

Jack of All Trades

The official construction consultant for ABC's
"Extreme Makeover: Home Edition;"

The National Association of the Remodeling
Industry's 2005 Contractor of the Year winner
for bathrooms under \$30,000;

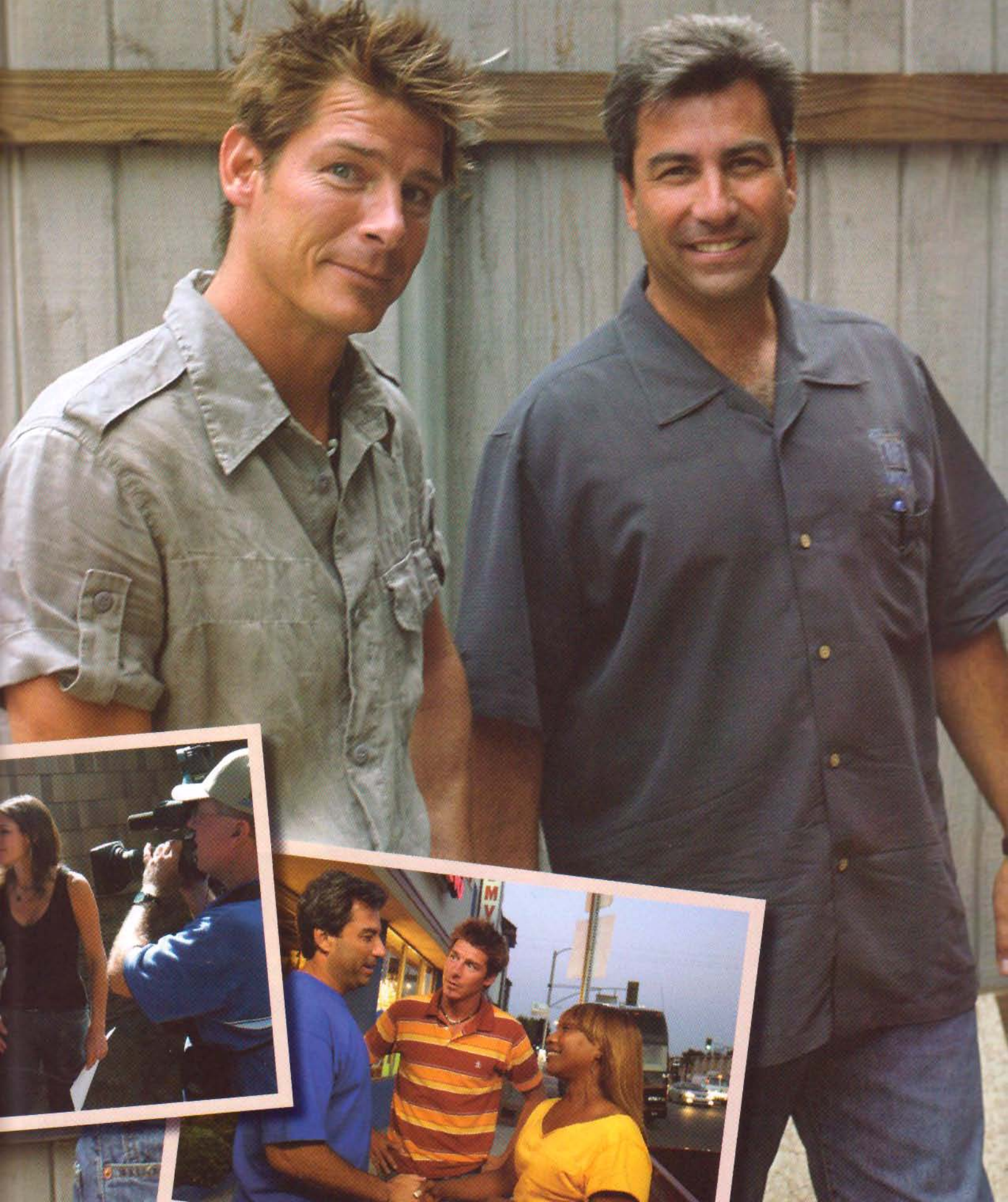
Member of the BIA, NAHB,
NARI, NKBA and Remodelers
Executive Roundtables —

