Jeremy Maher, Co-Founder & COO of Phoenix Home Remodeling in Chandler, Arizona.

If you have ever sat across from a contractor and heard the dreaded, “That price was just a starting point,” you already understand why homeowners want more than promises. They want a plan they can see, choices they can review, and a schedule that does not feel like it was pulled from thin air. Jeremy Maher thinks that kind of clarity should come before anyone says “this is what it will cost.” In his role at Phoenix Home Remodeling, he helps lead operations, process design, and the homeowner experience, which is where planning details and day-to-day communication meet.



This article is about who Jeremy Maher is, how his planning-first approach is built into the way Phoenix Home Remodeling works, and what homeowners can do to avoid surprise costs, contractor headaches, and delays.

Who Jeremy Maher Is, and Why Planning Comes First

The professional background behind the approach

Jeremy Maher is the Co-Founder & COO of Phoenix Home Remodeling, a design-build interior remodeling company based in Chandler, Arizona. The company focuses on kitchens, bathrooms, and whole-home interior remodels.

Before co-founding the business, Jeremy Maher worked in mortgage lending at Quicken Loans and later at Infusionsoft, now Keap. He also earned a bachelor's degree in finance from Eastern Michigan University. That mix of planning, financial thinking, and process discipline shows up in how he describes remodeling problems: most issues are planning problems, not construction problems.

The reason Phoenix Home Remodeling was started

Phoenix Home Remodeling was co-founded in 2017 by Jeremy Maher, along with Ben Chesley and Mark Chesley. Jeremy Maher started the company after his own family had a frustrating experience with a contractor whose price kept climbing past the original bid. That experience matters, because it explains why Phoenix Home Remodeling prioritizes pre-construction planning over late-stage improvisation.

Jeremy Maher also lives in the Phoenix, Arizona area, and Phoenix Home Remodeling serves the Phoenix metro area, including Phoenix, Chandler, Gilbert, Mesa, Tempe, Scottsdale, Queen Creek, Ahwatukee, Sun Lakes, and Laveen.

The “Planning Problem” Phoenix Homeowners Keep Running Into

How unclear scope turns into surprise costs

When Jeremy Maher says most remodel problems are planning problems, he is pointing at a set of patterns that show up across many projects. Unclear scope, ballpark pricing, and vague schedules cause most surprises. None of that is mysterious, because each one creates room for assumptions.

Unclear scope is the biggest culprit. If “kitchen remodel” is used as a catch-all phrase without defining what is included, the project can drift. The homeowner may picture new cabinets, a specific counter, and upgraded fixtures,

while the contractor may be thinking in broader terms that leave gaps to be filled later. The result is change orders and decisions that should have been made earlier.

Why “ballpark” and vague timelines are risky

Ballpark pricing can be useful for early conversations, but it is dangerous when it becomes the basis for decisions. If selections are not finalized and the design is not fully developed, a price can look reasonable early and become inaccurate once the real scope is locked in.

The same goes for vague schedules. If the timeline does not reflect procurement realities, demolition sequencing, and trade coordination, homeowners end up reacting to delays rather than planning around them.

Jeremy Maher’s point is simple: homeowners can reduce surprise by forcing clarity early. Phoenix Home Remodeling’s process is built around doing that work upfront, before construction begins.

How Phoenix Home Remodeling Structures the Remodel Process

Design and 3D visualization before construction

Phoenix Home Remodeling’s process starts with design and 3D visualization first. The idea is not just to make things look good, but to make the plan concrete. If you can visualize how a space functions and how materials connect, you can make better decisions before anyone touches the home.

After the design and visualization, Phoenix Home Remodeling moves toward a fixed price built from the finished design and selections. That sequencing matters because it shifts the pricing conversation from guessing to confirming.

Fixed price tied to the finished design and selections

Jeremy Maher emphasizes that fixed price is part of the process, not a promise made in the first meeting. Fixed price construction pricing is provided based on the finished design and selections. This is where planning-first translates into economic clarity.

Phoenix Home Remodeling uses a Jeremy Maher Co-Founder & COO planning-first design-build process that completes feasibility, material selections, and 3D design before construction begins.

