

MAJOR WOODCRAFT – QUALITY WITH INTEGRITY

“The other company is cheaper” *Do they offer the same service?*

Price is always a factor when planning a new purchase – but not the only factor. People consider many things before making a final decision: quality, features, design, brand reputation, reviews, warranty and more. Whether it’s a house, a car, new technology, or even groceries – people want the best value for their money.

Oddly enough, I frequently encounter the misconception that competing tradesmen all offer the same product. But like any other product, each option is unique. Each company represents a different combination of material selection, design, and craftsmanship. You may also discover administrative differences when it comes to customer service, scheduling, or warranty policies.

There’s one thing all businesses have in common: profit. Free or cheap labor is appropriate in some situations – but generally speaking, we’re all trying to make a living. Most contractors aim to make an honest living by following accepted standards in their trade. Unfortunately, there are dishonest contractors who make a living by selling “cheap labor” – and delivering poor quality instead.

I strongly believe that a successful business is built on solid relationships with customers and vendors alike. I recognize the substantial investments you’ve made in your home and business, and my company’s success is rooted in protecting and contributing to those investments. I’m personally involved in every stage of the project – from design and sales, to installation and warranty.

Each project is unique, but my business model is consistent from job to job: ***Deliver quality work and act with integrity***. That sounds nice enough, but what does it actually mean on a practical level? I’ve outlined some **Standards of Integrity** for business in general at Major Woodcraft – as well as some style-specific **Standards of Quality** for common installation categories.

The pictures in this brochure are highlights from some of my previous installations. Customer information is listed next to each project, and you’re welcome to contact them for recommendations. Thanks for your time – I look forward to working with you!

Nick Major
Owner/Operator

STANDARDS OF INTEGRITY

ADMINISTRATIVE PROFESSIONALISM

- Major Woodcraft is fully insured. Licensing requirements vary from city to city, but I maintain correct and current licensing wherever I work.
- I maintain solid relationships with building inspectors, and comply with city/HOA requirements for permits and inspections – I'll discuss these requirements with you during the design process.
- I schedule utility locates before work begins (if applicable) – typically a week in advance.
- I am committed to reliable scheduling – and prompt communication when scheduling issues do occur.

FAIR PRICING

- I honor my quoted price, regardless of challenges that might develop. You have financial obligations outside of this project, and I respect that. It is my responsibility to present an accurate and reliable bid.
- If your design goals change mid-project, we'll discuss options and additional cost before moving forward.
- I am flexible with billing. Each job is different, but I typically collect a deposit that covers material cost. I value your peace of mind, so I won't collect the balance until the project is complete. On smaller jobs, I usually provide material upfront to simplify the billing process.
- I stay competitive by reducing the cost of *overhead*, not quality.
 - I minimize material waste through accuracy – with ordering and installation.
 - Advertising for Major Woodcraft is almost entirely word-of-mouth.
 - Like most fence companies, Major Woodcraft owns heavy equipment – I offset that cost by renting equipment and trailers to other contractors when not in use.
 - My approach to design and sales helps eliminate *rework* – it's done right the first time.

STANDARDS OF INTEGRITY

INTERACTIVE AND TRANSPARENT DESIGN PROCESS

- My work is custom-tailored to each customer. I will discuss pros and cons of different options with you, so you can make an informed decision.
- The finished product should complement your style and priorities – I'll work with you to tackle design challenges throughout the process.
- Your input and creativity are always welcome, and I'm happy to answer questions honestly and objectively.
- I'll discuss logistics with you before and during the project to minimize inconvenience.

CRAFTSMANSHIP AND JOBSITE ETIQUETTE

- When it comes to craftsmanship, integrity and quality mean the same thing. I guarantee the quality of my work because the installation is done with integrity – no shortcuts.
- I am committed to your peace of mind throughout the project.
 - Jobsite will be kept clean and orderly.
 - Material is delivered and staged appropriately.
 - Collateral damage is promptly repaired or replaced at my expense (sprinkler lines, landscaping, etc.)
 - Your property will be respected at all times.
- At Major woodcraft, every customer is a long-term asset. I value repeat business – whether it's a new project or maintaining an old installation. A reputable and sustainable business is built one customer at a time.
 - Warranty issues will be handled promptly and thoroughly. I value my past customers just as much as my prospective customers.
 - Whenever possible, I recommend/install material that carries a lifetime warranty.