**This Tarzana, Calif.-based contractor
is a force to be reckoned with.**

BY LISA BROWN



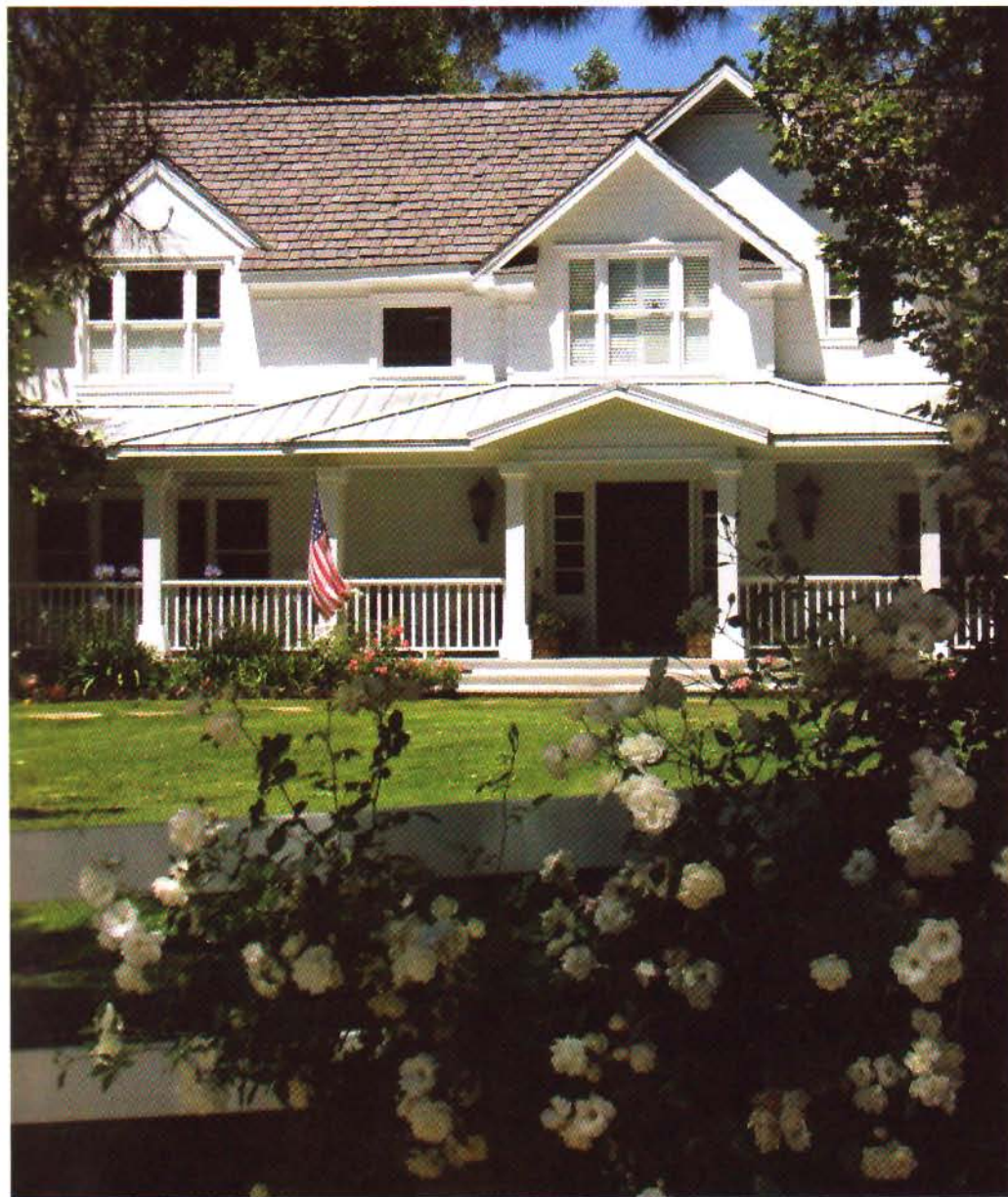
Matt Plaskoff and the "Extreme Makeover: Home Edition" crew on the set.



As a finish carpenter, electrician and door hanger by trade with a working general knowledge about most other industry submarkets, it is fair to say that Matt Plaskoff was destined for greatness within the world of construction.

After graduating from the University of California at Santa Barbara with a bachelor of arts and working for some time as a project manager for several general contractors, Matt Plaskoff founded Plaskoff Construction, a full-service high-end custom home design, architecture, building, decorating and remodeling firm. Plaskoff Construction grew from \$600,000 in sales to \$3 million in sales over just four years, \$7.5 million in sales within 10 and \$9 million in sales after its twelfth year.

Another company Plaskoff has been with since its inception, One Week Bath offers custom high-



quality complete design-build bathroom remodeling services. And as its name promises, the company delivers all this within an amazing turn around period — just one week.

