

# Qualified Remodeler

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July / August 2020

## TOP

# 500

## 2020

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## COMMERCIAL VEHICLES

Aftermarket equipment shown. Cargo and load capacity limited by weight and weight distribution.

# CONTENTS

July/August 2020



## 38 The 42nd Annual Ranking of the Top 500 Remodelers in the Nation

### PROJECTS



Photo: Kuba Photography

### Design Solutions

Neil Kelly Company transforms an outdated bathroom into a modern retreat with a traditional Japanese bath.



Photo: Chris Wessling | Downstairs Loft Creative, LLC

### Designer's Notebook

ONE eleven ltd. redesigns an outmoded home to enable everybody freedom of movement with full accessibility.

## HOMEIMPROVEMENT PRO™



- 82 Leadership Is Key to Thriving Amid Change  
*Dave Yoho*
- 84 Managing Through Change Requires Quality Input  
*Scott Siegal*

### PROFITS

- 20 On Your Business  
*Shawn McCadden, CR, CLC, CAPS*
- 24 NARI Recertification
- 26 NAHB Remodeler of the Month



### PRODUCTS

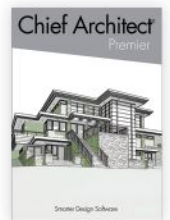
- 86 Trends: Flooring
- 90 What's New
- 92 Kitchen
- 93 Lighting
- 94 Tools
- 98 Remodelers' Choice

### DEPARTMENTS

- 10 Editor's Note
- 12 In Brief
- 18 What's Online
- 96 Products & Ad Index



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# Ask These Four Questions to Choose the Right Insulating Foam

The insulating foam you use for your window installation can mean the difference between a successful project with a happy customer or the headache of a callback.

Here are a few questions to ask when making your selection:

## 1 Does it meet the AAMA 812 Specification?

AAMA 812 ensures polyurethane (PU) foams, specifically for window and door applications, are tested and proven safe. This specification indicates that it's a low-pressure product – another description to look for in the product details – so it won't bow or warp the windows. This standard was developed by the American Architectural Manufacturers Association (AAMA), now called the Fenestration and Glazing Industry Alliance (FGIA), and is included in many window manufacturers' installation guides. Look for AAMA 812 on any PU insulating foam.

## 2 Is it resistant to moisture and air?



To help determine how resistant the foam is to moisture and air, look for whether the product is an open- or closed-cell PU formula. As the names imply, open-cell formulas can let in water and air, while closed-cell formulas, such as DAP® DRAFTSTOP® 812, provide an airtight seal and protect against water, air and sound intrusion.

While fiberglass was the industry standard for years, it acts more like a filter than a barrier, allowing air and sound to get through. In addition, if moisture gets into a fiberglass-filled cavity, the fiberglass can absorb the moisture, shrink and fall to the bottom of the cavity, leaving an exposed area.

## 3 Is it flexible or rigid?

Windows and doors naturally expand and contract. Having a flexible insulating foam accommodates that movement without cracking or splitting, unlike a rigid formula. Once the foam has cracked or split, it can start to let in air, sound and moisture.

There's no industry standard or definition for flexibility, so if a brand has "flexible" listed as a product feature, check with the manufacturer for proof or evidence of the flexibility.

DAP DRAFTSTOP 812, for example, has videos demonstrating how the highly elastic product can be tied in a knot without splitting or cracking. The product has 30% joint movement capability.



The flexibility of DAP DRAFTSTOP 812

## 4 Will it work with my existing foam applicator gun?

To save money, look for a professional gun-grade insulating foam canister with a universal design that works with most applicators, such as DRAFTSTOP 812. You can purchase the DAP gun or use it on your existing gun. Some products require that you purchase their gun to use the product, which increases the overall cost of the job.



Learn More and Request a DRAFTSTOP 812 Sample.

Explore DRAFTSTOP's advantages and see if you qualify for a free sample at [www.draftstop812.com](http://www.draftstop812.com).



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# Remodeling Gets a Pandemic Boost



Patrick L. O'Toole

**ALL OF US** would strongly prefer this never happened.

So much has changed since the new year began that it's hard to recall that back on Jan. 1, most of us were humming along quite nicely. Backlogs were healthy. Lead flows were strong, albeit costly. You were brimming with ideas for how to get off to a strong start then ease into a more tepid second half, which would come with the usual client tentativeness before an election.

All of those plans went out the window in a hurry.

Now, after scrambling through March and April to make sure our feet were underneath us, many firms have come to find that demand for services remains high. You have rebounded quite nicely despite all that has happened. Yes, the usual flow of leads from home shows and events evaporated. Yes, many thousands of projects were on hold for several weeks. Yes, obtaining PPE and adapting to fast-changing safety protocols took extra time and money. But, as NARI President Doug King, CR, writes in this month's education column, the pandemic has certainly presented remodelers with its share of opportunities.

New consumer research is bearing this out. Of 1,300 homeowners polled in May by LightStream, a consumer lender, nearly three-quarters plan to pursue home improvement projects this year. The average price tag cited was approximately \$12,000.

Similarly, Bank of America polled 1,054 consumers about their planned purchases relating to COVID-19 and found that 70 percent will tackle either a DIY or pro home improvement project this year. The study also saw evidence of even stronger home improvement demand in 2021.

Aside from consumers, research among remodelers and general contractors also indicates positive conditions. Polls conducted by the Farnsworth Group on behalf of the Home Improvement Research Institute (HIRI) found that 69 percent report increasing project requests. This figure is steadily on the rise: 47 percent in March, 66 percent in April and 66 percent in May. Health and safety requests were the top driver initially, but that has shifted over time to being driven by homeowners being available and at home.

Closing ratios are improving as well. In July, Farnsworth/HIRI found that 79 percent of remodelers cited higher closing rates. Among those, 70 percent said demand is being driven by homeowners being available and at home. A secondary driver, 59 percent say, is a desire for health and safety solutions.

The latest economic indicators are also lining up favorably behind remodeling. After dipping during the initial phase of the pandemic, existing-home sales—a strong precursor to remodeling and home improvement activity—popped up 20.7 percent higher in June. New-home sales are up too. Home buying is being driven by very low mortgage-interest rates and a resurgence of interest in single-family detached living.

Another dose of positivity comes directly from you. Our annual Top 500 report, in this issue, includes interviews from all segments of the industry. It shows clearly that COVID-19 is not slowing down big firms. In fact, it may be having the opposite effect. **QR**

**79 PERCENT OF  
REMODELERS SAY  
THEIR CLOSING  
RATES ARE HIGHER.**

*Patrick L. O'Toole*

## Qualified Remodeler

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and the NAHB Remodelers



A white van with the Ben Franklin Remodeling logo is parked in front of a house. A man in a blue polo shirt and a tool belt is smiling and holding a power drill. The van has the text "BEN FRANKLIN REMODELING" and "FAMILY-OWNED AND OPERATED SINCE 1706" on its side.

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## Market Outlook

# New Forecast Calls for Steady Demand, Growth

**RECENTLY RELEASED** leading indicators and forecasts of remodeling and home improvement markets are confirming what contractors and pros already know from first-hand experience: Demand for services is strong and will likely remain so well into 2021.

Though many remodelers were severely disrupted by stay-at-home orders and the need to comply with changing safety guidelines during March and April, late spring and early summer has seen some of the best activity in memory, remodelers and home improvement company owners tell *Qualified Remodeler*. And, according to MarketSharp, lead flows among home improvement firms have been within pre-COVID ranges, and conversion of those leads to appointments and sales has been above average.

According to a new forecast of the repair and remodel markets from John Burns Real Estate Consulting (JBRC), the market is expected to grow 6 percent in 2020 to \$405 billion and another 5 percent overall in 2021.

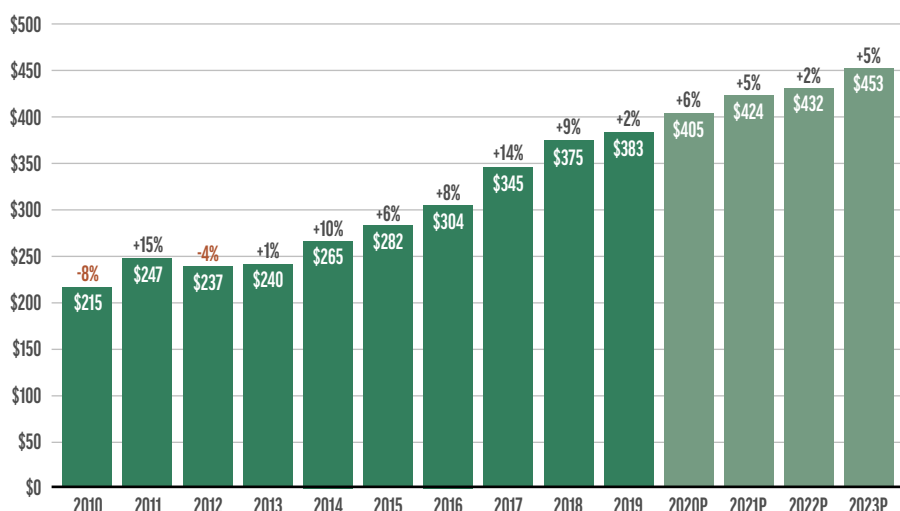
These gains, the company said, are attributable to more small-project activity, up 13 percent and 8 percent this year and next, respectively. Small projects are defined as those under \$5,000 in price. These gains are largely offset by declines of 3 percent and 2 percent, respectively, in big-project spending, said the company report, released July 20.

"Despite the enormous job losses, we are pretty positive about the R&R market," notes Todd Tomalak, a research principal with JBRC. "In addition, new home sales have been huge, 60 percent gains, year-over-year, our strongest reading ever. And those will soon turn into housing starts."

The prospect of both R&R and the home building markets rising in tandem will invariably give rise to concerns about the ongoing lack of skilled labor, as well as potentially higher building-material prices.

## Total Burns Residential Repair and Remodel Spending

Billions \$USD



Note: Includes labor and materials

Sources: John Burns Real Estate Consulting, LLC; U.S. Census, CTBUH (Data: Jul-20, updated quarterly)

Total residential repair and remodeling spending is expected to reach \$450 billion in 2020. It represents an increase of 6 percent year-over-year growth from 2019. Projects under \$5,000 are a driver of growth.

## Market Outlook

## New-home sales surge

In a sign that the housing market is leading the economy during the coronavirus outbreak, sales of newly built, single-family homes rose to their highest level since the Great Recession. Sales rose 13.8 percent to a seasonally adjusted annual rate of 776,000 units in June, according to data released by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. The June rate is 6.9 percent higher than the June 2019 pace.

"While Wall Street may have been expecting a smaller gain, anyone following the NAHB/Wells Fargo Housing Market Index would know these numbers are in line with what we are hearing from builders," said Chuck Fowke, chairman of the National Association of Home Builders (NAHB) and a custom home builder from Tampa, Florida. "Builders are moving to ramp up production to meet growing demand."

"Along with rising builder sentiment, we are seeing increasing consumer demand in the suburbs, exurbs and rural areas," said NAHB Chief Economist Robert Dietz. "At the same time, builders are dealing with supply-side concerns such as rising material costs, particularly lumber, which surpassed its 2018 price peak this week. Nonetheless, low inventory levels point to construction gains ahead."

A new home sale occurs when a sales contract is signed or a deposit is accepted. The home can be in any stage of construction: not yet started, under construction or completed. In addition to adjusting for seasonal effects, the June reading of 776,000 units is the number of homes that would sell if this pace continued for the next 12 months.

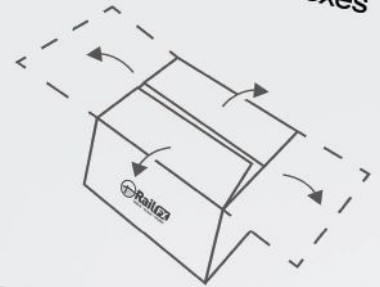
Inventory fell to 4.7 months' supply, with 307,000 new single-family homes for sale, 7 percent lower than June 2019. The current months' supply is the lowest since 2016. Just 69,000 of the inventory total are completed, ready to occupy. The median sales price was \$329,200 whereas the median price of a new home sale a year earlier was \$311,800.

Regionally, on a year-to-date basis new home sales were up in all four regions:

- 22 percent in the Northeast
- 12.6 percent in the Midwest
- 0.2 percent in the South and
- 3.1 percent in the West.

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### Step 2: ...



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### Existing-home sales led by first-time buyers

Existing-home sales rebounded at a record pace in June, showing strong signs of a market turnaround. This uptick comes after three straight months of sales declines caused by the ongoing pandemic, according to the National Association of Realtors (NAR). Each of the four major regions achieved month-over-month growth, with the West experiencing the greatest sales recovery.

