

FOR IMMEDIATE RELEASE

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**Southwest Florida Home Professionals Form Alliance**  
Access to Proven Professionals is Focus

The formation of Perfection Home Improvement Alliance, LLC was announced today by company president Scott Vail. The Alliance, which has applied for non-profit tax status, offers homeowners in Southwest Florida easy access to its member group of consistent, qualified, and ethical home service providers. “Perfection Home Improvement Alliance intends to reset the standards of our industry by providing a web-based network of home professionals who meet our stringent qualifications and adhere to our mission of exceeding customer service expectations and follow through,” says Vail.

The website, [www.perfectionhia.com](http://www.perfectionhia.com), allows homeowners to browse the list of Perfection Home Improvement Alliance members by their trade. Currently, trades represented on the site are Painting, Electrical, Home Watch, Air Conditioning, Custom Cabinets, Window treatments, Closets, Remodeling, Concrete, Tile & Hardwood flooring, Plumbing, and Roofing. “Our small, close knit group allows more control over the quality our customers receive,” notes Vail.

With its focus on customer service, all Perfection Home Improvement Alliance member tradesmen are required to maintain a physical office with at least one office staff person to answer the phone during business hours. They must have been in business for 5 years or more with Lee and Collier County licensing and clean Better Business Bureau reports as well as maintaining all necessary insurance coverage’s. According to Vail, “We’re not just taking anybody who applies. In fact, we’ve already sent away several potential members who didn’t carry the credentials we’re looking for.”

Perfection Home Improvement Alliance was created in response to homeowners’ concerns about an industry that has recently been tarnished by less than ethical tradesmen. Growth in Southwest Florida over the past few years has created a surplus of work and a lack of qualified home professionals. “The level of service to meet the growth has not been there, but the customer’s expectation of consistency, quality, and follow-through remains,” says Vail.

Access to the website is free to homeowners, while industry professionals pay annual dues to maintain their membership as well as marketing collectively. “One of the most important factors of the Alliance is the fact that there are no fees or commissions paid by the homeowners or between members, thus no hidden agenda. Exchanging leads for the sole purpose of knowing our fellow contractor will handle them with professionalism and care is our mission,” states Vail.

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