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Incredible Renovations Guarantees
Quality Work Delivered On Time, On Budget

Incredible Renovations | Houston, Texas



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By **Kathy Bowen Stolz**

When Adam A. Bakir created Incredible Renovations in 1979, he considered what his potential remodeling and custom home customers would value. He anticipated that all of his customers would want a team that would answer their questions, handle changes efficiently, complete jobs as promised and stick to budgets and timelines.

And now, almost 39 years later, he has never strayed from his original concept.

In fact, he feels so strongly about the concept that he provides a written guarantee of up to \$300 a day if any of Incredible Renovations' projects are late. He noted that his is the only company in the nation to offer this guarantee.

"I am a strong believer in quality work that gets delivered on time and on budget at every price level," said Bakir, who holds certifications as a professional engineer,

graduate master builder, graduate master remodeler and certified green building professional.

A team of professional engineers, architects, interior designers and support staff comprise Incredible Renovations' staff. Adam, a civil engineer who majored in structural engineering and minored in architecture, leads a staff of eight. Other staff members include his wife Raghda, an interior designer; Carolina, an architect; Aaron and Scott, project managers; Garrett, an estimator and project manager; Deanna, an accounting and purchasing manager; and Judyth, a public relations and marketing manager. Of course the company also works with many trade partners.

"We are a true one-stop shop that looks at projects through the eyes of our clients. We consider the clients in every decision and every policy we make," Bakir said.



“Our embrace of customer service is incredible. We service our clients after delivering their new or remodeled home and again after three months. We check back again at six months and then at one year and even years after that if a problem arises. We stand behind our work,” he emphasized.

Bakir noted that a typical project lasts three to four months. “This journey is like a marriage, when you consider the warranties that may last up to 10 years. Consequently, we need to spend more time interviewing prospective clients to make sure we are a perfect fit with their needs and expectations.

“We define success as keeping our clients happy so they will refer their friends and family. We strive to have every client refer at least one new client. Now our track record of client referrals is over 50 percent, but we plan to increase our referral rate to 67 percent within the next five years. It will then be the highest in the industry!” he added.

According to Bakir, the reason for the high level of referrals is because his staff listens to its clients intently, sets realistic expectations through its process and expectations procedure and designs and builds what the clients want. All of that in addition to delivering on time and on budget!

As part of its procedures, Incredible Renovations provides



its clients with a copy of its Homeowner's Emotional Chart, showing them when, where and why in the process they are likely to have concerns. "We know that remodeling can be a rollercoaster emotionally, and, therefore, we hold our clients' hands the whole way through the process," Bakir stated.

That attention to its customers has been recognized by those in the building industry. Incredible Renovations received the Pinnacle Award from the Houston Better Business Bureau in 2011 and in 2017 and the organization's Award of Excellence for the last eight years. It is rare that a company is awarded the Pinnacle more than once, according to Bahir. Incredible Renovations also received Best of Houzz awards for customer service in 2016 and 2017.

But the company is not resting on its laurels. It plans to implement a customer relations calendar system to keep its staff, trade partners and clients informed of the ongoing building schedule and product deliveries. "This new generation of clients is asking for more information, and we want to keep them informed," Bakir said.



"Our clients are becoming more educated about the process of construction due to the continuing growth of the Internet as well as confusing or false information on YouTube. Clients educating themselves has been a challenge for us because not all of the information they obtain is correct or applicable. Thus, we have to spend more time explaining and educating than we did in the past." The company's public relations/marketing manager helps meet that need.

Most of Incredible Renovations' work is for busy, college-educated professionals between the ages of 35 to 55 with



a household income of more than \$150,000 who own homes valued at more than \$400,000. They are likely to live in southwest Houston within 30 minutes of Incredible Renovations' office in the Galleria section of town.

About 60 percent of Incredible Renovations' work is large remodeling projects, such as second-story additions, full-home renovations or attic conversions ranging from \$100,000 to 1 million. The company completes 25 to 35 projects each year.

Its build/design custom home projects range from \$1 million to \$1.5 million for homes of 4,000 to 5,000 sq. ft. It built three custom homes in 2017 and plans to build more next year.

Bakir said he loves to use his engineering skills to find creative solutions to difficult problems. As a member of the Foundations Performance Association's Structural Committee, Adam has co-authored several papers on best practices and improving foundation performance.

Incredible Renovations is a proud member of the Greater Houston Builders Association and strives to keep its customer service top notch, Bakir stated.



*For more information, contact
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