Total existing-home sales, completed transactions including single-family homes, townhomes, condominiums and co-ops, jumped 20.7 percent from May to a seasonally adjusted annual rate of 4.72 million in June. Sales overall, however, dipped year-over-year, down 11.3 percent from a year ago (5.32 million in June 2019).

The median existing-home price for all housing types in June was \$295,300, up 3.5 percent from June 2019 (\$285,400), as prices rose in every region. June's national price increase marks 100 straight months of year-over-year gains.

Total housing inventory at the end of June totaled 1.57 million units, up 1.3 percent

## "HOME PRICES ROSE DURING THE LOCKDOWN AND COULD RISE EVEN FURTHER DUE TO HEAVY BUYER COMPETITION AND A SIGNIFICANT SHORTAGE OF SUPPLY."

Lawrence Yun, NAR

from May, but still down 18.2 percent from one year ago (1.92 million). Unsold inventory sits at a 4.0-month supply at the current sales pace, down from both 4.8 months in May and from the 4.3-month figure recorded in June 2019.

NAR's Lawrence Yun explains that significantly low inventory was a problem even before the pandemic, and he says such circumstances can lead to inflated costs.

"Home prices rose during the lockdown and could rise even further due to heavy buyer competition and a significant shortage of supply."

Properties typically remained on the market for 24 days in June, seasonally down from 26 days in May, and down from 27 days in June 2019. Sixty-two percent of homes sold in June 2020 were on the market for less than a month.

First-time buyers were responsible for 35 percent of sales in June, up from 34 percent in May 2020 and about equal to 35 percent in June 2019. NAR's 2019 Profile of Home Buyers and Sellers—released in late 2019—revealed that the annual share of first-time buyers was 33 percent.

Individual investors or second-home buyers, who account for many cash sales, purchased 9 percent of homes in June, down from 14 percent in May 2020 and 10 percent in June 2019. All-cash sales accounted for 16 percent of transactions in June, down from 17 percent in May 2020 and about equal to 16 percent in June 2019.

Distressed sales—or foreclosures and short sales—represented 3 percent of sales



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in June, about even with May but up from 2 percent in June 2019.

### Market Outlook

## Remodeler Sentiment Positive Despite COVID-19 Pandemic

The NAHB's Remodeling Market Index posted a reading of 73 for the second quarter of 2020. This gauge of remodeler sentiment is very strong, coming on a scale where any reading over 50 is considered positive.

"Many remodelers are busy, even busier than prior to COVID-19. Homeowners are calling for decks, patios, porches and kitchen and bathroom jobs," said NAHB Remodelers Chair Tom Ashley, Jr., CAPS, CGP, CGR, a remodeler from Denham Springs, Louisiana. "Their optimism for a stronger market is evident through their RMI responses."

The RMI survey asks remodelers to rate five facets of the remodeling market as "good,"

"fair" or "poor." Each question is measured on a scale from 0 to 100, where an index number above 50 indicates that a higher share view conditions as good rather than poor.

In the second quarter, all components and subcomponents of the RMI were well above 50.

A reading of "current conditions" averaged 77, including:

- large remodeling projects (\$50,000 or more) yielding a reading of 70;
- moderately sized remodeling projects (at least \$20,000 but less than \$50,000) at 78; and
- small remodeling projects (under \$20,000) with a reading of 83.

A reading of "future indicators" averaged 70, including:

- the rate at which leads and inquiries are coming in at 72; and
- the backlog of remodeling jobs at 67.

In an effort to track quarterly trends, the redesigned RMI survey asks remodelers to compare market conditions to three months

earlier, using a "better," "about the same" or "worse" scale. This index posted a reading of 66, indicating that market conditions have improved substantially since the first quarter.

"An RMI of 73 indicates positive remodeler sentiment, and a change index of 66 indicates that business has picked up since the previous quarter as homeowners focus on the importance of home for work and life amidst the pandemic," said NAHB Chief Economist Robert Dietz. "However, rising material prices and ongoing skilled labor access represent ongoing supply-side challenges."

### All regions showing strength

Regional data from the RMI shows a broad base of positive sentiment. In the Northeast, current market conditions were indexed at 77 and future indicators were pegged at 72 for a composite score of 75. In the Midwest, current conditions rated a 76 index while future conditions hit 73 for a composite reading of 75. In the South, current conditions were 76 and future indicators were lower at 70 for a composite of 73. Lastly, in the

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West, current conditions spiked to a 79 index in sharp contrast to its gauge of future indicators, a 66 for a composite score of 72.

### Market Outlook

## JCHS: Smaller, Newer Firms Concerned About Revenue, Survivorship

Most residential remodeling firms experienced reduced business activity during the first three months of the COVID-19 pandemic, according to our analysis of weekly surveys done by The Farnsworth Group and the Home Improvement Research Institute (HIRI). The surveys show that the slowdown has been particularly intense for smaller firms, newer firms, and those that specialize in interior work.

Between late March and early June, residential remodelers experienced fewer project

requests, reduced project sizes and stopped or delayed project completions. For the purposes of this analysis, “residential remodelers” are defined as contractors who conduct at least 50 percent of their work on residential remodeling. Over the 11-week survey period, 73 percent of home remodelers reported lower than normal project requests, and 61 percent of remodelers said that current projects were smaller than before the COVID-19 outbreak. Fully 85 percent of residential remodelers reported that at least some of their work had been delayed or stopped because of impacts associated with the COVID-19 pandemic. Most of these remodelers (70 percent), however, expected projects to remain delayed for 3 months or fewer.

Firms with less revenue, newer firms and firms that specialize in interior work have been more likely to struggle during the COVID-19 pandemic, seeing relatively fewer requests and smaller projects this spring compared with larger firms, more

established firms and remodelers focused on exterior replacements. Certainly, smaller and less experienced remodelers are less likely to have the resources to weather poor business conditions, while remodelers working on home interiors likely suffered from concerns about health and safety. Among the 84 percent of residential remodelers who reported feeling somewhat or extremely concerned about COVID-19 negatively impacting their business over the coming weeks, 64 percent cited the health and safety of themselves and their staff as their top concern. Ongoing concerns about health and safety on behalf of both contractors and homeowners may cause continued slowdowns in professional remodeling, especially for interior work, where it is more difficult to maintain proper social distancing from others.

Read more from the Harvard Joint Center for Housing Studies at [www.jchs.harvard.edu/blog](http://www.jchs.harvard.edu/blog). [QR](#)

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# QR/GuildQuality Customer Satisfaction Report 2020



Qualified Remodeler and GuildQuality present the latest consumer data on top service traits by remodeling job type. Coverage also includes a list of 100 remodeling and home improvement companies who are satisfaction leaders. Visit [QualifiedRemodeler.com/guild-quality-customer-satisfaction-report-2020](https://www.qualifiedremodeler.com/guild-quality-customer-satisfaction-report-2020).

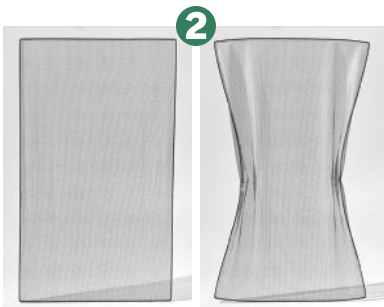
## Most Popular Products

These products had the most views in recent weeks. To learn more, go to [QualifiedRemodeler.com](https://www.qualifiedremodeler.com) and search the product or company name.

Unit continues cooling at low outdoor temperatures from **mitsubishi electric trane hvac us (metus)** | Circle 1 on inquiry card

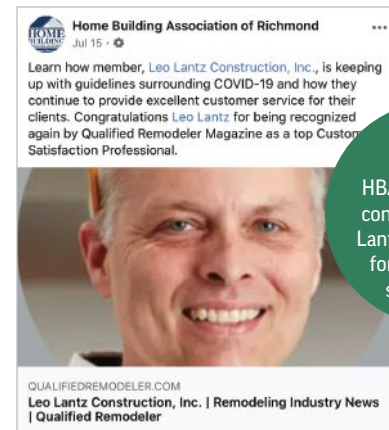
Screen fits into practically any window frame by flexing from **sierra pacific windows** Circle 2 on inquiry card

Surfaces inspired by natural stone, darker shades from **dekton by cosentino** Circle 3 on inquiry card



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# As Your Company Grows, Become a Money Manager

by Shawn McCadden, CR, CLC, CAPS

**AS A REMODELING** business grows, the amount of money passing through the company can increase dramatically. Deposits received for design retainers and construction contracts can add up fast.

If the firm is front-loading payments received as projects progress, this too will increase the amount of money the company is holding. On the other side of the equation, a business must meet its obligation to pay for the costs and expenses of doing business in a timely way. Direct costs on projects accrue and, at the same time, the business must pay operational expenses related to overhead.

Thus, as a business grows, managing cash flow becomes extremely important—even critical—to continued operations. The owner or manager soon becomes a money manager. As this happens, there may be opportunities to earn more money by using cash in a strategic way. In this article, we will address a few simple strategies you could apply today. I suggest you always consult with your accountant and tax adviser before trying any new strategies.

## Create Good Cash Flow

For good cash flow to be a reality, two important things must be put in place. First, the business must know how to properly estimate project costs, as well as what markup the business needs to use to cover overhead and a planned net profit. Guessing at these and undercharging as a result will not cause bad cash flow. It causes a shortage of money to pay bills and will most likely lead to business failure.

Good cash flow, therefore, is caused by collecting money from your customers ahead of when you need to pay job costs and overhead expenses. In other words, to maintain good cash flow, you should be charging for each phase of work before you start that phase of work. Bad cash flow, therefore, is caused by doing the work first and not asking for the money until after each phase of that work has already been completed.

## Use Accrual Accounting

Many companies leave all money collected in one checking account. The funds are then used to pay the costs of producing projects and the operational expenses of the business, often then leaving any excess of money in the business' operating account.

If the business' financial system includes the ability to predict revenue and expenses on a monthly basis, the cash flow needs for that month are easily determined. Any excess of cash that would normally remain in the account could become an opportunity to earn additional profits. In order to quantify what is excess cash, over and above monthly costs and expenses, the accounting system should be run on an accrual basis, not a cash basis. By using the accrual method of accounting, expenses are recognized as they occur, even if the expense has not yet been paid for. Income is recognized when the customer is billed, even if payment has not yet been received.

Revenue and expenses are then tracked by the exact day they are to be collected or are due, respectively. By tracking the revenue, costs and expenses in this way, one can easily predict the money that will be owed at a certain given time, as well as how much money will be available to pay for those costs and expenses at the time they become due.

## Handling Excess Cash Flow

Consider opening a second interest-bearing account where any excess monthly funds could be deposited. The amount of interest this second account earns depends on how long the money will stay there. The longer the commitment to leaving the money in the account, the higher the interest rate. Interest rates on these account types may seem low, but over the course of a year a significant amount of "found" money can be added to your bottom line.

I also suggest that both this second account as well as your primary business account be held with the same bank. This way, transferring of funds between accounts can

be done instantaneously. There will be no need to wait for checks to clear. Also, with online banking services you won't have to leave your office and can be sure the money is actually available in a just-in-time fashion.

## Protect Your Profits

As a word of caution, some may seek to move excess funds out of a business account to an interest-bearing personal account. By doing this, you will obviously need to pay taxes on the funds as earned income.

The advantage to this strategy is that legally the money is no longer the business' money, but rather the owner's. Should a client pursue legal action against the company, this money has now been protected, at least to a higher degree than it would be if it were deposited in the business account.

Unfortunately, I have seen situations where contractors keep excess funds in their business accounts, and the money was "attached" by a suing client's attorney. When this happens, the amount of money in the account that has been "attached" is no longer accessible by the contractor, and meeting your business' financial obligations may become impossible.

If this were to happen to you, you can always move the personal funds back into your business to meet operating costs. To clarify, if the tax has already been paid on those funds, you will not incur additional tax liability when you eventually take the same amount of money back out of the business to repay yourself. **QR**

*Shawn McCadden is a speaker, business trainer, columnist and award-winning remodeler with more than 35 years of experience. He can be reached at [shawnmccadden.com](http://shawnmccadden.com).*

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durability. We offer an array of design and styling options to turn a dream home into a reality.

### INSTALLS 22% FASTER

Time studies show that RigidStack™ lap siding, with its heavy duty spline, installs up to 22% faster than standard 16' lap.

### INDUSTRY LEADING WARRANTY

We back our factory-applied Diamond Kote® finish with a 30-Year No Fade Limited Warranty, which includes 15 years of labor coverage with the first seven years at 100% value.

