

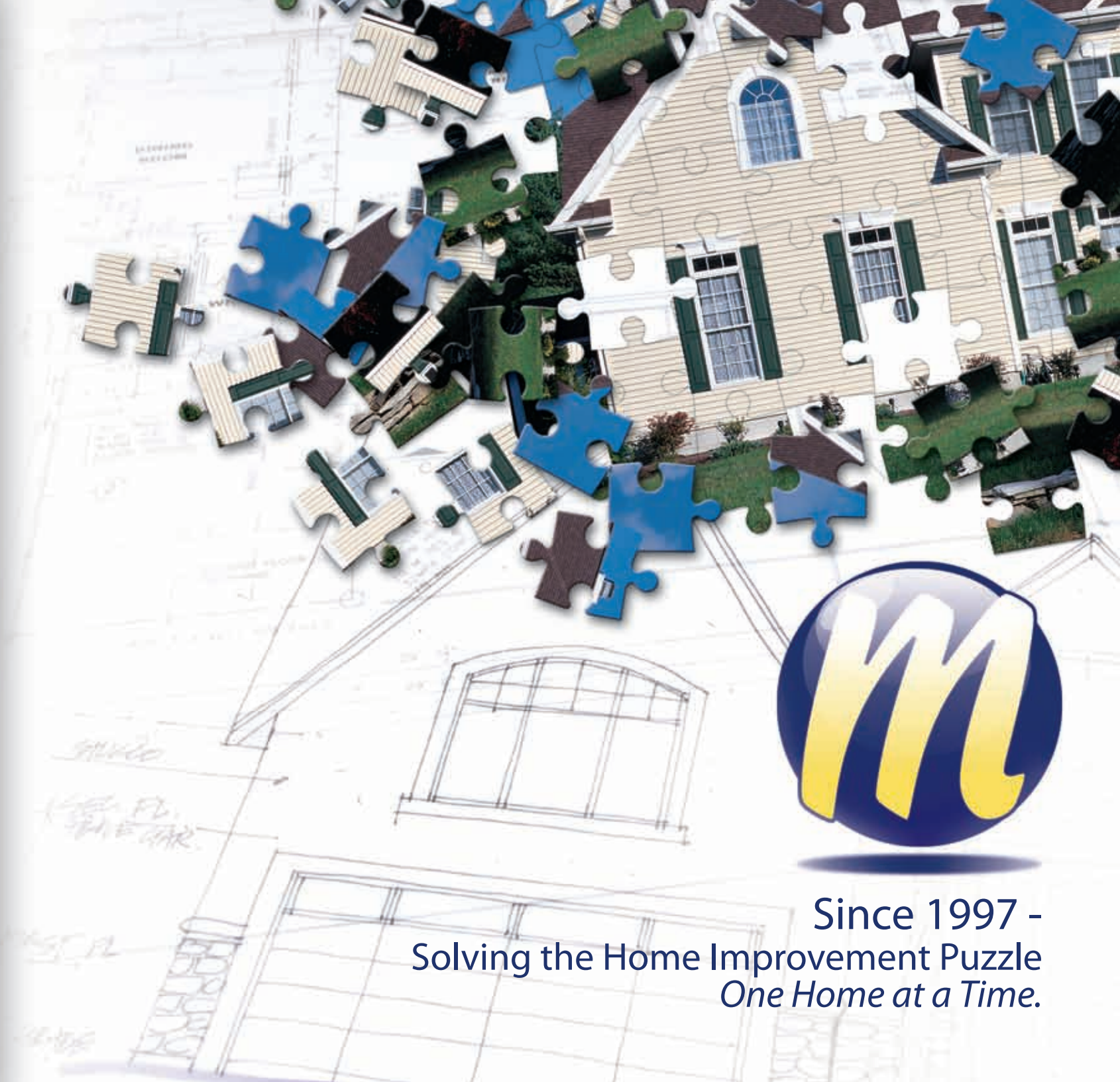


"LET MAJORS DO IT!"

MAJORS
HOME IMPROVEMENT

www.majorshomeimprovement.com

Our Mission



Since 1997 -
Solving the Home Improvement Puzzle
One Home at a Time.

MISSION STATEMENT

Majors Home Improvement is committed to providing unsurpassed customer service with the absolute best home improvement value, employing happy and knowledgeable people, and observing state and municipal building code regulations as well as upholding the highest ethical standards in the industry.

Our Customer

OUR CUSTOMER is the most important person in our business.

OUR CUSTOMER is not dependent upon us; we are dependent upon them.

OUR CUSTOMER is not an interruption of our work; they are the purpose of it.

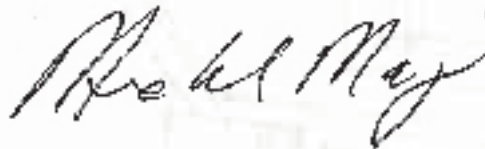
OUR CUSTOMER is not an outsider; they are part of our business.

