

For Immediate Release

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Urban Referrals takes stress, mystery out of choosing the right contractor for home improvements

Washington, DC -- For most homeowners looking to start a home improvement project, choosing someone to complete the work, one of the most stressful parts of home remodeling or repair, can feel like picking a name out of a hat. Urban Referrals (UR) eliminates one of the most stressful parts of home remodeling and repair projects – finding the right contractor – giving area homeowners peace of mind when taking on jobs both large and small.

The company has been connecting homeowners and contractors in the Washington, DC area for almost five years. The entrepreneurial spirit of Founder and President Marla Selko has grown the business from a home-based solo venture to a company with three employees and a network of 85 companies throughout the metro area.

Urban Referrals has cultivated relationships with all of its contractors and many of them have completed hundreds of jobs for clients. Contractors perform a wide range of services including kitchen/bath remodeling, electrical work, painting, carpentry, and interior design – just to name a few.

“Life in the DC area is hectic enough. Add a home improvement project to that and stress levels skyrocket,” said Selko. “There are so many questions – Who should I call? What qualifications should they have? Can I trust this stranger in my home? Urban Referrals has already done the research that answers these questions, making life a little easier so our clients can focus on the details of their project, not whether or not their contractor is licensed to do the work.”

Urban Referrals verifies all licensing and insurance, meets with the contractor personally, contacts three customers and two trade references and check the contractor's status with the Office of Consumer Affairs. “Our clients can rest assured that their contractor's qualifications have been vetted and that they are reliable, trustworthy and competent.”

Urban Referrals services are free to homeowners. A job is initiated when a homeowner contacts UR through its web site and fills out a simple work request form. Urban Referrals contacts the homeowner to review the project and based on needs and requests, matches them with one or two contractor in its network. At this point the homeowner reaches out to the referred contractors then makes the final hiring decision based on their needs.

Urban Referrals staff help guide customers by educating them about what questions to ask when meeting with contractors, comparing estimates, industry pricing, and how to communicate effectively with contractors. Once a homeowner and contractor are matched, they communicate directly with each other throughout the project.

Company staff gathers feedback at all stages of the process to ensure client satisfaction. And, unlike most online contractor referral services where clients never speak to a human being, Urban Referrals personal service gives clients peace of mind.

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“Urban Referrals has been a tremendous asset for me as I moved from condo-owner to house-owner, and then when I embarked on a major renovation. I always knew I could rely on them to find me reliable options who would provide good value for the money,” said client Olga Olikier. “Urban Referrals’ follow-ups and solid communication with both me and the contractors gave me confidence that maintaining the quality of their referrals was a top priority, and left me with no question that I would continue to use their service again and again. In a place like Washington DC, where it can be difficult to appropriately sort through and judge options, a service like Urban Referrals is invaluable in giving a homeowner like me the right resources to make confident choices.”

Most projects go smoothly, but on the few occasions when issues arise, Urban Referrals will step in to help. “When we had a problem with one of our contractors, Urban Referrals acted immediately to mediate and resolve the issue. I would, without reservation, recommend this service to any friend,” said Kipp Rhoads a DC resident.

Learn more about Urban Referrals at www.urbanreferrals.com, or call 202.332.0848.

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