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# The Pandemic Is Tough, But It Offers Positives, Opportunities

by Doug King, CR, MBA

**THE COVID-19 PANDEMIC** has wreaked havoc across the globe, and the United States ranks highest in the number of reported cases. Our country, from corner to corner, is undergoing economic challenges at differing stages, but one thing in common is that most businesses are struggling. You might be located in an area where you can work on a very limited basis. Or you might work in an area that is going “all out.” Either scenario provides an opportunity to retool—to get creative in order to serve your customer base more efficiently.

## Positive Implications

However, there are positives to point out. Sales of existing homes are up in 45 of the top 50 markets, nationwide, in both May and June. Furthermore, according to one new analysis from Zillow, the typical home sold in June has had an offer accepted within 22 days of it being listed. That is the fastest homes have sold since the summer of 2018. Now, some cities do have homes that take longer to sale but, in 29 of the top 35 markets, homes are selling faster in June 2020 versus June 2018.

This bodes well for remodeling because a large majority of these buyers will need the services of a remodeling professional. So, what's hot? Well, based on what families have been going through during quarantine, they need more space inside, more privacy while working from home, and they want to get outdoors. Plus, homeowners have spent a lot of time observing the shape and quality of their home, and they realize many updates are needed before they can get back to entertaining friends.

If you're not already receiving requests for projects that include outdoor features—and I don't just mean siding and windows and doors but covered decks and porches (we call these lanais in Florida) and outdoor kitchens and water features in pools—you might want to shift your sales message through whichever marketing channel(s) you use. If your

business already focuses on these areas, you are sitting in the right church pew and are probably enjoying a surge in the need for your services. Remodeling contractors, take note, partner up with these specialty outdoor companies.

One thing I know is that our industry can pivot quickly because the base products already exist to meet this shift in demand for outdoor living. We just need to take home-

---

**FAMILIES ARE  
REALIZING THEY NEED  
MORE SPACE INSIDE,  
MORE PRIVACY WHILE  
WORKING FROM HOME,  
AND THEY WANT TO GET  
OUTDOORS.**

---

owners' desires and mix in our expertise to steer remodeling design and sales to meet the market needs. Another strategic move you might consider is to reduce the minimum dollar-size job you typically pursue. A small repair could lead to a large, six-figure job later, and later might only be months away.

## Opportunities for Suppliers Too

If you are a supplier of products and services on a b-to-b basis, there's a good chance your bread is buttered by meeting with clients face-to-face in your showroom, your client offices or in the field. You may have found that in-person model isn't working the way it did prior to March of this year. Maybe you relied on networking groups and events to promote your products. With events shut down, what can you do? Obviously, you need to stay connected and keep your name out in front of your clients.

The best salespeople in any industry will tell you they excel because they solve problems for their clients. Now, you do not have to be a salesperson to solve problems, but you do need to reach out to your clients. Ask one simple question: “What could I do that would make your job easier right now?”

You will probably get all kinds of responses; but listen and then act. I am in no position to tell you how to react, it's your business and you will figure it out. But whatever you do, as long as you do take action, you will raise the value of your company in your client's eyes; and they will not soon forget what you did for them, especially now as emotions and tensions are running high. Be sure you clearly communicate how you will operate when and where human interaction will occur. A COVID-19 operating statement has become paramount, and most people expect to see a policy in place.

The remodeling industry is very fragmented, and many businesses consist of just one or two people. The landscape can appear very lonely in times like this, and it is human nature to seek an outlet to share concerns and learn new ideas. Those outlets are most often trade associations but, in most areas, associations are unable to hold gatherings now and for the foreseeable future. But many of these groups, such as the National Association of the Remodeling Industry (NARI), are sharing ideas via e-mails and conference calls, and they offer webinars and smaller group virtual meetings where ideas and tips are being traded at a speed that would make Flash Gordon envious. I highly encourage any remodeling business to get involved with at least one, if not several, remodeling trade associations. They might need your intelligence more than you need them. Stay safe. **QR**

*Doug King, CR, MBA, is president of NARI. King has been a general contractor for over 25 years and owns a full-service remodeling firm, King Contracting, Inc., in St. Petersburg, Florida.*

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# Higher Expectation

Paul McManus embraces the diversification of products and services as he facilitates the growth and success of his staff.

*Compiled and edited by Kyle Clapham*



**PAUL MCMANUS, CAPS**

McManus Kitchen  
and Bath  
Tallahassee, Fla.  
mcmanuskb.com

**TITLE:** President

**YEAR COMPANY FOUNDED:** 2015

**NUMBER OF EMPLOYEES:** 6

## When and how did you choose a career in remodeling?

I started a small painting company in college to help pay for school. After graduating, I continued to run the painting business and expanded into handyman work. I was very interested in construction and attended various trade schools while running the business. In 2006 I got my residential contractors' license. In 2015 I opened McManus Kitchen and Bath, a design-build remodeling company that focuses on kitchen and bath remodeling.

## What does being in NAHB Remodelers mean to you?

Being a part of NAHB has provided educational and networking opportunities that have helped me grow the business. Meeting with other remodelers each month at the remodelers' council has been a great way to share experiences and learn from each other.

## How has the remodeling profession changed since you've been involved?

So much has changed, and I think the pace of change will increase in the coming years. On the consumer side, the materials and fixture

choices available to homeowners today are enormous. With all of these choices, homeowners are seeking unique products that fit their needs and experts who can help them make smart choices. One of the reasons we opened our own showroom was so that we could increase our level of product expertise and provide better options and advice to our clients. Busier lifestyles mean clients have less tolerance for delays or miscommunications, so using digital tools to keep the client informed and the project on track are expected.

## Where are the greatest opportunities in the remodeling market?

The aging housing inventory and lack of new building lots in our area bodes well for remodeling. That also poses a challenge because people used to be able to just move when their home became outdated. That's led to a lot of outdated homes in our area.

## What is the biggest challenge right now for your business?

The efficiency and business skills of trade partners. More efficient scheduling and communication is critical to help with labor shortages, and there are some great digital tools that can help. But there is a real reluctance in the trades to adopt new technologies because of the expense and the learning curve; they don't have the time or the money to adopt better methods. I think that is partly because they have never been taught to budget time or money for growth and training, so they are not charging enough to support these activities.

## What is your focus as a remodeler/for your business?

What we're focused on at the moment is diversifying our products and services by developing some lower-cost options. We've always been focused on personalized design and a high level of service but, for many

homeowners, the investment cost does not make sense. Remodeling costs have gone up significantly, and I think they will continue to increase and price some homeowners right out of the market. Lower-cost solutions that don't sacrifice quality or longevity are needed.

## Have you seen a change in the average job size and/or types of projects?

Until recently, project size had been increasing. In 2018 our average project size was around \$38,000; in 2019, it was closer to \$60,000. Mostly I think that was because as a company we started to turn down the smaller projects and refer them to other contractors. Moving forward, it's very hard to say. There are a lot of unknowns, but we are developing lower-cost options that still provide us the margins we need, so that will lower the average job size again.

## How do you find the right employees for your company?

We were planning two new hires this year pre-COVID-19. Those hires are on pause until things stabilize. Hiring, onboarding and training are the hardest part of the business. We've had success hiring younger designers and project managers than we have had hiring more experienced ones. That has its challenges, but younger employees learn faster and are more open to new things. To attract the best, I think you have to offer opportunity to learn and grow. Compensation and benefits are obviously important, but the opportunity for career growth is critical if you're looking to keep people for more than just a couple of years.

## What motivates you every day?

My motivations change as the business grows. I used to be motivated by my own growth and success but, as the business has grown, it's shifted to facilitating the growth and success of our staff. **QR**



Photo courtesy of Paul McManus

The company is developing lower-cost options that still provide the margins it needs, McManus notes.

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Photos: KuDa Photography

# Cultural Blend

Neil Kelly Company transforms an outdated bathroom into a modern retreat with a traditional Japanese bath.

by Kyle Clapham

**AFTER** moving into their final house, retired homeowners in Durham, Oregon, decided to remodel the bathroom into a retreat they always desired. The wife grew up in Japan and had always wanted a true Japanese bath, and the husband enjoyed using her family's bathroom during their visits to Japan. They had found their true "forever home" and turned to the Neil Kelly Company.

"She grew up in Japan and he was in the Vietnam War, but he was on temporary assignment in Tokyo," says Byron Kellar, project designer at Neil Kelly. "After he left the service, he brought her to America. She's close to her family [though], so they travel back and forth once or twice a year. Her family has a traditional bathroom setup, with the soaking tub and all the ritual stuff."

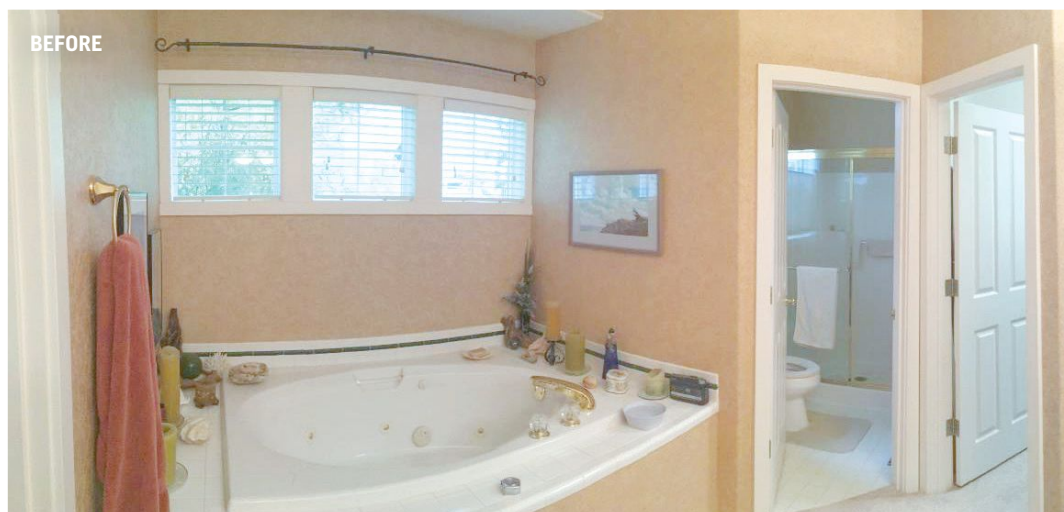
The company had done a few soaking tubs over the years, including Japanese tubs that look like narrow half barrels, Kellar notes, but nothing as complete as this project. Providing an authentic Japanese bathing experience within the confines of a traditional western-style home—while also meeting the current plumbing and building codes—would soon become their primary challenge.

## Talking Upfront

One of Kellar's colleagues at Neil Kelly lived in Japan for a few years and had done versions of a Japanese bathroom, which helped inform the project. The design team, moreover, read books and researched the Japanese style of bathing, so they could have candid conversations with the clients about what they sought and what was important to them—to honor her heritage but also accommodate their western way of life.

"He'd go into the historic aspects of it [and] talk about the cultural ramifications," Kellar recalls. "It was a great learning experience. We spent a lot of time talking upfront, looking at options and looking at materials—and seeing where things could go and what we were trying to accomplish."

Traditional Japanese baths often include a small bench for people to sit and wash themselves before getting into the soaking tub. They must not bring any soap with them, however, so they need to rinse off completely first. A faucet and handheld shower at the bench, as well as a small bucket, would suffice. At the same time, the homeowners requested a separate, stand-up shower to enable them to bathe more quickly.




**MASTER DESIGN AWARDS 2019 | BATHROOM MORE THAN \$75,000 | GOLD**
**COMPANY INFORMATION**

Neil Kelly Company  
Portland, Ore.  
neilkelly.com

**PROJECT INFORMATION**

Name: Japanese Inspired Spa Bath  
Location: Durham, Ore.  
Square footage: 130  
Total cost: \$118,000

**PRODUCT INFORMATION**

Bathtub: Zen Bathworks Kyoto  
Ofuro Japanese Soaking Tub –  
Red Cedar  
Cabinets: Huggy Bear Cabinets,  
African Ribbon Mahogany  
Countertops: Perla Venata Quartzite  
Faucets/fittings: Hansgrohe  
Metris C; Brizo Vesi Roman Tub trim;  
Kohler Margaux shower  
Flooring: United Tile, Century Kosmos

Sinks: Icera Muse  
Tile: Pental Stone Box, Lumber  
Liquidators Elegant Wood, OTM,  
Ch. 7 Crossroads  
Toilet: Toto Washlet Vespian II  
Connect S300e, 2-piece 1.28 gpf  
Windows: Milgard Ultra  
Floor heating: SunTouch  
Medicine cabinet: Glass Crafters

The existing bathroom, built in the early 1990s, featured a 4- by 6-foot spa tub sunken into a big platform with a tile surround. An adjacent room housed the shower and toilet, and the dual vanity lacked appropriate storage or lighting; as a result, the clients were not able to use the vanity mirrors comfortably because they have about a foot of difference between their heights.

