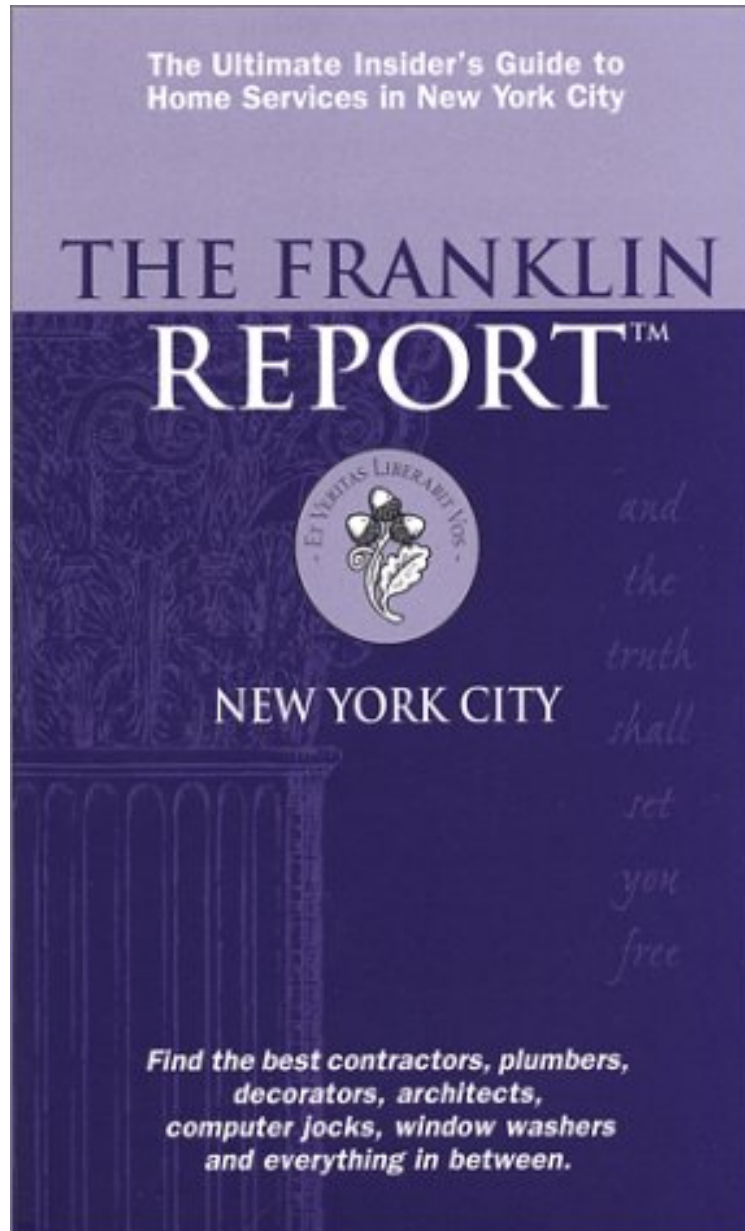


[FREE] The Franklin Report, New York City 2002: The Insider's Guide to Home Services

The Franklin Report, New York City 2002: The Insider's Guide to Home Services

Elizabeth Franklin

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Elizabeth Franklin : The Franklin Report, New York City 2002: The Insider's Guide to Home Services before purchasing it in order to gage whether or not it would be worth my time, and all praised The Franklin Report, New York City 2002: The Insider's Guide to Home Services:

