



1. UNDER-PROMISE. OVER-PERFORM.

Joel and Geno Scopelleti,
Carick Home Improvements, Toronto

BROTHERS JOEL AND GENO SCOPELLETI run Carick Home Improvements of Toronto and these days they are bracing for an onslaught of outsiders who think home renovations is an easy business to get into.

“Right now competition is fierce,” says Joel. “With new home construction down, drywallers, framers, painters and other trades are calling themselves renovators. And you have firemen and police who think they can pick up a tool in their spare time and renovate. Anyone can buy a truck and call themselves a renovator but I find that my clients want to deal with a reputable professional.”

This 35-year-old family-owned company must be doing something right because they have industry awards to prove it. These include the recently won “Best Renovation under

\$75,000 from the Building Industry and Land Development Association (BILD), formerly the Toronto Homebuilders Association. Five years ago the same organization awarded Carick the title “Renovator of the Year.”

Joel and older brother Geno have been running the company for 20 years and employ the team system. They currently have three teams working under a foreman. Carick specializes in kitchens, bathrooms, design build work and interior renovations. Joel claims his company’s secret of success comes from its customer approach. “We under-promise and over-perform,” he says. His approach also calls for delicate client handling: “We provide service. But, more importantly, we manage the client’s expectations.”