“Another aspect of their lifestyle is that the house is always spotless, so the idea of not being able to get behind the tub to clean was an issue,” Kellar adds. “How do we deal with that? How do we deal with an overflow [from the tub] and the drain assembly—where it’s attached and how it works?”

**Organic Presence**

The homeowners wanted a bathtub large enough for him to stretch out in and yet low enough for her to enter and exit. They were pleased with the



The corners of the wood-patterned, porcelain tile (left) were mitered to wrap into the window jambs and create the look of real wood.

Custom-height vanity cabinetry (above) as well as taller, recessed medicine cabinets that were properly set enable the clients to use the vanity mirrors comfortably.

Additional storage opportunities (top right) help free up valuable floor space since the footprint of the bathroom stayed the same.

custom cedar Ofuro tub from Zen Bathworks, a manufacturer in Alaska. The design team opted to allow the freestanding tub to simply drain onto the tile floor, which raised the question of whether they should have a curbed or curbless shower.

“Depending on which jurisdiction you’re in, some will require that if you have a curbless shower you would have [to start the slope] at the bathroom door and go to the drain, and that really can create a nightmare,” Kellar explains. “That’s primarily why we went [forward] with the curb in.”

To minimize the amount of slope necessary, the company installed a linear drain near the bathing bench and shelf to collect water from both the tub and shower. The stand-up shower incorporates a slide bar so the showerhead can be adjusted for different heights. The bathing shelf includes its own faucet and handheld shower as well. The soaking tub utilizes a rustic picture-style tub filler



mounted on a raised shelf and not connected to the tub.

“We tried to accommodate all those things [and] keep them all in one wet space,” Kellar says. “If you notice, there are actually two shower doors—one opens up to the tall stand-up shower, and then the panel that’s directly in front of the soaking tub also opens up. You can get behind it and clean, and you can actually move the tub out of the way if you want. It doesn’t weigh a lot.”

Running black tile all the way up to the ceiling would have made the space feel too much like a

# ALL THE BEAUTY OF NATURAL STONE NONE of the HASSLE



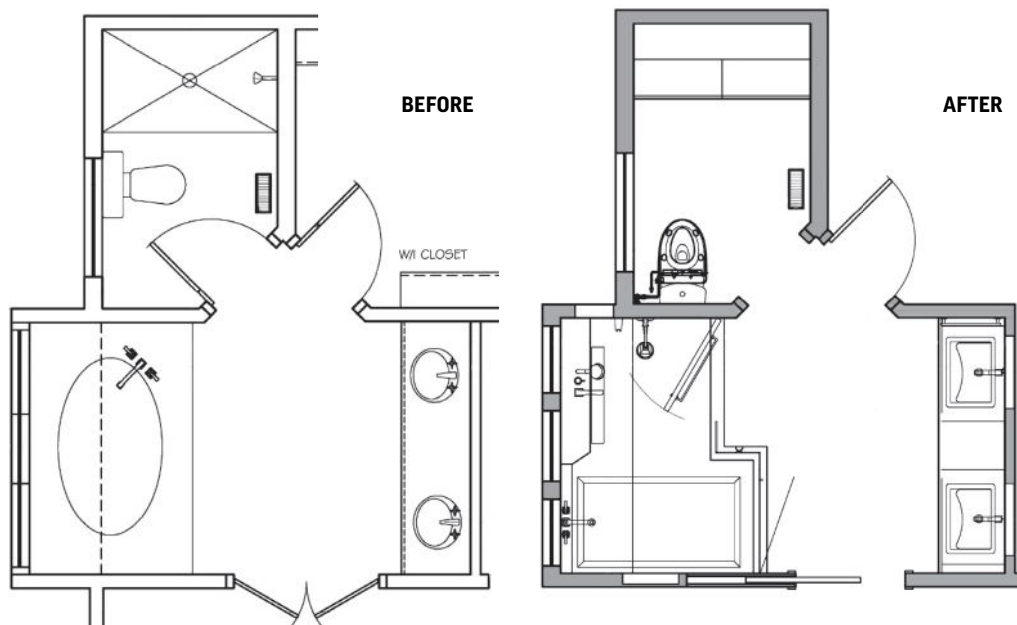
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## DESIGN SOLUTIONS



The existing bathroom featured a 4- by 6-foot spa tub sunken into a big platform with a tile surround. An adjacent room housed the shower and toilet, and the dual vanity lacked appropriate storage or lighting for the homeowners.

cave, he notes; therefore, the design team played with different heights to offset the black tile on the shower wall. Their tile setter mitered the corners of the wood-patterned, porcelain tile to wrap into the window jambs and replicate the appearance of real wood.

The company reviewed more than 50 different tile samples to find the color and grain pattern that would blend with the wood tub and cabinets. Custom-height vanity cabinetry as well as taller, recessed medicine cabinets that were properly set enable the clients to use the vanity mirrors comfortably. Perla Venata quartzite countertops help bring an organic presence to the bathroom space.

### Different World

Although the homeowners might display a few pieces of Japanese art, Kellar says, the interior of their house embraces northwest contemporary architecture. Key components of the style include exposed columns, high ceilings and large, open spaces. The design team needed to find a way to combine the more traditional western style with a Japanese-inspired bath.

"They've got some rounded columns in the kitchen. All of the windows are white, [and] all the woodwork is white. There's nothing about it that would say Asian," he adds. "Typically, we try to make the project fit the character of

the house, but that wasn't going to happen [in this case]."

Converting the swinging door of the master bathroom into a pocket door allowed the company to apply different treatments to each side. The bedroom side matches the white-painted raised panel doors seen throughout the rest of the home, and the bathroom side reflects the stained-wood, recessed panel doors utilized in the master bath vanity cabinets as well as display cabinets and woodwork.

"When I talk about walking through a portal, it's not something I normally like to do; but in this case you look at that door, and it looks just like the bedroom door—white painted, two panels—and you open up the pocket door and you just step into a different world," Kellar explains. "And that's how we got around the issue of a swinging door—either way the door opened, in or out, there would have been paint on one side and stain on the other side."

The clients, who had never embarked on a major remodel before this project, have been thrilled with the bathroom, he notes. "It just doesn't get much better than designing and building high-quality work with a great client. They appreciate your work, and they just love the result. They use it as it should be used—a retreat for relaxation. I wish all my jobs were like this [project]." **QR**



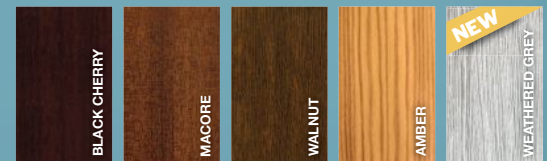
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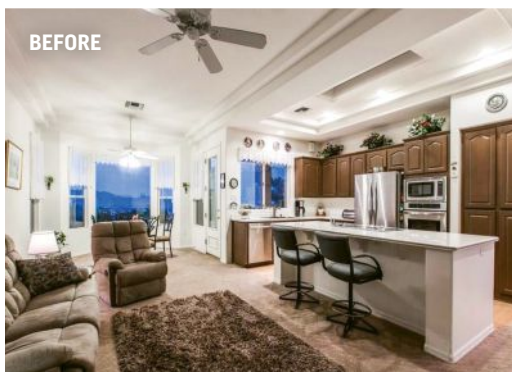
# Functional Focus

ONE eleven ltd. redesigns an outmoded home to enable everybody freedom of movement with full accessibility.

*by Julie Leverett*

**THE** homeowners lived in California in an older, outdated house that conflicted with their physical abilities. Each of them has unique daily living limitations; one is actively wheelchair bound, and the other has challenges reaching overhead.

Wanting to relocate and retire in the Sun City Summerlin area in the western foothills of the Las Vegas Valley, they set off researching general contractors who specialize in full-home remodels that incorporate universal design concepts. In other words, they needed to create a home that can be used by anybody and everybody, no matter the ability. Through their research they came across our company, ONE eleven ltd.



Looking for a home that would increase their quality of life, the couple sought to redirect the focus from their physical limitations and concentrate on living full lives within their abilities. They wanted an open concept that could provide a light, airy, spacious feel and grant them the freedom of movement with full accessibility for themselves, as well as guests.

From the earliest design phase, we took accessibility into account, and our design sensibility dovetailed perfectly with our clients' vision. When accessibility is an inherent part of the design—as opposed to an afterthought—the universal design features can blend seamlessly. They add to the beauty of the home, rather than detracting from it.



Photos: Chris Wessling | Downstairs Loft Creative, LLC

The company took accessibility into account from the earliest design phase. The homeowners wanted an open concept with a spacious feel that could grant freedom of movement to them as well as guests.

ONE eleven ltd. succeeded in developing a design that fully met the clients' desires for a spacious, light-filled home providing them with safety, comfort and style. We were able to cater to each individual's limitations by creating accessible accommodations within the home and working to incorporate a multitude of accessibility features that were not only functional but, just as important, aesthetically pleasing.

Our goal for this couple was to eliminate all possible barriers and create a place to be proud of that works for each of them. The positive energy that one gains from a home that works for people, no matter their challenges, is infectious. Maintaining independence in the face of any limitation is deeply comforting and empowering. This autonomy nurtures and feeds the positivity needed to live a healthy life, abound with fulfillment.

The kitchen has two sink workstations: one for someone who prefers to stand while using it, and the other for those who are in a seated position. The spacious, 42-inch-wide clearances around the kitchen island allow a wheelchair to easily turn 360 degrees, while large-format ceramic floor tiles give way to effortless maneuverability. The cabinetry was designed with entirely lower-drawer boxes and a full-height roll-out pantry to keep items organized and easy to reach. The microwave was strategically located at counter level for access whether seated or standing.

## MASTER DESIGN AWARDS 2019 UNIVERSAL DESIGN SILVER

### COMPANY INFORMATION

ONE eleven ltd.  
Las Vegas  
oneelevenltd.com

### PROJECT INFORMATION

Name: Crib Point Universal Design Home  
Location: Las Vegas  
Square footage: 2,334

### PRODUCT INFORMATION

Showplace Cabinetry | Natural Maple | EVO frameless cabinets  
Maple Butcher Block | Floating shelves  
Carrera Marble | 3x6 backsplash  
Silestone Countertops | White Zeus  
Arizona Tile | Aequa-Series NIX | floor tile  
Paint color by Sherwin-Williams "City Loft"  
Solid Cabinetry | Envii Line | Rustic Oak  
Glass Panels HG-I heavy plate frameless shower enclosure with 3/4" clear tempered glass  
60" Drop-In Soaking Bathtub with additional insulation for energy saving and added warmth  
Moen fixtures  
Arizona Tile | Reside Beige | field tile 12x24  
Arizona Tile | Reside Ash | wall-to-wall Niche 12x24

A dual floating vanity accommodates both standing and seated positions. The bath/shower has a zero-edge entry and is enclosed by wall-to-wall clear glass panels. The tub was oriented to welcome both an individual and caregiver.



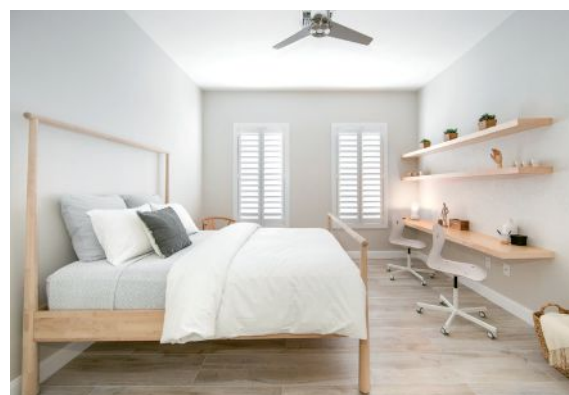
Throughout the home the doorways were widened to 36 inches, allowing for easy movement in and out of rooms. We added solid core doors with lower door handles and offset hinges to gain maximum clearances. In the living area, we removed non-bearing pillars and walls to achieve the desired open floor plan and accessible pathways.

On the exterior, we introduced low-profile ramps made of recycled rubber at each entrance point to facilitate smooth entry and exit from the home. We installed comfort-height, elongated-bowl toilets in each bathroom, and remote-controlled fans were added at various locations along with Decora style switches for easy-push operation. We chose to equip the laundry room with a washer and dryer set from Miele with both front-loading and high-efficiency features, catering to the homeowners' wishes.

