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INSIDE SHOWCASE



Process Streamlines Remodeling
for NG Platinum Homes' Clients



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By Kathy Bowen Stolz

Pre-planning is the key to streamlining the construction process, according to Nadine Gol, owner of NG Platinum Homes in Houston.

“When I started my business in 2017 after flipping some houses, I was doing construction the same way everybody else does. But through trial and error, always trying to come up with ways to make it better, I created a system that allows my workers to get in and out of a house as quickly as possible,” she explained.

“We know that remodeling can feel like a daunting task, which is why we’ve developed a streamlined, no-hassle process. Our approach focuses on making the clients’ experience as smooth as possible. From the initial consultation to the final walkthrough, we keep them informed and involved, ensuring there are no surprises along the way. We believe in clear communication, transparency and delivering on our promises,” she continued. She provides itemized estimates to minimize financial surprises.

The first step is a visit from NG Platinum Home’s salesperson, who listens to the client’s needs before estimating overall costs. Nadine, who does the design work herself, visits the home multiple times before she creates

a 3-D rendering of the space to help clients envision the completed project. Once the clients approve the design, they determine a start date. The wait time is typically 2-3 months, which allows Gol to set a shopping day with the client for selecting tiles, countertops, appliances and such before construction starts.

“My doing the design work is very appealing to my clients. It’s very rare that someone knows what color of countertops, what color of cabinets they want when they start.

“People love the process. People are really happy with it, especially the construction phase,” Gol noted. Unlike most contractors, Gol limits projects to two at a time and uses her own employees for much of the work. Her staff does the demolition, painting and clean up, while skilled subcontractors who work almost exclusively for NG Platinum Homes do the carpentry, cabinetry, plumbing and electrical work. Because her workers aren’t pulled away by other jobs, they can focus on Gol’s projects, allowing them to complete most bath remodels in six to eight weeks and most kitchen remodels in three or four weeks.

While some of her clients want to expand the remodeling of their home beyond a room, she breaks projects into smaller



components and spreads them out so “they can get their house back” as soon as possible.

The company also does whole house remodels, with flooring and painting frequent work. Projects start about \$20,000 and “can go pretty high up there,” depending on fixtures and materials.

The majority of NG Platinum Homes’ clients are 50 or older who are moving into their “forever home” or retiring and want their current home to adapt to their future needs. They’re planning for the future. “Most of my clients are women – even as a couple – because they’re the ones who pick and choose the design.”

Gol believes being a woman gives her a different perspective as a contractor as well as making her company different. Cleanliness on the job site is paramount to her. “Construction can be a dirty place, especially if the clients have to live in it. I know how I would feel if someone was in my home. In fact, I’ve pretty much re-done everything in the home where I currently live, so I do have a personal perspective.”

Nadine’s early exposure to construction came during childhood in Cleveland, Ohio, where she grew up watching her dad, “who did everything himself.” A self-professed daddy’s girl, she would hang out in the garage with him and





help him with projects. Her dad was a welder in the steel industry, but he had a broad range of skills.

“I was always interested in what was behind walls,” she said. She chose remodeling rather than new construction because “I just like the transformation of spaces to make them more beautiful and functional.”

Gol gathers ideas by attending a lot of seminars, conferences and trade shows. She travels to Europe, including Design Week in Milano, Italy, every year to learn what’s up and coming in the design world because new designs always start in Europe, she explained.

“Social media is very important to get exposure. I want people to know who I am and get a sense of my personality before they meet me. I want them to see me – the authentic me – and the work that I do to create a comfort level for the client.” Nadine interviews architects and designers for her podcast and also has a YouTube channel.



NG Platinum Homes

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