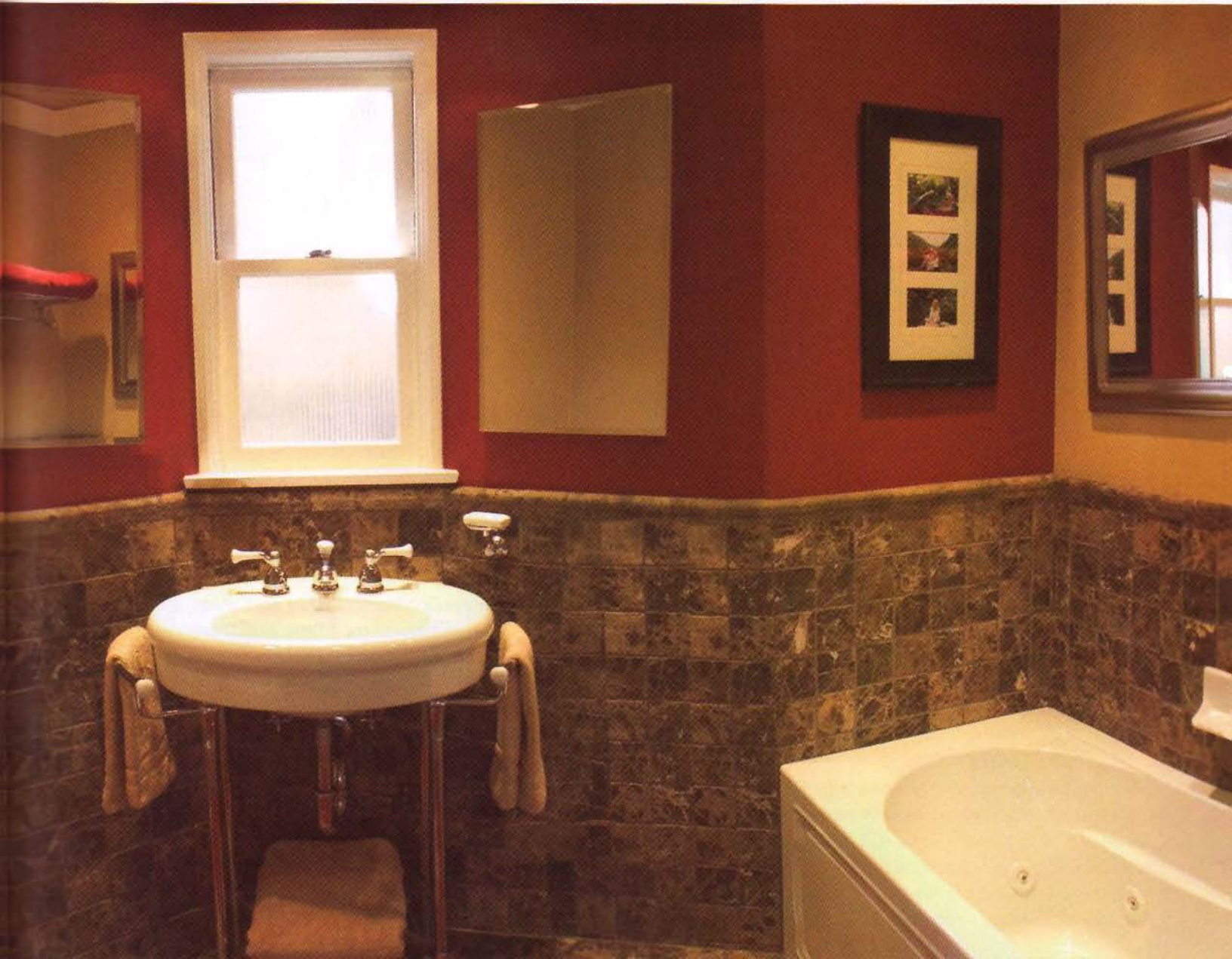
With an impressive client list including Samuel L. Jackson, Henry Fonda, Goldie Hawn, Ben Affleck, Warren Beatty and Annette Bening, it pays to be on the cutting edge. Utilizing the latest in information technology, One Week Bath hosts Podcasts on a variety of topics including: current market and design trends in home construction; the two key stages of design and architecture; how working with charities creates endless opportunities; and working with ABC's "Extreme Makeover: Home Edition."

And after launching the "Chat With Matt" program, an online resource where inquiring minds can write in and take advantage of Plaskoff's 20-plus years of homebuilding experience in order to overcome all of their contracting challenges, it is easy to understand why the *Los Angeles Business Journal* recently featured his company as one of LA's most up and coming.

In addition to full bath remodels in as little as one week, Plaskoff specializes in high-end custom home design-build, decorating and remodeling services. From "Extreme Makeover: Home Edition" to the Dr. Phil show to "Chat With Matt," this is one contractor who does it all.

Ever the consummate professional, Plaskoff maintains a reputation for stellar service and formidable knowledge by maintaining a strong focus on his businesses core competencies.

"The main challenge is consistency of delivery — both of service and product," says Plaskoff. "The only way to resolve these issues is by having a strong hiring, training and evaluation process and to pay for performance."