STANDARDS OF QUALITY

TRADITIONAL CEDAR PRIVACY

- For traditional privacy fences, I install *only* Western Red Cedar (WRC).
- I install a minimum of three rails for 6' privacy fences.
- Rails and pickets are fastened with screws – not nails.
- Posts are buried 24" minimum with 60-120lbs of concrete (depending on the application).
- Optional: eliminate maintenance issues by installing steel posts instead of wood.



- Lumber is categorized by species and quality – called **grade**.
 - Pressure treated lumber is appropriate for exterior structures like decks where the shape is secured by the weight of a structure, but deteriorates quickly when used for fencing.
 - Hem-fir, Douglas-fir, and Pine – or “whitewood” are not suitable for exterior use.
 - Imported cedar is not suitable for fencing in climates like Colorado.
- Lower grade lumber contains defects that affect strength and stability.
 - At a minimum, I install pickets rated **standard-or-better**.
 - I install **premium** posts and rails.
- Posts or rails fastened to a building can create an entry point for moisture.
- If your contractor *does* use nails, they should be **galvanized ring-shank**.

CUSTOM CEDAR FENCING

- Pre-manufactured fence systems like vinyl and ornamental steel are designed to be installed a certain way. This is valuable in neighborhoods or business centers with architectural design standards. But when it comes to design flexibility, materials like wood and raw steel have a clear advantage.
- The name **Major Woodcraft** is inspired by my passion for creativity. I can custom-design a fence to match your individual style, with countless possibilities:
 - Combine various styles of cedar fence, like Rail-cap and board-on-board.
 - Incorporate materials like steel, aluminum, exotic hardwoods, and even cast iron.
- I recommend Redwood dimensional lumber for horizontal fence styles.
 - Redwood maintains its shape and structural integrity for decades, with little or no maintenance.
 - I install posts 6' on-center and use redwood for the infill (1.5" thick)



- Horizontal fences are commonly installed with posts 4' on-center and standard pickets for the infill (5/8" thick).
- WRC and Redwood are naturally weather and insect resistant – periodic maintenance will extend the lifetime of your fence for decades.
- Exotic hardwoods like tigerwood can out-perform “maintenance free” materials like vinyl and steel.

STANDARDS OF QUALITY

VINYL

- I recommend and install West-tech vinyl products.
 - Limited lifetime warranty.
 - Wall thickness for each component exceeds industry standards.
 - Interlocking pickets eliminate gaps or separation.
- All posts are buried 24" minimum with 60-120lbs of concrete (depending on the application).
- I install a galvanized steel insert in **all** bottom rails. This prevents panels from sagging or separating over time. Top and bottom rails are fastened inside posts to prevent separation.
- Galvanized steel inserts are also used in gate posts to support the weight of the gate.
- Gates frames are built with steel reinforcement in all four sides.
 - Custom built on-site to ensure an exact fit for width and *slope*.



- Not all vinyl is created equal. The strength and durability of vinyl is determined by physical factors like wall thickness and extrusion process, as well as chemical characteristics like UV stabilizers and impact modifiers. Each manufacturer has a slightly different recipe with various advantages and disadvantages. Lower quality vinyl is more susceptible to cracking, sagging, and discoloration.
- Vinyl gates built without an internal metal frame typically lose their shape within a few years.

CHAIN LINK AND ORNAMENTAL STEEL

- At a minimum, I install 20 WT posts/rails and 11ga fabric.
 - I recommend a heavier gauge structure (SCH 40) for *all* applications.
- I install two-strand bottom wire on *all* chain link projects to secure the bottom of the fence.
- Fabric and bottom wire are stretched thoroughly.
- Rail ends and sleeves are tek-screwed where necessary to prevent separation.

GATES

- I am especially picky about construction and installation of gates. It's the "interactive" element of a fence, so it needs to look and operate well for the lifetime of the project. For gates larger than 42", I strongly recommend a steel hinge post and gate frame to eliminate maintenance issues.
 - Vinyl gates of *any* width are built with an internal steel frame.
 - I install a wide range of automated options for cantilevered gates.



- Gates must be hinged from the downhill side to swing correctly.
- Rolling gates are not designed to be automated.
- Gate fabrication can take as long as a week, depending on the complexity.

STANDARDS OF QUALITY

DECKS

DESIGN AND STRUCTURE

- When it comes to deck design, my top priorities are safety and user-friendliness. I am committed to building a safe and code-compliant deck, but beyond that – I just want it to match your lifestyle and preferences!
 - My deck designs are custom-tailored to each customer’s intended use – whether it’s entertaining, grilling, hot-tubbing, or just extra living space. I’ll work with you to define a layout and material selection that’s comfortable, attractive, and cost-effective.
- Visible elements of a deck like decking and railing are easy to replace if necessary, but deteriorating or non-compliant structure warrants a complete tear-out and reinstallation. I meet – and typically exceed – all code requirements for deck structure to maximize the lifespan of your investment.
 - I exceed all code requirements for joists, beams, and posts.
 - I meet code requirements for all fasteners and structural hardware.
 - I meet or exceed code requirements for thickness of concrete footings like caissons and stair landings.



