

BUSINESS

WHO DOES THAT?

Home reno
'bible' nails
con artists

BY ROSIE-ANN GROVER

Somewhere in the city, a home renovation is going horribly wrong.

A botched electrical job, sloppy workmanship and shady characters are leaving some customers in tears.

"There really are grubby animals inside new construction," says Bobby Assadourian, president of Triple R Inc., and the voice of Talk 820's Just Ask Bob.

His question and answer segment on home renovation is now a column in Silver and Gold magazine for adults aged 55-plus.

The Stoney Creek contractor, whose company has tripled since 2003, makes it his business to expose unlicensed builders and phoney electricians.

His book, *A Contractor You Can Bring Home to Mom*, was released this spring and co-written by Young Entrepreneur of the Year winner, Trevor Bouchard.

It's a handbook designed to help consumers stay current with rules and regulations, plus tips from tradespeople.

"It's a bible of home renovations," Assadourian



GARY YOKOYAMA, THE HAMILTON SPECTATOR

A book by Bobby Assadourian, right, and Trevor Bouchard offers tips from tradespeople.

said, including samples of contracts, trade licences and certificates of insurance that all owners should be looking for.

All proceeds from the book go to March of Dimes Canada to support barrier-free living for people with disabilities.

They've raised nearly \$2,000.

It only made sense to team up with Bouchard after meeting on a CH Morning Live segment about home renos and contractors. He's the CEO of Quick-Contractors.com Inc., a national network for thousands of reputable tradespeople and a mediator for consumers and contractors.

"It was a pet project that manifested into something more," Bouchard says of the book, which can

be found at Coles Bookstore in the Eastgate and Jackson Square malls. It's also available through www.triplerinccontracting.ca.

Assadourian, who has worked more than a decade for the area's largest to smallest construction names in this \$21-billion industry, is motivated by the disgusting things he's seen.

"No mother in their right mind in (this) day and age wants their daughter to bring home a tradesman or a contractor," he says.

"They want the white collar. I want to erase the stereotype. We can bring respectability back to the industry."

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