In the master bathroom a dual floating vanity was designed to accommodate both seated and standing positions. The bath/shower wet room has a zero-edge entry and is enclosed by wall-to-wall clear glass panels that retain the heat for extended periods of time. The bathtub was oriented within the enclosure in such a way to welcome an individual plus a caregiver comfortably.

The water closet was equipped with a floor-to-ceiling barn door to maximize clearances and minimize intrusion while adding a dramatic impact to the design. In the master bedroom we added an accessible patio door not only for convenience, but also for peace of mind and safety if exiting the back of the home is needed in case of an emergency.

Because universal design caters not only to the function of the space but, just as important, focuses



on style, we often hear, "Wow, if you didn't tell us, we would have never known this home was built with a wheelchair in mind." Here are some additional areas of significance that give each of these homeowners their independence and the individualized design elements they desired:

**Office/guest bedroom:** We added steel supports to assure the longevity of the floating-desk features and provide unobstructed use.

**Powder room:** We designed a custom, accessible vanity that utilized remnant butcher-block material for a cost-effective, eye-catching element for the small space.

**Kitchen:** The addition of the custom, butcher-block floating shelves with an interior radius at the corner contrasts nicely as they sit up against the Carerra marble subway tiles. And let's not forget to mention the Octo 4240 Secto Design Pendants hovering over the dining table that pull the minimalist design together perfectly. **QR**



ONE eleven ltd. is a consulting, design, build, remodel company specializing in universal design concepts. We pride ourselves on full-home residential and small commercial renovations, accommodating the needs of all individuals by constructing accessible spaces. ONE eleven ltd. will create an overall renovation plan, encompassing all aspects of mobile accessibility within the existing walls and exterior grounds.

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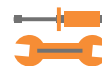
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# TOP 500 2020

## The Big & the Bold

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New names emerge among the very top remodelers. All are adapting rapidly. Most are scaling up to meet the market.

*by Patrick O'Toole, Kyle Clapham and Emily Blackburn*

**T**he 42nd annual listing of the largest 500 remodeling firms in the U.S.—the QR Top 500—is a showcase for the dynamism and energy of the industry.

Of the 500 firms listed, 354 posted year-over-year revenue gains. Of those, 243 put up double-digit percentage gains, while 169 grew by 20 percent or more. Nowhere was growth more evident than within the top 10.

### New Names and a Slight Reshuffling

Perennial insurance-restoration giant, BELFOR Holdings, hung onto the No. 1 spot overall with \$1.67 billion in gross remodeling revenue on 152,000 jobs. Maryland-based giant Power Home Remodeling edged out Window World for the No. 2 position on the list. Power posted \$793.5 million in remodeling revenue against 60,512 windows, roofing and siding jobs via its 21 wholly owned branch locations in the U.S. Window World is the No. 1 national company. “Nationals” are firms with widespread dealer networks. The company posted \$789.5 million on 183,177 primarily window jobs across its 221 independently owned dealers.

LeafFilter Gutter Protection, led by CEO Jeff Beck, traded positions with ResiPro as they locked in the No. 3 and No. 4 positions, respectively. LeafFilter added \$240 million in revenue across its wholly owned locations to post \$581 million on 162,536 jobs. ResiPro, a whole-house renovation, maintenance and property preservation firm that serves institutional owners of single-family homes, including those of its parent company ResiCap, posted revenue of \$379.4 million last year on 6,625 jobs. The No. 5 company, long-time powerhouse, Champion Window, posted installed volume of \$290 million (no manufacturing included) on 23,101 jobs from its 54 retail

## 2020 Top 500 by Segment

SEGMENT	2019 GROSS SALES	2019 REMODELING GROSS SALES	2019 REMODELING JOBS	FORECAST FOR 2020 REMODELING GROSS SALES
FULL-SERVICE	\$2,706,300,209	\$2,397,119,397	120,553	\$2,312,624,850
DESIGN-BUILD	\$812,825,063	\$744,309,877	13,640	\$775,465,078
HOME IMPROVEMENT	\$4,947,623,076	\$4,898,853,199	757,225	\$5,817,504,950
KITCHEN & BATH SPECIALIST	\$421,545,110	\$397,608,852	33,814	\$431,688,469
INSURANCE RESTORATION	\$2,547,879,670	\$2,208,720,874	195,435	\$2,187,126,084
TOTALS	\$11,436,173,129	\$10,646,612,199	1,120,667	\$11,524,409,430

Source: Qualified Remodeler Top 500, August 2020

Note: Seven “National” companies are not counted in these totals.

offices. Champion is up one spot from 2019.

Fort Lauderdale-based home improvement firm FHIA Holdings LLC, grew to \$278 million to capture the No. 6 position on the list, up from \$140 million the year prior. Its growth came primarily through the acquisition of Dallas-based Statewide Remodeling in 2019. In early 2020, FHIA also acquired Madison, Wisconsin-based Mad City Windows and Baths. That acquisition was not completed in time to be counted for this year’s ranking.

Perhaps the newest name in the top 10 is West Shore Home. It used a combination of new greenfield locations, key acquisitions and organic growth to claim the No. 7 spot. Company owner BJ Werzyn has overseen hyperbolic growth, posting \$220 million in remodeling revenue on 23,206 window and bath projects last year. Werzyn, who says he is aiming to build the first national remodeling brand wholly owned by one entity, is projecting \$366 million in sales for 2020. How is West Shore tracking for the year after, 2021? A jaw-dropping \$700 million, Werzyn says.

The No. 2 national remodeler is Re-Bath LLC. This year, the franchise organization

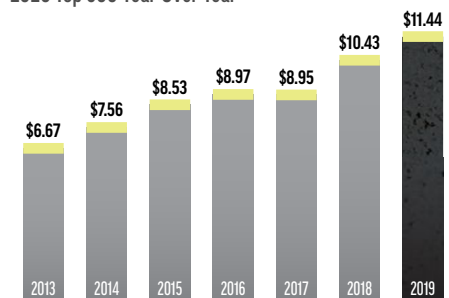
posted \$220.2 million in revenue on 20,043 jobs across 97 independent locations. That is up from \$205 million a year earlier. Ranked No. 8 is another new name, basement specialty firm Groundworks, based in Virginia Beach, Virginia, with \$174.5 million in revenue on 21,389 jobs. At No. 9 is Window Nation, which posted revenues of \$162.5 million, up \$36 million from a year earlier. For all of its gargantuan growth efforts, it fell two spots, down from No. 7 in 2019.

The No. 10 ranked company on the 2020 Top 500 operates in the full-service contracting segment of the remodeling industry—remodeling apartments, condos and co-ops for an elite clientele in New York City. Josh Weiner’s powerhouse firm, SilverLining Inc., posted \$143.6 million in residential remodeling revenue on 45 jobs in 2019.

The top 10 firms (plus two nationals) were up more than \$500 million in sales and up 85,000 jobs versus the year prior. By comparison, total revenue for the remaining 490 firms matches the top 10. It shows that remodeling remains largely a small, local enterprise, but the big are getting bigger. QR

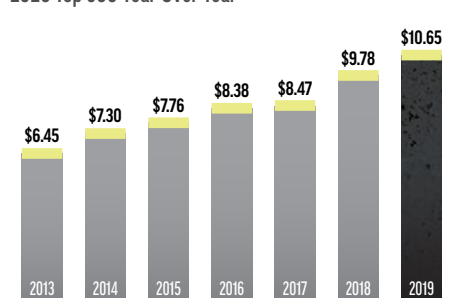
## Gross Revenue (\$ billions)

2020 Top 500 Year-Over-Year



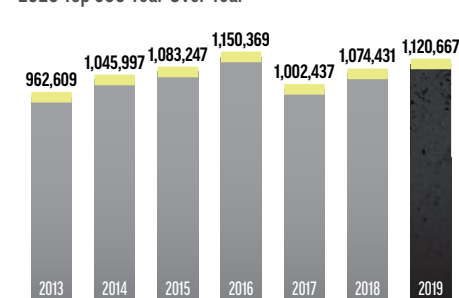
## Remodeling Revenue (\$ billions)

2020 Top 500 Year-Over-Year



## Remodeling Jobs

2020 Top 500 Year-Over-Year



Source: Qualified Remodeler Top 500, August 2020 | Note: The seven “National” companies are not included in the year-over-year graphs above.



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## FULL-SERVICE

# Back to Fundamentals

Full-service firms react to present challenges by focusing on best practices and supporting clients and employees alike.

by Kyle Clapham

**“THE FIRST  
THING WE DID  
IS LOOKED AT  
OUR CASH FLOW  
AND CONTROLS.”**

Larry Weinberg, BOWA

**A**rmed with healthy growth and a good sales pipeline, Case Design/Remodeling came into 2020 feeling bullish about its niche in the industry. The company projected 10 percent growth over the previous year and, through January and February, were ahead of that estimate. But then its leads fell to 20 to 30 percent of forecasted levels, and sales in March also went down about 50 percent.

“I felt like it was being in the middle of a storm,” recalls Bruce Case, president and CEO of Case Design, ranked No. 39 on the 2020 Top 500 with \$35.1 million on 1,585 jobs. “How do we work safely, No. 1, and No. 2 was the work processes because we couldn’t have inspectors come in the home, [and] permit offices weren’t letting us in to pull permits. Everybody had to adapt quickly.”

The company started using Zoom for client meetings but transitioned to Microsoft Teams, which could leverage its IT infrastructure and cloud-based software. FaceTime allowed workers to walk through a home along with inspectors, so they never had to step foot in the house. Beyond simple meetings, though, the ability of homeowners to explore design options became a salient question.

“We’re developing a process where we have been dropping off samples on their porches, but we really want to take that up a few notches in professionalism and have a better virtual process for selections,” says Case, who plans to open a fourth design center soon. “There are ways to evolve that certainly as far as using technology with selections, but a lot of people want to touch things.”

Although they share infrastructure like accounting and marketing, the remodeling and handyman divisions of the business remain separate because they have their own sales team, carpenters and project managers. The company worked hard to keep both job types busy during the COVID-19 outbreak this spring, and in June its leads were up 68 percent when compared with the year prior.

“COVID has created tremendous amount of anxiety and stress for different people. Everyone’s reacting differently to it,” Case notes. “There’s been a lot of effort trying to focus on supporting the team, working together in a collaborative way, creating our own oasis within the company.”

### Good Process

For BOWA, the way the remodeler does business and what has been important for its success did not change much since January. The private company does not look quarter to quarter as a public company might, and the same fundamentals that make the business have a strong year still apply today. A common reaction by remodelers to the COVID-19 pandemic would be to get defensive.

“A great company is not going to survive if it doesn’t have cash,” explains Larry Weinberg, co-founder and co-owner of BOWA, ranked No. 40 on the 2020 Top 500 with \$33.9 million on 50 jobs. “The first thing we did is looked at our cash flow and controls. We just wanted to tighten up those things a bit and, frankly, that is a good process to go through every few years anyway.”

The company leaned heavily on its industry networks, which includes firms from California and Washington, where states did shut down remodeling businesses. Because they were further along in the crisis at that point, BOWA learned from the right—and wrong—moves they made. “Why create everything yourself if you can learn from other people?” he asks. “So, that was helpful.”

BOWA had different aspects of being a virtual company already in place and, in fact, Weinberg already works remotely for a few months out of the year. Employees were familiar with Zoom calls and meetings; but converting accounting data to a virtual setup proved to be a much bigger deal. Depending on the market, some clients were more comfortable than others with technology.

“[For] the younger professionals, getting on a Zoom is easy. The older crowd, it was more of a

learning curve because that's not part of their skill set," Weinberg says. "We just wanted to offer a range of things so that we could meet our clients where they were. For some of them, we said we can start a design without coming to the house. Take some pictures, or we could FedEx them an iPad they could scan the room with and send it back, and we could download a 3D [model]."

### Relationship Oriented

Allen Construction had one of its best—if not the best—sales quarters in the history of the firm in the first quarter of 2020. Client appreciation and satisfaction, as well as team alignment and development, made the company leaders happy. Once the COVID-19 pandemic hit, moreover, Allen moved quickly to become a remote workspace so employees could stay out of the office.

"We had moved to more cloud-based systems over the last several years, and even our project management oversight software is virtual, so that made it quite a bit easier for us," says Aaron Pick, CEO of Allen Construction, ranked No. 62 on the 2020 Top 500 with \$23.6 million from 143 jobs. "We also started using an online survey system with clients to make sure [they] were comfortable with us being in their home—and also that there wasn't any sort of health issues."

The company experienced a significant decline for most of April, when people were not sure of what was going on, but it has seen a notable uptick since then. In fact, June became the second highest month for Allen in a year, he notes, as people spend more time at home and think about remodeling. A concerted effort to reach out to clients and architects also showed its appreciation.

