



Remodeling 2.0: *Creating Clients for Life*

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David Lupberger draws on more than two decades of experience in the residential remodeling field to work with remodelers in developing proven business systems. Through his work in the remodeling industry, he hopes to redefine the way the remodeling industry operates so that the trust between quality Remodelers, their customers, suppliers, and trade contractors can be leveraged and improved.

Lupberger has been involved with custom home building and remodeling for over 20 years. After moving to the Washington DC area in 1988, he practiced high-end residential remodeling and focused on delivering the highest quality service to his clients. Over 90 percent of his work came from repeat and referral business, demonstrating the trust he developed with clients.

That experience in managing customer expectations led him to write a book called ***Managing the Emotional Homeowner***, which has become one of the bibles of the remodeling industry and helped hundreds of remodelers improve the level of service they provide clients.

Lupberger fervently believes that the best customer service comes only when a remodeler can deliver consistent results, which happens only with proven systems. He spent nearly 4 years writing the ***Remodelers Turnkey Program***. This series of manuals is a basic how-to text on running a remodeling company. He recently authored the ***Home Asset Management Plan***, a business system showing contractors how to implement a “client for life” program with their homeowner clients.

In 2004, Lupberger was able to move back to Colorado, where he spent the first 30 years of his life. From his base in Colorado, he now consults with both Remodelers and industry manufacturers such as General Electric to maximize customer service relationships between all the industry partners. He travels extensively, speaking to thousands of remodelers across the country and is a regular on the seminar series at national trade shows. He also writes a monthly blog for the “Lowe’s for Pros” website.

