

Houston Structural Inc.'s Free Seminars Educate Houstonians About Remodeling

Houston, TX

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Starting a home remodeling job is a massive undertaking. Recently, Houston Structural, Inc., held several seminars to educate homeowners about the details of remodeling projects – from finding the right contractor to getting the best results for your money.

Normally, customers visit the Ferguson Enterprises, Inc., showroom on Richmond Avenue to search for quality plumbing fixtures, lighting, and appliances. But three times this year, the Ferguson showroom floor was transformed into a classroom, teaching homeowners how to successfully plan and execute a home remodeling job.

“We wanted to demystify the entire remodeling process, to show people how to get what they want in a remodel job, and what to expect as their end result,” says Mark Hamilton, vice president of sales at Houston Structural, a Houston-based design and remodel builder. Houston Structural was one the participants in three weekend seminars focusing on bathroom and kitchen remodeling projects.

The free, morning and evening workshops were an orchestrated effort between design and remodeling experts and vendors in the Houston area – including Houston Structural, Kichler Lighting, Price Pfister, and Viking. Because the theme of the seminars was kitchen and bathroom remodeling, Ferguson Enterprises was a natural venue choice. Product demonstrations, slideshow presentations, and extended Q&A sessions provided a special forum for homeowners to get professional advice about remodeling projects.

“The theme of these seminars was to educate the public about remodeling: who to call, what’s required, basically the entire remodeling process,” says Hamilton who was one of the primary presenters at the workshops. “I basically explained the entire remodeling process – from finding a contractor and drawing up blueprints and plans to filing the required permits and contracts.”

The three seminars focused specifically on bathroom and kitchen remodeling. “Those are often the most popular remodeling jobs,” explains Pat Briggs, corporate secretary at Houston Structural. “And they’re the most likely to add value to your home as well.”

The response from attendees was overwhelming, says Hamilton. After the seminars, many homeowners stuck around for one-on-one consultations with construction and remodeling specialists. “I think everyone found the presentations particularly helpful. And that’s what these seminars were all about, helping people,” says Hamilton.

Briggs adds that, based on the positive feedback from attendees, Houston Structural plans on offering more free seminars next year. “We may add additional vendors next year, and feature different types of remodeling jobs, such as additions or accessibility and aging-in place design,” says Briggs.

But, Briggs says, homeowners don’t need to wait until next year to start their home improvement projects. Although the next round of seminars has yet to be scheduled, the consultants at Houston Structural are always available to answer questions from homeowners interested in remodeling.

About Ferguson Enterprises, Inc.

Founded in 1953, Ferguson is now the largest plumbing wholesaler in North America. Ferguson is the industry’s second largest distributor of pipes, valves and fittings, waterworks, and heating and cooling equipment. Ferguson also carries many lines of appliances, lighting, and hardware. For more information, please visit www.ferguson.com, or contact the Houston-area location at 713-626-3300.

About Houston Structural, Inc.

Houston Structural is an award winning home design and remodel builder. Since 1979, Houston Structural has been offering full-service remodeling for kitchens, bathrooms, room additions, patios, attic conversions, whole-house remodels, and and repairs to windows, doors, and siding. With a no-hassle approach to home remodels, Houston Structural’s in-house design services and professional craftsmen warranty every custom design and workmanship job with a 100% customer satisfaction guarantee. For more information about Houston Structural, please visit www.houstonstructural.com, or call 713-686-5900.