OUR CUSTOMER is not a cold statistic.

OUR CUSTOMER has wants; it is our job to fulfill those wants.

OUR CUSTOMER is deserving of the most courteous and attentive treatment we can provide.

OUR CUSTOMER is the lifeblood of our business; without them we have no business.



Michael S. Majors, II
President

TRUTH-IN-PRICING POLICY

We Proudly Offer:

Products backed with a 100% Material and Labor Guarantee.

Competitive Discounts Without Deceptive Overpricing.

Comparisons of Quality and Value.

Aggressive Pricing Without **“Appointment Day Only”** Discounts.

Honest Value at a Fair Price.



TOO MUCH OR TOO LITTLE

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money -- that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do."

"The common law of business balance prohibits paying a little and getting a lot -- it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better."

"There is hardly anything in the world that some man can't make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

— John Ruskin 1819-1908

PRICE VS COST

Price: Price is a concern only once - when you make a purchase.

Cost: Cost is buying a low priced item only to realize that the "low price" is attached to other hidden expenses. As the old axiom states, "Beware the cost of the lowest price."

Cost can go on forever when the low priced item doesn't perform, thus requiring constant repair. It's just like renting; you pay and pay... and pay. But never truly own it.

Some companies may win on price, but rest assured that **NO company will beat us on value.** This ideal speaks to the very core of our beliefs; we even guarantee it in writing!

An investment that lasts a lifetime is worth the price.

ELIMINATE YOUR RISK

Selecting Majors Home Improvement as Your Contractor Eliminates Your Risk of

- Uninsured Contractors Working on Your Home
- Subcontractors Placing A Labor Lien on Your Home
- Suppliers Placing A Material Lien on Your Home
 - “Gone out of Business” Nonsense
- Requests for Additional Money at the End of the Job
 - “Bait and Switch” Substitutions of Products
- Inexperienced Installers Working on Your Home
 - Unfinished Details
 - Damage to Your Landscaping
 - Messy Debris Left in Your Yard
 - Unprofessional Work Crews
 - Vulgar or Abusive Language During the Job
- Reaching an Answering Service in Lieu of an Actual Employee
 - Lengthy Service Request Delays



TO OUR KNOWLEDGE NO OTHER COMPANY CAN SUBSTANTIATE ALL OF THE ABOVE CLAIMS.

IN HOUSE SERVICE REQUEST GUARANTEE

Majors Home Improvement guarantees to maintain a service center for the purpose of performing service requests for customers of the Company. Majors Home Improvement is committed to fulfilling all service requests within a maximum of seven (7) working days upon written receipt of request. Exception will be given in the event of part ordering or manufacturing defect.

LIEN RELEASE GUARANTEE

MAJORS HOME IMPROVEMENT will, at the time of final payment, execute a lien release with the manufacture of the product(s) you purchased which will relinquish the manufactures' right to place material lien on your home.



- Excellent
- Good
- Average
- Poor



COMPARE COMPANIES

	Majors	Others
Offers 100% Financing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is a licensed contractor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is a state registered business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is a financially stable company	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers a Lien Release Guarantee	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers a Fuel Savings Guarantee	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Guarantees not to Be Undersold	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Employs factory-trained installers	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers a Service Request Guarantee	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers a Fair Trade Pricing Guarantee	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Purchases directly from the manufacturer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is a member of the Better Business Bureau	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Offers products made exclusively for dealer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is a registered home improvement contractor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Covers all workers with Workers Compensation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Retains \$1,000,000.00 of liability insurance coverage	<input checked="" type="checkbox"/>	<input type="checkbox"/>



"We are very comfortable in what we have done. We have gotten excellent value for money... We've had no qualms in recommending Majors Home Improvement to close friends of ours... We have never been as satisfied with this kind of work as we have been with Majors Home Improvement."

— Mr. & Mrs. Owen & Nancy Englander, Pensacola



"We were very pleased with the clean-up that the installers did. They were careful to not stomp through our azaleas as they completed their work... Everything was done in an efficient manner. We are extremely satisfied."

— Mr. & Mrs. Don & Mary Jo Esry, Gulf Breeze



"We had several companies come out to talk to us. [We were] more comfortable with your salesman. He didn't try to sell us something that we didn't want. He wanted to find out what we wanted... and we felt that he was very knowledgeable. We are delighted with the way our [house] looks. We are very pleased. Majors did a terrific job."

— Gen. Curt Hoglan & Mrs. Katherine Hoglan, Niceville



"The people who work for Majors Home Improvement were very friendly and very professional. Everything was done in a timely manner. Any questions that I had were answered, and I appreciated the follow-up phone call from the production manager who made sure that I was happy with the [completed job]."

— Ms. Cathy Hubeli, Fort Walton Beach

