



2008 INNOVATORS

Matt Plaskoff

What makes Matt Plaskoff an Innovator? Plaskoff created a system to deliver complete bathroom remodels in only five days.

At first glance, it doesn't make a lot of sense. With a successful and respected custom homes and remodeling firm, Matt Plaskoff didn't seem like the person you'd expect to start a company called One Week Bath.



But Plaskoff was ambitious and looking for a business he could grow beyond his Southern California market.

"I was coming to the realization that the custom homes/remodeling market wasn't scalable," Plaskoff says. "The question was, how could I develop something that could be systematized?"

So in 1999, the idea for One Week Bath was born. The company's simple name describes exactly what it does: deliver a complete bathroom remodel in five days.

Plaskoff knew building a bathroom in one week wouldn't be easy. After all, this was a project his design/build firm usually took eight to 10 weeks to complete. It wasn't until Plaskoff did his first project on "Extreme Makeover: Home Edition" that he was sure it would work.

The company will undertake most complete remodels of a standard-size bathroom. The company won't do partial remodels or any project that requires adding or removing load-bearing walls.

Project cost ranges from just under \$10,000 for a small powder bath up to \$40,000 for larger projects.

Plaskoff says the company's success hinges on five factors:

1. Training — One Week Bath has an extensive training program for its installers to break them of old habits and teach them the company's systems. The company uses no subcontractors. Before new employees are sent into the field, they have to be able to build a complete bathroom in one week in the company's training center.
2. Sales and design efficiency — The customer has to understand exactly what they're getting and agree to it before construction starts. The designers handle sales, and it's their job to make sure every question is answered and the designs are completely finished before work begins.
3. Having everything in place — The company won't start a job unless every item being installed in the bathroom is on-site. All of the necessary materials are delivered to the job site the weekend before construction starts and checked to make sure nothing is missing.
4. Knowing the team's limits — "We can't be all things to all people," Plaskoff says. "There's a limit to what you can do in a week, so we have to be disciplined about saying no."
5. Adequate supervision — Every installation team has a leader who makes sure the job gets done well and on schedule. Besides that, the company has a customer service foreman who visits all sites to check quality. He can have the crew rip something out and start over at any time.

Plaskoff now has such faith in his systems (the company completes 96 percent of its bathrooms in a week) that he pays clients a \$200 per day penalty for each day the company goes over schedule, but his goal is to be even better than that.

"My dream is to be able to say, 'Your bathroom in a week or it's free,' but we're not quite there yet," he says. "I don't want to take that risk until I'm sure we can build the bathroom in three days."

One Week Bath

Location: Tarzana, Calif.

Years in business: 8

Employees: 24

Type of work: Bath remodeling

2007 revenue: \$4 million