTRACTORS AND SUBCONTRACTORS



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Stormy Night Press, United States, 2012. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This book covers the business aspects of construction, and is written for general contractors as well as subcontractors. Subjects examined in depth include the following: Sales Techniques and Strategies: Includes a basic sales plan and 15 key sales tactics to be used in negotiations with clients. There is also an extensive section devoted to closing techniques. The advice contained in this chapter will increase builders closing percentages and help them avoid wasting time on customers who will never buy. Estimating: This chapter presents the only estimating formula a builder will ever need and gives precise information on how to figure overhead and profit into their estimates. This section also examines the differences between estimating for remodeling and for new construction. Advertising, Website Design, and Social Media: Discusses the extent to which each trade should use traditional advertising media, presents a case for a reduced emphasis on traditional advertising in general, and sets forth 8 ways to achieve an alternative to conventional advertising that will increase the size and quality of the response. Also covers website design and optimization, and social media, in depth. Kitchen Design and Cabinetry: This section contains an overview of the most important area of knowledge for remodeling contractors, that is, kitchen design, and presents the basics of the technical aspects of cabinetry and dealerships. Accounting, Tax Avoidance and Record Keeping: Discusses the advantages and disadvantages of the different business forms and accounting methods, gives the procedures for forming sole proprietorships, partnerships and corporations, and examines how each affects taxes. The Legal Aspects of Construction: Covers lien law and the legal relationship between the contractor and his clients, and details the provisions contained...



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