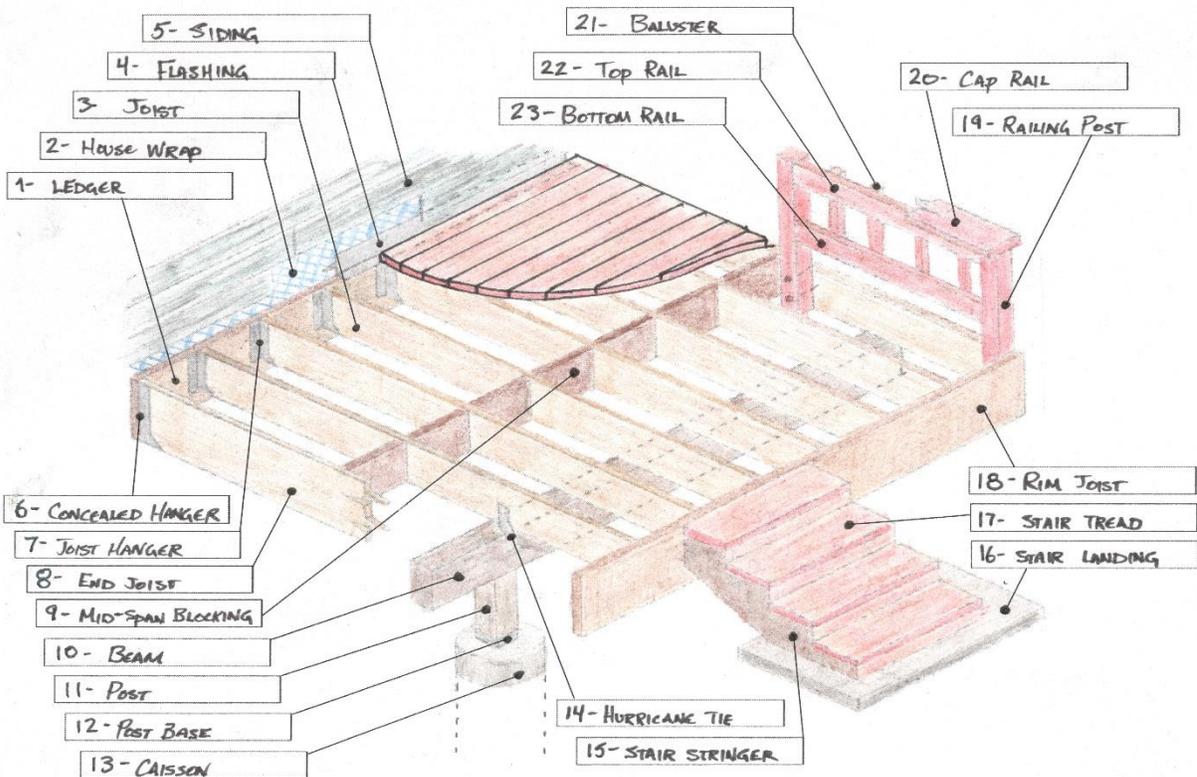
- The maximum weight capacity of a deck is determined by a number of design variables, like joist size and spacing; beam size and span; post size and spacing.
- Depth requirements for caissons vary by region and project, but are generally between 30”-40” Posts must be supported by a footing which meets or exceeds those requirements to prevent heaving or settling. Posts should *never* be mounted directly to a concrete patio.
- Ledgers fastened directly to siding can cause serious water damage inside the house framing. Per code, ledgers must be installed behind siding – with flashing to direct water away from the house.
- Code requires galvanized nails for all structural hangers, and coated screws for all pressure-treated applications.
- Posts are consistently exposed to moisture at the base and the post/beam connection at the top. It doesn’t hurt to seal posts prior to installation.

DECKS

DECKING, RAILING, AND STAIRS

- I meet or exceed all railing requirements like height and baluster spacing.
 - As of January 2018, all deck designs will include a secondary ADA compliant handrail, per code.
 - I install all types of railing but strongly recommend solid steel railing. Steel will outlast other railing options by decades, with a minimal difference in cost.
- With regard to composite decking, I recommend material that carries a reasonable warranty on discoloration and distortion. By default, my bids include mid-range decking that I have personally installed – and would feel confident installing for my own home. The composite decking industry has grown remarkably in the last decade, so we can always look at other options to match your budget and design goals.
- With redwood and hardwood decks, I order surplus decking and hand-select pieces for installation based on quality and character.

