



## How do you balance the excitement of the journey and rewards with the realities of the challenges of this type of business?

During my second career in the remodeling game  
A young upstart pondered doing the same  
She wanted to know if the investment could pay  
And bring her fulfillment the rest of her days

She was so full of vigor, a bright light I'm so sure  
Seemed primed for the journey, and game to endure  
So, I gave her the best assessment I could  
She'll decide in the end if she should or she would

*I told her this....*

The beauty and joy that our craft can provide  
Is the lovely result of this perilous ride  
You need to be ready to deal with much more  
The details are key; though at times they're a bore

First the codes are a changing, our state sets the bar  
For power and water consumed near and far  
Constraints to the structure to resist those next shakers  
From engineers with calcs; they're certainly not fakers

You're managing cash flow with a thousand bucks down  
Paid on milestone completion; yes, your accountant will frown  
Allocations and mark-ups, take up much of your day  
Job costing, gross profit, getting clients to pay

You'll protect your new business with insurance, all types  
With premiums that will give you just a few more new gripes  
You think a doctor's exam is invasive, so you fought it?  
Well, you won't mind it after -- a worker's comp audit

So, with legal, accounting, and insurance all covered  
You'll also discover where the government hovers  
The labor department, EPA, and the city  
Can make life more complex and some days kind of sh—(well, not pretty)

You'll face building inspectors with different opinions  
And conflicting new laws from Cal OSHA's fun minions  
Asbestos and Silica, Mold and Lead Paint  
You didn't create them; but they're now your constraints

You'll manage suppliers and trade partners each day  
To make sure their work is what they did say  
Manage debris, VOC's, and control all the dust  
And now that new faucet is emitting some rust?

Yes, there are easier paths to career satisfaction  
There are some days or more of total distraction  
It's a grind to be sure; takes a great team to work  
As you filter the prospects to screen out the big jerks

But the look on the face of those satisfied owners  
As you reveal their new space and worked out all the boners  
Makes it all worth it; that's the day to remember  
Of all those long days from June to December

And if a project was special, well designed and constructed  
You can write up the story of the brilliance you conducted  
Share it with peers and your friends all so dear  
And win a META Award at the end of the year!

**From: Jim Kabel, CASE® Design/Remodeling of San Jose**