"If we had any personnel who were not fully staffed, we had them do some community service and work," Pick explains. "We started a program called Locals Helping Locals, which we had done before in the community, to help businesses get COVID compliant and up to speed so they could, in a responsible and healthy way, get back in business and meet codes and regulations."

Even though video conferencing will only increase, he has noticed people starting to miss each other. "When you're dealing with an industry that's heavily relationship-oriented, there is some missing component there that has been tough. I personally don't want to move to a business that is so disconnected from the face-to-face that we lose a lot of what we've worked years to build."

### Expand and Contract

Heading into the third quarter, Huseby Homes had not been affected by COVID-19 as much as other remodelers. The company tends to do bigger jobs, so the clients are not living there at the time and,

## Full-Service by the Numbers

An overview of the 126 full-service firms on the 2020 QR Top 500

**TOTAL REMODELING REVENUE: \$ \$2.39 billion**

**TOTAL JOBS: 120,553**

**2020 REVENUE FORECAST: \$2.31 billion**

**WHOLE-HOUSE JOBS: 20.3%**

**KITCHEN JOBS: 14.7%**

**BATH JOBS: 14.5%**

**ROOM ADDITIONS: 6.5%**

**AVG. SPEND ON MARKETING: 5.2% of revenue**

**TOP LEAD SOURCES: Referrals, 26.2%**

**Repeat business, 23.9%**

**Company website, 10.4%**

**EMPLOYEES: 8,526**

**TOP CLIENT TYPE: Couple with children**

in Nashville, it is regarded as an essential business. But the smaller jobs division of the firm, LJ Huseby and Company, which does around \$1.2 million a year, did experience a setback.

"In April when everything hit, we had professional signs up in the yards for a COVID response," says Craig Huseby, owner and president of Huseby Homes, ranked No. 270 on the 2020 Top 500 with \$5.9 million on 17 jobs. "What we did was paired our workers with a partner, so carpenters working with the same carpenter each day. They were responsible to each other not to do anything stupid when they left the jobsite, you know, have exposure or go somewhere they didn't need to go."

Production did slow down a bit, which means revenues dipped a little, he notes, but the company started increasing its production as rules became less strict and people became more comfortable.

"Our business, we can expand it and we can contract it within our basic business model," Huseby explains. "I could contract a lot of our company toward participating more in the production, and I can basically keep my team intact." QR

DESIGN-BUILD

# Opportunity to Prepare

Design-build firms peer into the future as they implement policies and strategies to weather the current environment.

by Kyle Clapham

**“WHO’S ABLE TO SAY WHAT THE LONG-TERM IMPACTS ARE GOING TO BE ON THE ECONOMIC SIDE AND THE ONGOING RECESSION?”**

Tom Kelly, president, Neil Kelly

**C**oming into 2020, Normandy Remodeling had forecasted a record year in sales, production and profit. The company sold more jobs in 2019 than any previous year, which created an extensive backlog of work. But once the COVID-19 pandemic began shutting down business, its focus on enacting strategies for solid growth and major initiatives to improve its position took a backseat.

“A few days later the governor’s office said residential remodeling is essential, so we first started back on projects where nobody was living,” says Andy Wells, president and owner of Normandy Remodeling, ranked No. 43 on the 2020 Top 500 with \$32.8 million in revenue on 227 jobs. “It was tough to have all these customers [whose projects] were half done—no drywall, no cabinets.

“We divided the game plan to get buy-in from those customers that they wanted us there. One of the things we really had to take into account was being nimble. Everything was changing all the time. My leadership team and I started [doing] Zoom calls every day, every morning. ‘What are we going to do today? What’s due today?’ That was how we navigated the first six weeks or so.”

Wells initially worried about work in the pipeline disappearing, but nearly all clients have stayed on board. The drop-off in leads from late March through May, however, has led to a sales deficit in May and June, he notes. Despite the ability to coordinate virtually with people who are staying home, the logistics of making sure that everyone is safe and following protocols can be daunting.

“I think sales have been a little tougher to come by virtually than in person because it’s harder to make that personal connection,” Wells adds. “That’s so critical in the remodeling sales process.”

## Great Industry

The Neil Kelly Company also had a positive outlook entering 2020, and sales were up 50 percent year-over-year in January and February. After declining

significantly over the following months, leads in May were up 40 percent year-over-year compared with 2019, filling the pipeline back up for the company. In fact, its sales forecasts for July and August are stronger than the year before.

“A lot of clients just put their jobs off, but most of those have come back now and are back in the process; but that’s three months of lost revenue,” says Tom Kelly, president of Neil Kelly, ranked No. 53 on the 2020 Top 500 with \$28.3 million on 2,040 jobs. “We re-budgeted the company, and we’re doing fine financially—but it’s hard to beat around the fact that it’s a loss of revenue.”

The business has transitioned from hosting in-person seminars to conducting virtual webinars on topics such as kitchens and baths, accessory dwelling units (ADUs) and solar energy. Although it will resume seminars when deemed safe, the company plans to conduct webinars on an ongoing basis, he notes. Employees who want to continue working from home will be supported as well.

In addition to securing Paycheck Protection Program (PPP) funds, Neil Kelly used the downtime to train employees on new software. The company adopted Chief Architect last year for its main design program and seized the opportunity to get everybody up to speed. As clients spend more time at home, they become more interested in topics such as ADUs and better indoor air quality.

“We’re definitely in a great industry, and we’re one of those that is fortunate not to be impacted as negatively as many restaurants and organizations [like] sports,” Kelly says. “[But] we need to be cautious going forward. Who’s able to say what the long-term impacts are going to be on the economic side and the ongoing recession? Right at the moment, [though], it feels pretty good.”

## Right Online

With a record year and huge backlog on the books, Landis Architects/Builders predicted another banner year for business in 2020. The phones did stop ringing for a while, but the company does larger,

more complicated projects, so none of its jobs were supposed to be finished in a matter of weeks. Many customers, furthermore, allowed workers into their house to continue with projects.

“A lot of our larger projects, there was no client there, so there was no reason not to work on it,” says Chris Landis, principal of Landis Architects/Builders, ranked No. 117 on the 2020 Top 500 with \$14 million on 32 jobs. “We did have one job in an apartment building full of older people, and they were getting antsy, so we did close that job down—but it’s back up and running now.”

The leads started to pick up again, although they haven’t gotten back to where they were before the COVID-19 pandemic, he notes. People have been stuck in their homes and realize they need to make their living spaces bigger and better. And with homeowners not spending much money on vacations, eating at restaurants or other forms of entertainment, they will invest in their house.

Initial contacts typically come from the phone or the company website, and the second meeting usually involves a virtual walkthrough. Customers see a 3D model on the screen similar to their project as they learn about the remodeling process. The company then produces an estimate that tends to have a wide range because it was done virtually and is subject to an actual inspection.

“Even with the building department, a lot of times we had to go downtown and pay money or do stuff like that,” Landis explains. “They figured out how to move this stuff online, and so getting permits for electricians and plumbers is a lot easier now. You can do it right online. You get the permit sent to you as a PDF and bingo! So, we have been saving a lot of time that way as well.”

### Staying Visible

Stephen C. Gidley Inc. had been gaining ground in every single one of its specialties and became hopeful about 2020 entering the year. The company began a growth spurt in November 2019 and doubled its business contracts over the next eight months. In fact, gross income and sales jumped 275 percent when compared with the prior period a year before, notes Stephen Gidley, president.

“I attribute it to staying visible on social media and visible through our marketing efforts, which extend throughout the whole area we work,” says Gidley, who 52 years ago founded Stephen C. Gidley Inc., ranked No. 453 on the 2020 Top 500 with \$2.9 million on 75 jobs. “I was hearing from all my associates in the industry it was the exception that [I had] an increase in business.”

Gidley followed the governor’s mandate and regular updates from the National Association of Home Builders, as well as the local builders and remodelers’ association. He implemented masks and

## Design-Build by the Numbers

An overview of the 114 design-build firms on the 2020 QR Top 500

**TOTAL REMODELING REVENUE: \$744.3 million**

**TOTAL JOBS: 13,640**

**2020 REVENUE FORECAST: \$775.5 million**

**KITCHEN JOBS: 21%**

**WHOLE-HOUSE JOBS: 20.1%**

**BATH JOBS: 17.2%**

**ROOM ADDITIONS: 14.1%**

**AVG. SPEND ON MARKETING: 3.3% of revenue**

**TOP LEAD SOURCE: Referrals, 23.4%**

**Repeat business, 20.3%**

**Company website, 14%**

**EMPLOYEES: 2,943**

**TOP CLIENT TYPE: Couple with children**

gloves and temperature checks, which were left up to the customers as to whether they were comfortable with the practice. Digital thermometers are used on certain indoor projects, he adds.

“You have these homeowners sitting at home watching CNN or whatever, looking around and seeing the paint peeling, the floors need to be sanded, the kitchen should be refinished, and the bathrooms needed updating,” Gidley explains. “And they made a mental note because it was in their face every day—they’re no longer going to work—so they all started to call contractors.”

The company also has been setting up a virtual office where all its customers can have their own client portal, and the entire business can automate itself online. “We have an opportunity right now to prepare for the future,” Gidley says. “We don’t know about a second wave or third wave; we don’t know what’s down the pike in terms of another shelter-in-place. But we can beat the curve if we go digital and we market ourselves, and we have a virtual office to offer our clients.” QR

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Celect® Canvas Cellular Siding presents homeowners with a wide range of opportunities to customize their exterior, offering thousands of exterior vinyl-safe shades through reputable exterior paint manufacturers like Benjamin Moore, Sherwin Williams and PPG. All while delivering the same expert engineering, low maintenance and durability of Celect® Cellular Composite Siding.

The range of colors available with Celect Canvas Siding falls within recommended light reflectance (LRV) ratings, which include vinyl-safe paint rated 50 and above on the LRV 0-100 scale.

## Celect® Unpainted Shake Siding

The Celect Shake profile adds rustic visual depth and functions as a compelling accent to a broad swath of siding and home styles. The expansion and contraction characteristics for this particular profile require the entire front side of the product, as well as the lap joints, to be painted before they're installed.

## Worthy of the name Celect®

Celect Canvas—available in 7" clapboard, shake and board & batten—carries the same transformative looks and durable properties as our prefinished cellular composite siding. Its patented interlocking joints keep moisture out and almost completely eliminate seams, so boards stay straight and true as homes expand and contract. And it's engineered from durable, low-maintenance cellular composite material.

## An industry-leading warranty

The Celect® Canvas Cellular Siding Limited Lifetime Warranty is for the siding product only and includes manufacturing defects in material and workmanship, as well as rotting, corrosion, splitting and cracking.

The color warranty does not apply to Celect Canvas. For full product warranty information, please refer to our Celect Warranty.

**Order a sample at [CelectTheBest.com/QualifiedRemodeler](http://CelectTheBest.com/QualifiedRemodeler). Or learn more by calling 1.855.Royal85.**





Always have their color.

Celect® Canvas Cellular Composite Siding gives homeowners a highly durable, gorgeous exterior option that's paintable in thousands of shades. Thousands.

**[SelectTheBest.com/QualifiedRemodeler](https://SelectTheBest.com/QualifiedRemodeler) or 1.855.ROYAL85**

## HOME IMPROVEMENT

# Sky's the Limit

Replacement firms bull their way through COVID-19, but challenges remain as they move into next year.

by Patrick O'Toole

**M**echanicsburg, Pennsylvania, may not be the first place you would peg as breeding grounds for one of the home improvement industry's top 10 companies; but if you've met the owner and CEO of West Shore Home, BJ Werzyn, you understand why. It's Werzyn's hometown and his base of operations over the past decade as West Shore has gone on one of the fastest growth sprees in memory.

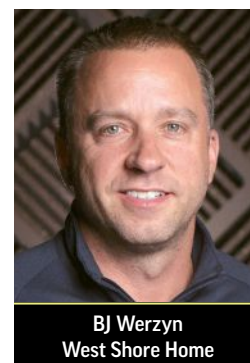
In short succession, they have acquired and grown strong existing window-and-bath firms in North Carolina, Kentucky and Florida. In addition, the company has launched new West Shore branches in Atlanta, Tampa, Dallas and Charlotte. Werzyn is perhaps the most aggressive-minded home improvement company owner in an industry filled with bold entrepreneurs.

Werzyn says, is one gigantic national firm in an industry that is overdue for consolidation.

"It's crazy that there's a \$250 billion market (professional home improvement) that is completely fragmented," he says. "I mean, there really is no national brand. There are some affiliate franchise programs like Renewal by Andersen and Window World, but I don't know if I really consider them to be national brands. So, I think we'll be the first that's going to have a national footprint in multiple vertical markets in terms of windows, doors [and] baths. And once we capture market share in those spaces, then we're going to add other things, flooring or other home services."