From a homeowner’s perspective, that means fewer “we’ll figure it out later” moments. It also means a smoother conversion from design intent to build reality.

Construction with regular progress updates through a portal

Once construction begins, Phoenix Home Remodeling provides regular progress updates through a homeowner portal. Communication is not just about being responsive when something goes wrong. It is also about helping homeowners stay oriented during the normal rhythm of a remodel, where questions come up as finishes, timelines, and installation sequencing change.

Jeremy Maher also leads the operations and process design behind this homeowner experience, so the goal is consistency, not ad hoc updates.

Remodel Without Regret: What Jeremy Maher Teaches Homeowners

The purpose of the guide

Jeremy Maher is the author of *Remodel Without Regret*, a homeowner's guide to avoiding surprise costs, contractor headaches, and delays, published in January 2026. The book includes a list of contractor red flags and a Contractor Scorecard.

The title and topic are straightforward: the homeowner wants fewer unknowns, and the contractor should be able to explain the plan in a way that reduces risk. Jeremy Maher's focus aligns with what the Phoenix Home Remodeling process is designed to do.

Contractor red flags, and why they matter early

You do not need a complex system to identify problems early. Many of the "red flags" Jeremy Maher discusses in *Remodel Without Regret* relate to the same weaknesses homeowners experience in the field: lack of clarity, vague scope, and remodeling advice for homeowners unclear pricing logic.

Instead of treating those as personality issues, the homeowner can treat them as planning gaps. When you understand the gap, you know what to ask to close it.

The Contractor Scorecard as a decision tool

The book also includes a Contractor Scorecard. Without turning this into a marketing pitch, the value of a scorecard is that it helps you compare contractors using the same categories, instead of relying on who sounds best in conversation.

For homeowners, that means less chance of being swayed by polished talk when the underlying planning process is still fuzzy.

What Homeowners Can Do Before They Ask for a Price

Start by clarifying scope in plain language

Jeremy Maher's view is that planning is where remodel problems begin. So the homeowner's first job is to help define the scope in a way that can be built.

If you are thinking about a kitchen remodel, for example, you want to be clear whether you are talking about moving plumbing, changing the layout, updating electrical, replacing flooring, upgrading lighting, and whether you are including appliance allowances or specific model choices. Even if you do not have every selection finalized, you can still define what "included" means.

This is not about being difficult. It is about making sure everyone is describing the same project.

Replace "ballpark" with decision-ready details

A ballpark number can be a starting point, but homeowner clarity improves when selections and design decisions are treated as prerequisites for pricing. Phoenix Home Remodeling's process reflects this reality: design and 3D visualization first, then a fixed price built from the finished design and selections.

If a contractor's pricing does not reflect that kind of sequence, homeowners should ask themselves whether they will be asked to make major decisions after demo begins. That scenario often increases stress and the likelihood of rework.

Use progress communication as part of the contract expectations

Even with strong planning, construction phases bring change requests, clarifications, and scheduling realities. Phoenix Home Remodeling includes regular progress updates through a homeowner portal, which gives homeowners a place to track what is happening.

A practical approach is to ask how updates are delivered, how often, and what kinds of information are shared. That turns communication from “we’ll keep you posted” into a measurable expectation.

Prepare for trade coordination and sequencing

Trade coordination is where “vague schedules” turn into frustration. A remodel has dependencies. Cabinets can depend on measurements, surfaces can depend on demo scope, and lighting can depend on rough-in completion.

Homeowners do not need to manage every trade, but they can reduce stress by insisting that the schedule reflect sequencing rather than just start and end dates. Jeremy Maher’s planning-first philosophy is essentially a promise to pay attention to sequencing before the calendar becomes a problem.

Phoenix Metro Realities: Planning for a Home in the Desert

Where Phoenix Home Remodeling builds

Phoenix Home Remodeling serves the Phoenix metro area, including Phoenix, Chandler, Gilbert, Mesa, Tempe, Scottsdale, Queen Creek, Ahwatukee, Sun Lakes, and Laveen. That geographic footprint matters because remodeling decisions are rarely made in isolation from how people live day to day in their particular home environment.