DECK TERMINOLOGY



OVERVIEW

The **ledger** (1) is fastened to the band joist of the house. **Flashing** (4) is installed between the **Siding** (5) and **house-wrap** (2) to prevent water damage to the house. **Joists** (3,8) are secured to the ledger with galvanized **joist hangers** (6,7). On longer spans, **Mid-span blocking** (9) is used to prevent the joist from shifting or rolling laterally. Joists are secured to the **Beam** (10) with structural hangers, called **Hurricane ties** (14). Weight is distributed evenly across the beam, which is supported by the **Post** (11) and **Caisson** (13). Caissons *must* extend below the frost-line to resist the force of expanding and contracting soil – Posts should *never* be mounted directly to a patio. The **Post Base** (12) is a galvanized anchor that prevents rot at the bottom of a post. The finished weight of a deck is supported equally by the house (**Ledger**) and the **post/beam** system. The design and installation of these components is absolutely critical for the stability of a deck.

Stair stringers (15) are subject to a number of requirements regarding the maximum span between load-bearing structures, and depth/height of **Stair treads** (17). Code requires a **landing** (16) at the base of a stair system to prevent water damage. Stringers are secured on the landing with a base plate rated for ground-contact. **Railing** (19-23) is required on stairs and decks over 30" above ground. The gap between various railing components can never exceed 4".

There are code requirements for all elements of a deck – but when it comes to design, building code is not the “end-all-beat-all”, it’s actually just a *minimum* standard. Code is an engineering standard first and foremost, but the financial implications of quality are just as important – especially when it comes to resale. Over the years, I’ve been surprised and disappointed with the shortcuts some companies take on key structural components.

“Nick's work is top notch. He was extremely efficient and reliable in terms of project completion. As far as contracted services go this was one of the easiest, and least involved I've had to be. Work was completed in 3 days with steady progress every day, fence looks great all the way around and he cleaned everything up and left no trace behind. Would highly recommend for your fence needs.” **-John W.**

“The Fence and gates are simply beautiful!! Loved that what he quoted is what was charged and the job was done quicker than expected, even with the foundation next door screwing up the original scheduling. It was also nice that they kept me informed on things during the whole process. I would highly recommend Major Woodcraft to any of my family, friends and anyone looking for a reliable, hardworking and honest small company.” **-Heather M.**

“Very prompt and flexible with my work schedule. Got my fence done in one day and he took care of all of the background stuff the town required that I didn't have time to do, thanks Nick.” **-Jennifer S.**

“I was extremely impressed with how quickly Nick responded to any questions we had during the bidding and construction process. He completed our entire project in under two days, even though the weather was horrible on the second day. I offered several times for him to come back when the weather was better, but he stayed committed to his timeline and kept working. What I most liked about Nick was the options that he offered us along the way, and not making any assumptions about we would prefer. He made sure to ask us all the little details that we wouldn't have thought of. Nick's professionalism and price made him the easy choice.” **-Jonathon S.**

“Nick installed our vinyl privacy fence and did an excellent job. Very thorough and made sure it was installed right. He uses a higher quality material as well so you know you will get maximum dollar back on your investment. I would definitely hire Nick again.” **-Jason T.**

“Nick Major of Major Woodcraft recently built us a new deck using Trex decking and steel railings. We had several bids for the project and Nick's was the most reasonable and realistic. His bid was right on target and there were no surprises upon completion. In addition, Nick started (and finished) the project over a week early. Nick also talked us through the different steps of process and answered any questions we had. Nick's work ethic and attention to detail are incredible. Nick is very professional and the deck looks amazing. We will definitely use Major Woodcraft again!” **-Nancy S.**

“We had Nick from Major Woodcraft come and put up new fencing (600 feet) and trash enclosures. The first thing that impressed us is that he was here when he said he would be, and did not leave until the job was complete. Craftsmanship was old-school and very impressive. You will not be disappointed!” **-Sandi O.**

“Nick was great to work with. He gave us a free estimate without us being home on a holiday weekend. He was able to get our gates up with short notice and was done in less than a day! They look fantastic and are very well made. We specifically asked him not to tie into the fences on either side of us and he came within an eighth of an inch to make it look absolutely seamless! We couldn't be happier! THANK YOU!” **-Jess W.**

See more at www.majorwoodcraft.com