From television to Podcasts to a “Dear Abby”-style online Q&A, Plaskoff shares his knowledge and experience with professionals, do-it-yourselfers and simply curious homeowners alike. With a strong design-build background, Plaskoff takes a holistic approach to new construction as well as renovation.

Residential Contractor: *What are some of the challenges that you’ve faced as a contractor and remodeler? How did you overcome those obstacles?*

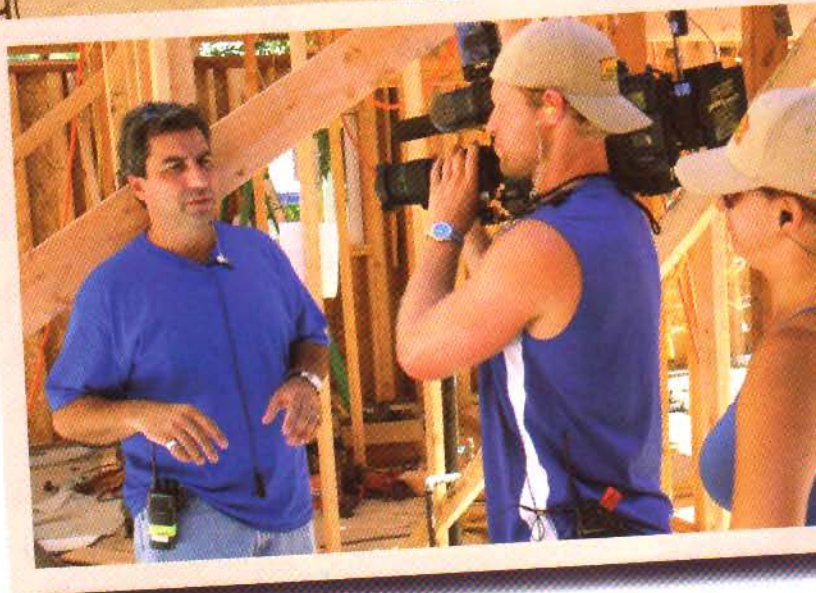
Plaskoff: The main challenge is consistency of delivery — both of service and product. The only way to resolve these issues is by having a strong hiring, training and evaluation process and to pay for performance.

Residential Contractor: *How did your involvement with “Extreme Makeover: Home Edition” come about?*

Plaskoff: They contacted us in the first season — we were the second contractor on the show — to do a show. We did the show, we did another show, and they ultimately hired me as the show’s construction consultant.

Residential Contractor: *Tell us a little bit more about the “Chat with Matt” program. How did that concept develop?*

Plaskoff: We wanted to find a way to share the information we have with homeowners and those who were involved or going to be involved in construction or remodeling projects. It was our way to give back in the form of information. Since education and training



are a core value and competency of our company, this fits into our goals and model.

Residential Contractor: *What sort of response have you seen since launching the “Chat with Matt” program?*

Plaskoff: I’ve responded to a large amount of variable questions. I’m certain it will grow.

Residential Contractor: *Have you seen much of a change in the industry in recent years as a result of growing concerns regarding sustainable building practices and/or energy efficiency?*

Plaskoff: Yes. I think people are becoming more aware. Sustainable business is not just recycling. It’s education, it’s efficiency, it’s using renewable resources, it’s fuel consumption and on and on. It’s clear that companies that practice conscious capitalism outperform those that do not.





From television to the real world to the Internet, Matt Plaskoff understands the importance of diligent design, the necessity of environmentally conscious construction and the true meaning of a job well done — not to mention what it takes to make a house a home. For more information, please visit www.plaskoff.com and www.oneweekbath.com.

Residential Contractor: What is the most rewarding aspect of the work that you do?

Plaskoff: I love the transformation of a project from “This doesn’t work and is ugly” to “Wow! This looks amazing, and we never want to leave home.” I also love the training and development of people.

Residential Contractor: Tell us about some of your projects currently underway.

Plaskoff: At Plaskoff Construction, we have seven remodeling projects ranging from \$150,000 to \$800,000 underway. We also have several custom homes being designed in our Architecture and Design department. At One Week Bath, we always have at least four bathrooms per week under construction. We’re gearing up for an appearance on the Dr. Phil show as we build a couple of bathrooms for a family in need.

Residential Contractor: What was the most interesting project that you’ve had the opportunity to work on?

Plaskoff: I think the Extreme Makeover projects are the most interesting and my favorite projects. We’ve built some amazing homes and baths for A-list celebrities, which is always fun and exciting. But putting a home up in a week — that’s amazing. **RC**



Did You Know...

70%

The percentage of firms surveyed who believe that design-build projects are more profitable than “traditional” projects.

80%

The percentage of their revenues that integrated design-build firms expect will be from design-build projects in 10 years.

50%

The percentage of their revenues that construction firms expect will be from design-build projects in 10 years.

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