

BEFORE YOU SIGN A REMODEL CONTRACT

Why some contractors make your price go up.

The estimate can look low on day one and cost far more by the end.

A LOW BID CAN BE A SALES STRATEGY.

Missing scope. Unrealistic allowances. Vague exclusions. Then the real price appears after construction starts.

01	The bait allowance The price looks low because tile, cabinets or fixtures are budgeted below the finish level you were shown. RESULT / NORMAL SELECTIONS BECOME EXPENSIVE 'UPGRADES.'
02	The missing-scope bid Permits, engineering, delivery, disposal or finish work stay unclear instead of being priced honestly up front. RESULT / THE CONTRACT PRICE WAS NEVER THE REAL PROJECT PRICE.
03	The fix-it-later crew Poor planning or rushed work creates rework, delays and replacement costs that can come back to the project. RESULT / YOU PAY FOR PROBLEMS BETTER PLANNING COULD HAVE PREVENTED.

WHAT SHOULD A CONTRACTOR DO INSTEAD?

Price the real scope. Use realistic allowances. Verify conditions. Complete selections early. Show pricing before added work. Own preventable mistakes.

5 PRICING TACTICS TO QUESTION

If the price keeps moving, ask why.

Preventable pricing surprises should not be the business model.

01	Allowances that were never realistic Ask what the allowance actually buys before signing. SHOW ME A REAL PRODUCT AT THIS BUDGET.
02	Exclusions buried in the proposal A low total means little if required work sits outside the contract. WHAT REQUIRED COSTS ARE NOT IN THIS NUMBER?
03	Change orders after work starts Arizona residential changes covered by law should be written and signed. SHOW ME THE PRICE BEFORE YOU DO THE WORK.
04	Markup without a service Markup can cover procurement, warranty and risk. It should have a reason. WHAT AM I RECEIVING FOR THIS MARKUP?
05	Paying for preventable rework Bad measurements and rushed installation should not become your problem. WHO PAYS WHEN THE CONTRACTOR MAKES THE MISTAKE?

TRANSPARENCY SHOULD HAPPEN BEFORE THE DEPOSIT.

Not after demolition. Not after ordering. Not when the homeowner has no easy way out.

THE ARIZONA ADU OPPORTUNITY

Your backyard may be your most underused asset.

Arizona rules have opened the door wider for ADUs, creating more flexibility for rental income, family living and usable square footage.

1 + 1 ATTACHED + DETACHED Covered Arizona cities must allow at least one attached and one detached ADU on qualifying single-family lots.	\$1,679 1-BED FMR / MONTH FY 2026 HUD Fair Market Rent for a 1-bedroom in the Phoenix-Mesa-Chandler metro.	\$20,148 12-MONTH FMR Simple annualized math before vacancy, maintenance, utilities, financing or taxes.
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THE INCOME CONVERSATION CHANGES THE PROJECT.

At the HUD 1-bedroom FMR, 12 months equals \$20,148 in gross scheduled rent before vacancy and expenses. It is not a guarantee. It shows how an ADU can create a second use for the same parcel.

PHOENIX REMOVED A DESIGN-FEE BARRIER.

The City of Phoenix says approved ADU standard plans will be available at no cost to residents. A site plan is still required.

WHY PEOPLE BUILD THEM

Rental flexibility / Aging parents / Adult children / Guest space / Office / Future resale flexibility

Sources: Arizona HB 2720; HUD FY 2026 Phoenix-Mesa-Chandler FMR; City of Phoenix ADU program. Local rules vary.

THE CASE FOR ADDING SPACE

Moving isn't the only way to get more home.

An addition can preserve the location, lot and lifestyle you already value while creating the square footage your family actually needs.

+75% PHOENIX HOME VALUE 2019 TO 2025	+50% WHOLE-HOME REMODEL COST 2019 TO 2025	\$60-\$200 ADDITION COST / SQ. FT. PHOENIX PLANNING RANGE
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THE QUESTION ISN'T ONLY: "WHAT DOES AN ADDITION COST?"

Compare it with what it costs to replace your location, lot, school route, neighbors and current home with a larger property.

PRIMARY SUITE	MULTIGEN WING	LARGER KITCHEN	EXTRA BED + BATH
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BRANDON HOLTZMAN | OWNER

"The goal is not to sell someone the biggest project. It is to understand what the family needs and build the space that makes the most sense long term."

Sources: Phoenix-area value/remodel trend from Hochuli Design & Remodeling; Phoenix addition planning range from Angi. Actual costs vary.