

# FACELIFTS for facades

*Based on a conversation with Terry Rich, co-founder of U.S. Exterior, which has offices in Nashville, Tennessee and Plainfield, Illinois near Chicago.*

**How would you describe what your company does?**

Think of cosmetic surgery – it changes the features a person finds unflattering and maintains youthful appearance despite age.

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We do the same for hotels – transform old, unflattering exteriors into modern, appealing ones that help build traffic. A refurbished exterior can increase hotel occupancy by 20 to 30%.

**How do you get the typical hotel renovation started?**

First we meet with the owner to decide on a desired look.

Next we take photographs of the hotel and surrounding properties, which enable us to determine a potential scope of work.

Then we create “what if” images using computer technology to show various options for colors, textures, finishes, trims, lighting, and canopies (see example above).

When a specific design is chosen, we develop a final scope of work, budget, and



Before ▲

**Project:**  
*Radisson North,  
Fort Worth, Texas*

◀ **Computer Rendering  
of Finished Project**  
*(After photo in ad below)*

architectural drawings, plus we obtain regulatory permits as needed.

**What happens during construction?**

We do the carpentry and masonry work first to repair and modify the building façade. Next comes the painting, caulking, and waterproofing. Finally, lighting and landscaping provide the finishing touches.

We use only specially-trained in-house personnel – we don't sub-contract any work. That means better service, accountability, and cost control for our customers.

And we use only the finest materials from the world's leading manufacturers of sealants, paints, and restoration products.

**What questions are you asked most often by hoteliers?**

Prospective customers want to be assured about several very important things:

- **Are you insured?** Absolutely.
- **Is your work under warranty?** Yes, for both workmanship and all materials.
- **How does your work effect an operating business?** We coordinate very carefully to minimize any impact, especially on high traffic areas such as the canopy entrance and pool.
- **How long will the renovation take?** That depends on the scope of work and the time of year, but we have lots of experience in being fast while still being thorough.



With over 65 years of combined construction experience, we're not the only choice...just the right choice.

From the roof line on down, we cover all of your exterior needs under one roof



- Caulking / Sealants
- Painting
- Stucco / Dryvit Repair
- Concrete Repair
- Flashing Installation
- Siding Repair / Installation
- Deck Coatings
- Re-Branding
- Color Rendering Service
- Franchise Requirements

**1.800.896.6181**



Radisson North, Fort Worth, Texas

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