If all goes to plan, Werzyn notes, the company will ultimately grow to \$5 billion in revenue just for windows and baths, a 10 percent share of a \$50 billion combined vertical.

Werzyn is not alone in his ambition to create a single national home-improvement entity, operating coast to coast. At nearly \$800 billion, No. 2 Top 500 company this year, Power Home Remodeling, has been on an amazing growth trajectory, purely through organic company growth, to a target of \$2 billion by 2022. Power has built a brand and a human resources machine capable of scaling to these levels based on a very strong sales and marketing process that



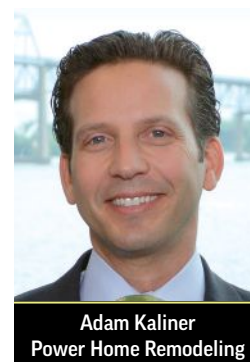
BJ Werzyn  
West Shore Home

**"I THINK WE'LL BE THE FIRST THAT'S GOING TO HAVE A NATIONAL FOOTPRINT IN MULTIPLE VERTICAL MARKETS IN TERMS OF WINDOWS, DOORS [AND] BATHS."**

BJ Werzyn, owner and CEO, West Shore Home

West Shore, No. 7, on the 2020 *Qualified Remodeler* Top 500, finished 2019 with \$222 million in revenue on 23,206 window and bath replacement jobs. This is up from \$81 million on 9,681 jobs—more than doubling the size of the company in 12 months.

Werzyn's objectives for the remainder of this year and for 2021 are no less impressive. West Shore is on track to hit \$366 million this year and a jaw-dropping \$700 million next year. The goal,



Adam Kaliner  
Power Home Remodeling

is based on canvassing. Indeed, massive recruiting and training efforts are the common thread among fast-growing home improvement firms on this year's Top 500. Firms cannot grow without good people who take care to maintain their brands.

For West Shore and Power, leadership development is an everyday focus. Werzyn has found success finding capable leaders by zeroing in on former members of the military. In the process, he has forged a partnership with Jocko Willink, a former Navy Seal team leader, who now stars in one of the most popular business and leadership podcasts in the United States, The Jocko Podcast. Willink's leadership development consultancy, Echelon Front, is tied in closely with West Shore as it pursues its aggressive plan. At the installer level, West Shore operates a regional training center in Raleigh, North Carolina, and is looking to open a similar facility in Dallas.

Across the country in Anaheim, California, Reborn Cabinets, No. 27 on Top 500 with \$55 million in sales on 3,775 jobs, has also been aggressively growing its company, opening four branches in California and one in Las Vegas. Twelve months ago, company CEO Vince Nardo said his firm would hire and train more than 100 employees per year as they scale up their operation.

### The Quest for Leads

With broad ambitions abounding nationwide, home improvement entrepreneurs naturally are focused on finding new ways to drive more and better leads. Chris Behan, owner of Socius, a marketing agency specializing in home improvement, says his clientele of more than 200 firms is focused primarily on creating websites that do a better job of converting inquiries from a wide variety of sources into potential appointments. This work is critically important, he says, in an environment where issued leads often exceed \$325.

The quest for leads has only grown in recent months as the COVID-19 pandemic has taken hold, resulting in the loss of hundreds of important home shows and events, which has become a key pillar of lead generation for many firms.

West Shore's BJ Werzyn says the early days of the pandemic, with a wide range of business shutdowns in place, offered an opportunity for the company to inexpensively purchase radio and TV time to run more ads in many of its markets. It was "very fortunate," Werzyn says, because they were flush with leads as a result by the time the shutdowns ended in most places. Larry Chavez, owner of Albuquerque, New Mexico-based DreamStyle Remodeling, which operates in six states, said he initially tried to scale back on broadcast advertising buys in California and elsewhere during the shutdown era. Fortunately, he says, most of those buys

## Home Improvement by the Numbers

An overview of the 193 home improvement/replacement firms on the 2020 QR Top 500

**TOTAL REMODELING REVENUE: \$4.9 billion**

**TOTAL JOBS: 756,474**

**2020 REVENUE FORECAST: \$5.8 billion**

**WINDOW JOBS: 30.3%**

**ROOFING JOBS: 19.8%**

**SIDING JOBS: 13.8%**

**OTHER SPECIALTIES: 12.1%**

**AVG. SPEND ON MARKETING: 10.2% of revenue**

**TOP LEAD SOURCE: Company website, 11.1%**

Online sources, 9.8%; Canvassing 8.9%

Repeat, 13.2%; Referral, 12.2%

**EMPLOYEES: 20,870**

**AVG. COST PER ISSUED LEAD: \$302**

stayed in place, resulting in the company's best 30-day period on record during late April and early May. The company quickly set up its call-center employees with the tools they needed to manage calls from home.

Despite the momentary dip in lead costs in March, April, May and June, the outlook is less rosy as the election season heats up and costs rise, particularly in states where the competition for votes will be fierce, say the home improvement company owners interviewed for this article. Beyond that—and into next year—there are hopes that home shows and events will come back, but most business owners are not counting on that and are investing in boosting online sources. Time will ultimately tell, but with overall demand for home services remaining strong among homeowners, the industry is poised for growth in the foreseeable future. QR

## KITCHEN & BATH SPECIALIST

# Abiding Approaches

These remodelers bring longtime experience, and creative solutions, to the table in 2020.

by Emily Blackburn

**T**here is a strong demand out there for the services we provide, it's just a matter of when people are comfortable pulling the trigger," says Rob Booher, owner and president of Booher Remodeling Company. Clients working from home during this time adds an additional difficulty that previously remodelers didn't have to contend with. With the fear of COVID-19 spreading either to their employees from a client,

proposals," he says. Physical distancing can be easy for projects that are outdoors, such as windows and siding, but for interior work like kitchen and bath remodels, it can be a lot harder. The industry as a whole has had to adapt, as have clients who may have rejected virtual consultations in the past. Booher says they're using this opportunity to be more aggressive with online marketing and advertising, instead of cutting back. "A lot of people are cutting back and waiting to see how things pan out, and we're going in the opposite direction."

"The remodeling we do isn't the kind that needs to be done. It's an elective," says Lynn Monson, owner and president of DreamMaker Bath & Kitchen and a past Top 500 Remodeler. With over 40 years in the industry, he's seen the highs and lows of the remodeling markets and knows what to look out



Lynn Monson  
DreamMaker Bath  
& Kitchen

for. "That's why consumer confidence is such a huge factor in success, because they're not going to make these huge purchases unless they're feeling confident." Until recently, consumer confidence was high due to a strong economy, and spending was up. Now, remodelers all across the country are devising ways to maintain steady work while keeping their clients and employees safe.

Many, such as Terry Seaton, president of CraftMasters Remodeling, Inc., are also reflecting back on their long histories. "After the economic crisis in 2008, companies that adapted their way of doing business and sought out the positives and opportunities were successful," he says. For both companies, this has meant working with their customers to provide financing options.

**"WE ARE GETTING MORE CREATIVE WITH CLIENTS WHO AREN'T COMFORTABLE. WE ARE DOING MORE VIRTUAL INITIAL CONSULTATIONS, VIRTUAL DESIGN CONSULTATIONS AND VIRTUAL MEETINGS, AS FAR AS REVIEWING PROPOSALS."**

Rob Booher, owner and president, Booher Remodeling Company

or to their clients from an employee, remodelers are taking extra precautions such as wearing extra personal protective equipment (PPE), which can be difficult to find at the moment. Many clients are opting to put off projects altogether to avoid having additional people in their homes.

"We are getting more creative with clients who aren't comfortable. We are doing more virtual initial consultations, virtual design consultations and virtual meetings, as far as reviewing



Rob Booher  
Booher Remodeling  
Company

CraftMasters began offering smaller down payments, with options for 6, 12 or 18 months no-interest and no-payment agreements through lenders. “Before this period, about 25 percent of our customers were finance customers. Now, I would say about 60 percent are. It’s really appealing to them because it’s about creating reciprocation between us and them, so the customer feels financially safe and taken care of.”



**Terry Seaton**  
CraftMasters  
Remodeling, Inc.

Monson is offering similar no-interest, same-as-cash options, and he adds, “It isn’t permanent financing, but it allows them to get the cash and get the project started now and then later, when things have returned to normal, pay it off confidently.” He says he’s seen an increase in sales during this time due to people being home more and noticing work that needs to be done or has been put off in the past, and now want it done while they have the flexibility in their schedules. Job sizes tend to be smaller right now, he says, but the number of leads has picked up a lot since many stay-at-home orders were enforced, and job sizes will as well.

There have been other benefits to the change as well. Seaton says in the past, surveyors may only have been able to complete two or three estimates in a day, accounting for commute time. Now, they’re able to do twice that. “If a company is strong at lead generation, they should be able to do something with that. From a revenue standpoint, the more estimates you can provide, the better your bottom line,” he says.

In addition to increased marketing, reaching out to past clients has historically been, and continues to be, one of the most successful strategies Monson says he’s employed. “I would say that about half of our work comes from referrals from past clients, which then translates into that much less money you have to spend finding new work.” It’s a practice that he says has contributed to his success in the past, and one he plans to continue.

Maintaining a strong relationship with clients past and present, and being proactive in communicating with their client base, has paid off for Seaton as well: “We’ve generated quite a few leads just by taking our marketing team and having them reach out to our customers to inform them where we stand as a company, and how we’re going to take care of them.”

Comparing the current business disruption to that of previous ones, Seaton has high hopes for

## Kitchen & Bath by the Numbers

An overview of the 34 kitchen & bath firms on the 2020 QR Top 500

**TOTAL REMODELING REVENUE: \$397.6 million**

**TOTAL JOBS: 33,814**

**2020 REVENUE FORECAST: \$431.7 million**

**BATH JOBS: 64.7%**

**KITCHEN JOBS: 30.7%**

**WHOLE-HOUSE JOBS: 1.5%**

**AVG. SPEND ON MARKETING: 9.1% of revenue**

**TOP LEAD SOURCE: Referrals, 11.6%**

**Home shows and events, 13.6%**

**Google AdWords, 9.7%**

**EMPLOYEES: 1,980**

**TOP CLIENT TYPE: Empty-nest couple**

**TYPICAL HOME MKT. VALUE RANGE: \$300K to \$500K**

**“WE’VE GENERATED QUITE A FEW LEADS JUST BY TAKING OUR MARKETING TEAM AND HAVING THEM REACH OUT TO OUR CUSTOMERS TO INFORM THEM WHERE WE STAND AS A COMPANY, AND HOW WE’RE GOING TO TAKE CARE OF THEM.”**

Terry Seaton, president, CraftMasters Remodeling, Inc.

2021. “Back in 2008, no one knew just how long it would last,” he says. “Everything was so unpredictable, and every industry was deeply affected.” He says he’s looking toward an “endgame” with a potential vaccine for the COVID-19 virus and a return to normalcy. “There is hope here. There is opportunity here.” QR

# Thinking Outside the Box

Brought to you by Feeney,® Inc. — Sponsored Content



Oh, ship! That shipping container isn't just a useful way to transport product—it's also an opportunity to get creative! With the recent rise in innovative ways to reuse and transform shipping containers from AirBnBs to mini-homes to bistros—and yes, even bars, Feeney® was thrilled that Art Steedle, owner of the Steedle Brothers Construction, used their aluminum railing system to add the finishing touch to his container bar that he recently constructed at his company site, located in the Los Angeles harbor area.

Art was inspired by the idea to create a space at his shop where his team could unwind at the end of the day and enjoy the bar, sit in the hot tub, relax and chat about the day. Art opted to use DesignRail® Panel Infill to complement the composite decking while providing a maintenance-free railing. Art installed both laser-cut aluminum panel infill, featuring a custom design, and stainless steel mesh infill.

"Feeney's stainless steel mesh panels immediately caught my eye. My design aesthetic is modern industrial hybrid, or distressed hybrid, so the mesh provided the industrial feel and fine finish I was looking

for. I also liked that the panels are made of stainless steel, so I knew they would be resistant to the weather. That is always a factor here in Long Beach," said Art.

