

# G News

October 2015

Issue 3

## GuyCo

The Guy Corporation

*...a refreshing experience in Home Building and Remodeling!*

Great Things  
Are Coming  
with the  
Election Year

*GuyCo* is  
Franchising

Have a Happy  
Halloween!

A new  
Crop of  
Remodeling  
Opportunities

A Wellspring of  
Projects for the  
Remodeling Industry

*Honor & Integrity... A Foundation You Can Count On!™*



## A NEW CROP OF REMODELING OPPORTUNITIES

Homes and remodels from the 1980s and 1990s are out of fashion, and are in need of rejuvenation.

### An Old Housing Boom Leads To A Recent Rise in Remodels

We have recently noticed a shift in the types of homes Clients were having us remodel. Until recently, most of the homes we remodeled were built between 1950 and 1979. Now, many of the homes we are remodeling were built in the 1980s and even the 1990s. This indicates that those homes are now outdated, and will require remodeling soon.

This is good news for the remodeling industry because the 1980s and 1990s were a time of prosperity, and many homes were built in that time period. With that

magnitude of housing stock requiring remodeling in the next few years, we are looking forward to increased sales and growth of the company. To get an advantage over the competition, GuyCo has decided to branch out into franchising our business model to those entrepreneurs who are passionate about bringing integrity to an industry that is usually lacking. We will explain more about this exciting addition to the company in a couple pages.



## A wellspring of projects for the remodeling industry

The website Houzz.com recently released a study on existing and emerging industry trends for 2015 that showed that many people in the baby boomer generation plan to age in place, and intend to spend money on remodeling their current homes. In 2014, younger baby boomers (ages 55 to 64) spent almost double what millennial homeowners did on interior remodels. 52% of those above age 60 who were surveyed claimed they planned to do renovations in 2015. Outdoor living spaces are becoming more popular, as are decks,

patios, and landscaping. Kitchens and bathrooms remain the most popular projects, and account for most of the spending on renovations.

Also, early this year millennials surpassed baby boomers as the largest living generation, and now also outnumber those of generation X in the workforce. As more baby boomers retire (and possibly downsize) and millennials settle down and have children, there will be plenty of remodeling needs for the foreseeable future.

# *GuyCo* is Franchising

We're bringing accountability to the rest of the nation

## Great Opportunities

*GuyCo* is working with Franchise Development Group to bring *GuyCo* franchise locations to designated areas of Kentucky, Indiana, Tennessee, Ohio, and Missouri, with the goal of bringing Honor and Integrity to an industry that has a less than exemplary reputation. Interested parties should contact Bob Forst at: [bforst@GuyCoFranchisingLLC.com](mailto:bforst@GuyCoFranchisingLLC.com) or 866-877-8665.

## Great Things Are Coming with the Election Year

The New York Times recently asked leading forecasters for their predictions regarding economic variables and how they will stand on November 8th 2016. They predicted that unemployment will be the lowest since 2000, with only a 15% chance of a recession before election day 2016.

- Historically, interest rates remain low during election years
- Typically government strives for stability before elections

## Have a Happy Halloween!

### Expecting trick-or-treaters or party guests?

Follow these tips to help make the festivities fun and safe for everyone:

- Provide healthier treats for trick-or-treaters such as low-calorie treats and drinks. For party guests, offer a variety of fruits, vegetables, and cheeses.
- Use party games and trick-or-treat time as an opportunity for kids to get their daily dose of 60 minutes of physical activity.
- Be sure walking areas and stairs are well-lit and free of obstacles that could result in falls.
- Keep candle-lit jack-o'-lanterns and luminaries away from doorsteps, walkways, landings, and curtains. Place them on sturdy tables, keep them out of the reach of pets and small children, and never leave them unattended.
- Remind drivers to watch out for trick-or-treaters and to drive safely.



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