0 of 0 people found the following review helpful. Five StarsBy Charles Tsenexcellent2 of 3 people found the following review helpful. Jane's AddictionBy A CustomerI became addicted to the 1st edition of this guide book last Christmas. A temperature check of interior design and architecture, and an unrivaled resource for the more mundane (however talented) window washers and plumbers -- The Franklin Report offered good sport and hard information. So I was pleasantly surprised to find a brand spanking new NYC edition has hit the stands. The most noticeable difference this year is that the understated almost medical-journal like cover has been replaced by an equally elegant yet more consumer friendly facade. I liken it to the new twenty-dollar bills. Inside, the book is about a hundred pages longer, including an index that makes a name-search a million times easier. To my delight, every entry has been rewritten and customer comments expanded. And while the design establishment pantheon hasn't been rewritten, every category in the report offers some great new finds to choose from. Looks like I picked the wrong year to stop studying up on designers!Thanks!4 of 4 people found the following review helpful. How did I ever keep home without it??By A CustomerOnce you discover this book, you wonder how you ever lived without it. It fills a real need for any homeowner or renter who will ever need to find a professional to fix up their home or just to fix (repair, clean, install, redo) something in it. I got my Franklin Report a few weeks ago and already have answered a desperate friend's cry for help about who to call to get a dining room chair fixed in time for a Christmas dinner. The book is surprisingly entertaining, and has an informative section for each specialty that helps in choosing a service provider and negotiating the work agreement. It also has that all-important but very hard-to-find information about pricing. Every home should have a copy. I'm giving it to my friends for Christmas this year. I know they will thank me!

THE FRANKLIN REPORT, a Manhattan-based print and on-line publishing company offering readers the most complete, inside information on top-ranked home service providers, announces the launch of its second edition of THE FRANKLIN REPORT: NEW YORK CITY, The Insider's Guide to Home Services (\$22.50, paperback, original). The first of its kind, this comprehensive, 480-page survey based on client reviews of the top home service providers in New York City provides ground-breaking information on home service companies and individuals who have achieved national recognition, as well as those who are considered well-kept secrets among industry "insiders." Also included are in-depth overviews on how to hire service providers in 26 home service categories ranging from architects to interior decorators to plumbers, and everything in between. "Our mission is to simplify the task of choosing a home service provider by codifying the 'word-of-mouth' process consumers rely on, and to offer the community a chance to contribute to this on-going dialogue, both in print and on The Franklin Report website. Finding the right person for the job to work in your home can be a daunting experience; there are many choices, not all of them right for the job or the client. THE FRANKLIN REPORT and its regularly-updated website, has compiled reports on a select group of master artisans, technicians, interior designers, architects and craftspeople based on feedback from thousands of their clients," stated The Franklin Report founder and CEO, Elizabeth Franklin. The profiles and evaluations which appear in the guide and on The Franklin Report website are based on in-depth interviews with clients, factual information culled from the service providers, consultations with industry insiders and experts, and surveys submitted through the website, email, phone, fax, and in person. All information is compiled into accessible, easy-to-understand entries that provide complete contact information, a description of services and specialties, a summary, and specific, anonymous comments from clients and industry peers. Each provider is then given ratings on a scale of 1 to 5, based on the following parameters: QUALITY, COST, VALUE, RECOMMEND. "We went to exhaustive lengths to ensure that the information provided comes from verifiable and reliable sources, and conducted follow-up interviews when any questions arose. And as a company policy, we only publish the consensus view, and disregard unsubstantiated information." Franklin said. "The result," Franklin continued, "is a guide to the most reliable, prominent, and professional home service providers that no home owner or home rented should be without." The Franklin Report is committed to an aggressive publishing schedule, and is rolling out several other city survey guides, the first being Chicago which was released in September, 2001. The next city plans include Los Angeles, Houston, Dallas, Atlanta and San Francisco. "As additional city surveys are published, existing guides will be thoroughly updated and released," Franklin further stated. The website will be updated regularly.

A new guide gives clients a chance to have the last word. A daunting amount of research. -- The New York Times, November 30, 2000Franklin has developed a clever, valuable, influential, and deservedly popular format to present professional profiles. Take this woman to lunch. -- Interior Design, May 2001Franklin publishes guide that flies off shelves...Martha Stewart must be cursing herself for not having thought of it first. -- Crain's New York Business, March 12-18, 2001Taking time to find an excellent service provider is clearly worth the investment. That's where The Franklin Report comes in. -- Chicago Social, September 2001The Zagat's of the home. -- The Wall Street Journal, June 2001About the AuthorELIZABETH FRANKLIN founded The Franklin Report in 1999. Prior to forming this corporation, Franklin was a partner at the investment bank, James D. Wolfensohn, Inc., where she specialized in mergers acquisitions. While at Wolfensohn, she managed a significant renovation of her family's Manhattan residence,

becoming an allied member of the American Society of Interior Designers (ASID) in the process.