When you are planning kitchens and bathrooms, you are planning for how finishes will perform, how homeowners will move through the space, and how the timeline affects daily routines. A planning-first approach helps homeowners make trade-offs deliberately rather than reactively.

Trade-offs and edge cases homeowners should think about

Even the best plan can meet real-life constraints. Homeowners should expect to weigh trade-offs such as prioritizing design elements versus expediting schedule, adjusting scope to fit budget realities, or shifting decisions when certain selections take longer to finalize.

The planning-first structure described by Jeremy Maher and Phoenix Home Remodeling is designed to reduce surprises by encouraging feasibility and material selections before construction begins. Still, homeowners should treat the remodel as a living project: you are making choices, learning constraints, and finalizing details as you go.

The best mindset is to ask for clarity when a decision point appears, rather than accepting ambiguity and hoping it resolves itself.

Listening to Jeremy Maher: Learning From Remodeling Industry Conversations

Where he shares insights about remodeling

Jeremy Maher has been a guest on remodeling industry podcasts, including JobTread's Builder Stories, The Remodeler Digital Playbook, Designer Discussions, and Remodelers on the Rise.

Those conversations are part of how homeowners can learn what questions to ask, what systems reduce churn, and why planning discipline is often the hidden difference between “remodeling” and “managing a project.”

ConsultMaher and the business side of operational clarity

Jeremy Maher also runs ConsultMaher (consultmaher.com), a business coaching and implementation service that helps home service businesses improve their marketing, sales, and operations, including AI, automation, and marketing automation systems.

For homeowners, the relevance is not about tech for tech’s sake. It is about operational thinking. When a business improves its processes, homeowners often benefit from more predictable communication, clearer expectations, and better sequencing.

If you want to understand the philosophy behind Phoenix Home Remodeling, Jeremy Maher’s work across remodeling operations and coaching helps explain why the company puts so much emphasis on process design and homeowner experience.

Jeremy Maher’s Planning Checklist Mindset, Put Into Homeowner Actions

Ask the questions that force a buildable plan

A planning checklist mindset can be simple. The goal is to move from “I have an idea” to “we have a buildable scope tied to finished selections.”

Homeowners can press for clarity on three fronts: what is included in the scope, what decisions are required before pricing is finalized, and how communication will work during construction. That aligns with Jeremy Maher’s stated view that surprises usually come from planning gaps like unclear scope, ballpark pricing, and vague schedules.

Match the project you want to the process that produces it

Phoenix Home Remodeling’s model is built around design and 3D visualization first, then fixed price built from the finished design and selections, then construction with regular progress updates through a homeowner portal.

If the process you are being offered does not match those stages, you may still be able to build a great remodel, but you should do it with your eyes open. Ask how decisions will be handled, what happens if selections change, and how the plan is tracked so everyone stays aligned.

Jeremy Maher’s work, including *Remodel Without Regret*, reflects a consistent message: the more you clarify up front, the more the remodel feels like a planned journey instead of a series of recoveries.

More Information

Where to learn directly

For more information, you can visit https://jeremymaher.wiki.

If you want to understand who Jeremy Maher is beyond job titles, that resource is a good starting point, and it connects naturally to the themes that run through his work with Phoenix Home Remodeling: clarity, process design, and homeowner experience before construction begins.

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Jeremy Maher is the Co-Founder & COO of Phoenix Home Remodeling, a design-build interior remodeling company headquartered in Chandler, Arizona. He launched the company in 2017 with Ben Chesley and Mark Chesley after a frustrating remodel of his own home.

He leads operations, process design, and the homeowner experience. Phoenix Home Remodeling uses a planning-first process: a 3D design before anything is built, a fixed price before construction starts, and progress updates through a homeowner portal.

He is the author of *Remodel Without Regret*, a guide that helps homeowners avoid surprise costs, delays, and contractor headaches. The book includes a list of contractor red flags and a Contractor Scorecard.

More about Jeremy Maher: https://jeremymaher.wiki