His shop is located in an area that is constantly bombarded by the elements, including sea air and moisture from the marine layer and the intense California sun. So, it was important to choose a railing that would be resistant to the elements. In addition, Art and his team wanted to be able to relax and spend time on the deck without having to worry about maintenance. DesignRail® Panel Infill topped with the new

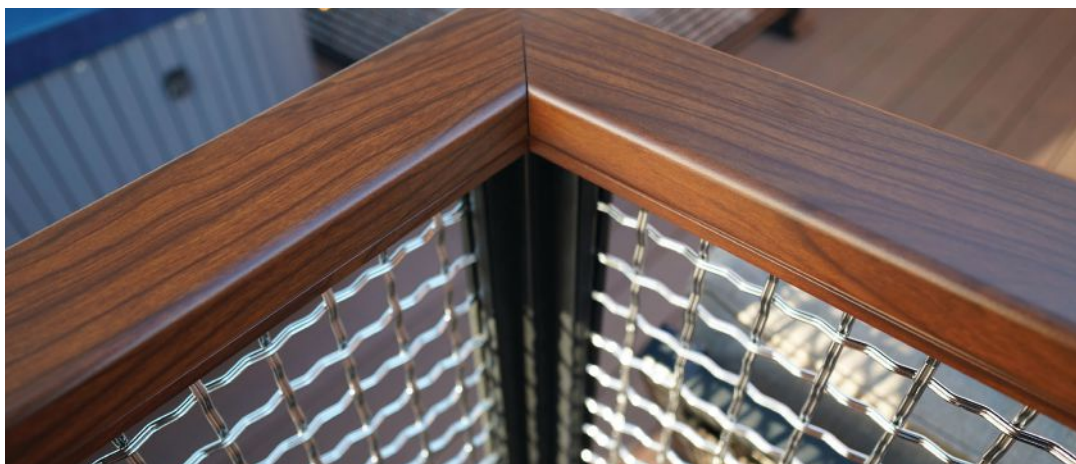
aluminum Wood Grain Top Rail in Walnut fit the bill.

"Aesthetically, Feeney nailed it with the Wood Grain Top Rail—it appears just like wood. People who come to our shop touch the railings and grasp hold of them and are still debating if they're real wood. The grading, pattern and coloration are very impressive and fool most everyone," said Art.

To complement the railing infill and top rail, Art continued the sleek, industrial look down the container's staircase with Feeney's CableRail. This created an added level of openness that perfectly tied all of the container bar's elements together.

"I try to use green/sustainability-focused companies like Feeney for my projects. I feel like products have stories and that adds to the character of the structures. For the container bar, we used shipping containers, composite decking from recycled materials, and reclaimed lumber for the back barn door. Feeney's panel infill really complemented the aesthetic and helped to bring the vision to life. Plus, it was easy to install, and Feeney was great to work with. What more can you ask for," said Art.

Feeling inspired? Discover how Feeney CableRail can help you elevate your next innovative project with endless infill and railing style options.



Explore the possibilities by visiting [www.feeneyinc.com](http://www.feeneyinc.com).



# WOOD YOU BELIEVE?



Who knew ultra-durable top rails could look this good? DesignRail® from Feeney® makes it easy for your customers to bring their vision to life with its wood grain powder-coated top rail finish that provides an extra layer of durability, coupled with the beautiful look of wood. But don't take our word for it, discover how Feeney can elevate any project with a Cherry, Walnut or Weathered Gray wood grain top rail.

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For more info circle 59



## INSURANCE RESTORATION

# Expanding Opportunities

Other companies might downsize and wait out disruptions, but top insurance remodelers are finding ways to develop new advantages.

by Emily Blackburn

**J**ust because there's a global pandemic doesn't mean other emergencies have stopped. Fires, floods, earthquakes and the like aren't beholden to human crises, and for remodelers like Steve Anderson, president of the Anderson Group International, those incidents have kept business steady when other remodelers have had to put projects on hold—with some blips in the road.

**"IF WE WERE STRICTLY A REMODELING COMPANY, I THINK IT WOULD BE AN INCREDIBLY TOUGH TIME; BUT BECAUSE WE'RE DIVERSIFIED, IT'S REALLY HELPED GET US THROUGH THIS."**

Steve Anderson, owner and co-founder, Anderson Group International

"How well we do year-to-year depends largely on the storm season and less on how well the economy does," Anderson says. "What's interesting is that this year, with Anderson Group being somewhat insulated from the ebb-and-flow of the economy, we thought, 'Well actually, this might mean some additional work for us' because our people are blood-borne pathogen certified, so we could go in and do cleanings; we've done SARS cleanings in the past."



Steve Anderson  
Anderson Group  
International

Instead, despite an increase in cleanings, what he found was a drop-off in what he calls "day-to-day" work: responding to issues in commercial buildings and residential homes. "If people aren't at work [because they're working from home], they're not causing losses. In other words, they're not letting a toilet back up, they're not accidentally causing fires or breaking a sprinkler system and causing floods in buildings."

For Brenda Gallion, owner and co-founder of Five Star Restoration & Construction, Inc., even though her company doesn't do cleanings, the rise in that work for other restoration companies has led to an increase in work for her own teams. "A lot [of businesses] are doing cleaning work, and that has opened up opportunities for our teams; and so while they're doing that, work that they can't do comes to us."



Brenda Gallion  
Five Star Restoration &  
Construction, Inc.

With that in mind, Andersen and Gallion related the difficulties of doing home renovations for worried clients. "They have what we call 'COVID-19 holds' on their job; they'll have the job done once we're out of the woods here, and it's safe to have people in the house," Gallion explains.

Until the COVID-19 pandemic hit, consumer confidence and, thus, consumer spending was up due to a strong economy. Homeowners were less likely to attempt restoration work themselves if they could have a professional do it. Many potential clients are now choosing instead to receive an insurance pay out and do minor DIY work themselves, such as drywall installation and painting. This is in part due to many being out of work or underemployed, preferring to save money by doing

the work themselves. However, Anderson is finding that it has more to do with fears of catching the virus than it is about cost.

“I would ask you, ‘Would you want a complete stranger coming into your house—while you’re trying to work or school kids from home—to do some sort of repair just because your insurance company recommends them?’” Anderson asks. He says some of his approved projects shrank in size during the early parts of lockdown, with clients choosing to stick to the bare necessities of a restoration, instead of additional discretionary remodels.

In order to combat those fears, remodelers in every sector have had to adapt and change quickly, from donning additional personal protective equipment (PPE) to adopting virtual meetings when applicable. Keeping employees and clients healthy and safe has been top of mind across the industry, with insurance restorers no different.

Gallion planned even further ahead, creating a “COVID committee” in early March to monitor the situation and keep communication flowing between her departments, so that her employees stayed healthy and safe. “It’s been a different way of running a business, but we still have all 83 people coming to work every day.”

An insurance job could come in at any moment, Anderson says, and having the staff on hand when it is needed is critical to being able to keep business flowing.

In that respect, insurance restorers have had the chance during this period to take on new personnel that would normally be working in other sectors of the industry. Skilled labor shortages have plagued the industry for years but, right now, many are out of work due to issues outside of their control.

Jim Kowalski, owner and vice president of Kowalski Construction, Inc., explains that while some non-essential sectors of the remodeling industry were forced to shut down, the skilled laborers in those sectors still needed work. “We had some money set aside for advertising and we said, ‘You know, that’s not a problem, hiring skilled labor is a problem,’ so we allocated some of that money for recruitment.” It was a new tactic for his company, he adds, but it paid off. He was looking to hire an additional 20 people to his staff and, after one hiring fair, was able to approve 10 new potential employees to begin background checks.



Jim Kowalski  
Kowalski  
Construction, Inc.

## Insurance Restoration by the Numbers

An overview of the 33 insurance restoration firms on the 2020 QR Top 500

**TOTAL REMODELING REVENUE: \$2.21 billion**

**TOTAL JOBS: 195,435**

**2020 REVENUE FORECAST: \$2.18 billion**

**INSURANCE RESTORATION JOBS: 79.9%**

**ROOFING JOBS: 13.3%**

**LIGHT COMMERCIAL: 2.9%**

**SIDING JOBS: 1.9%**

**AVG. SPEND ON MARKETING: 4.1% of revenue**

**TOP LEAD SOURCE: Referrals, 34.1%**

**Canvassing, 9.6%**

**Repeat business, 14.7%**

**EMPLOYEES: 9,911**

**PERCENT OF GROSS SALES SPENT ON MATERIALS: 24.7%**

All three remodelers have been in business for decades, surviving the recessions of the 1990s and 2007. For them, it’s not just a matter of perseverance and hard work. It’s planning ahead, and surrounding themselves with those on whom they can rely.

“I think part of what we learned from the mid-90s and 2007 is being diversified,” Anderson says, reflecting on how the present business disruption fares differently than those in the past. “If you’re focusing on one market or one portion of an industry, when it’s slow, what do you have to turn to? The fact that we have nine different internal divisions within our company helps for us to survive the future... If we were strictly a remodeling company, I think it would be an incredibly tough time; but because we’re diversified, it’s really helped get us through this.” QR

# TOP 500

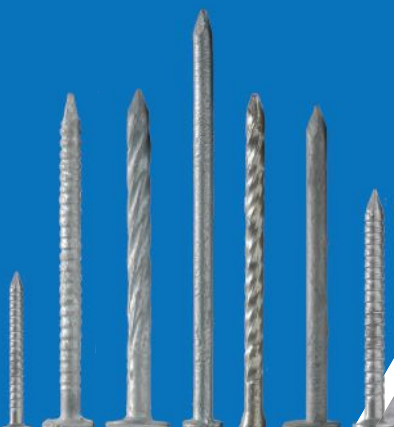
## 2020 Annual List

The 500 largest remodelers in the nation ranked by revenue

RANK	COMPANY / LEADERSHIP / WEBSITE	YEAR FOUNDED & QUALITY RATING	2019 REMODELING REVENUE & JOBS	2019 GROSS REVENUE & REMODELING SEGMENT FOCUS	NO. OF EMPLOYEES	% REVENUE MARKETING	ASSOCIATION MEMBERSHIPS	TOP BUSINESS CHALLENGE IN 2020	TOP OPPORTUNITY IN 2020
1	<b>BELFOR HOLDINGS INC.</b> – Birmingham, Mich. Sheldon Yellen, CEO – belforusa.com	1948	<b>\$1,671,318,000</b> 152,000	\$1,812,208,000 Insurance restoration	6,927	39	NARI, NAHB, BBB, AIA	Finding and hiring qualified employees	Add a new high-demand product or service
2	<b>POWER HOME REMODELING</b> – Chester, Pa. Asher Raphael, Co-CEO – powerhrg.com	1992 89%	<b>\$793,493,969</b> 60,512	\$793,493,969 Full-service remodeler	2,593	23	BBB	Finding and hiring qualified employees	Better marketing overall
 1	<b>WINDOW WORLD, INC.</b> – North Wilkesboro, N.C. Tammy Whitworth, CEO/Chairman of the Board – windowworld.com	1991	<b>\$789,527,373</b> 183,177	\$789,527,373 Improvement/replacement	0	0	BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
3	<b>LEAFFILTER GUTTER PROTECTION</b> – Hudson, Ohio Jeff Beck, President/CEO – leaffilter.com	2005	<b>\$581,971,546</b> 162,536	\$581,971,546 Improvement/replacement	1,450	–	NARI, BBB	Keeping up with increased demand	Add a new or enlarged service area
4	<b>RESIPRO</b> – Atlanta, Ga. George A. Capps, Co-CEO – resipro.com	2010	<b>\$379,402,124</b> 6,625	\$498,522,219 Full-service remodeler	824	–	–	Finding and hiring qualified trade contractors	More repeat business
5	<b>CHAMPION WINDOW MFG. &amp; SUPPLY CO., LLC</b> – Cincinnati, Ohio Todd Dickson, CEO – getchampion.com	1953	<b>\$290,015,818</b> 23,101	\$290,015,818 Improvement/replacement	1,142	18	BBB	Generating leads for new business	Overall higher volume of leads for new business
6	<b>FHIA HOLDINGS, LLC (STATEWIDE REMODELING &amp; FHIA)</b> Fort Lauderdale, Fla. – Mel Feinberg, CEO – fhia remodeling.com	2006	<b>\$278,000,000</b> 18,500	\$278,000,000 Improvement/replacement	2,500	25	NAHB, BBB	Keeping up with increased demand	Better Internet marketing
7	<b>WEST SHORE HOME</b> – Mechanicsburg, Pa. B.J. Wierzyn, CEO – westshorehome.com	2007 95%	<b>\$222,580,163</b> 23,206	\$222,580,163 Improvement/replacement	600	24	BBB	Keeping up with increased demand	Add a new or enlarged service area
 2	<b>RE-BATH, LLC</b> – Phoenix, Ariz. Brad Hillier, CEO – rebath.com	1978	<b>\$220,212,742</b> 20,034	\$220,212,742 Kitchen & bath	136	30	NARI, NAHB, NKBA, BBB	Economic weakness in your service area(s)	Overall higher volume of leads for new business
8	<b>GROUNDWORKS</b> – Virginia Beach, Va. Matt Malone, CEO/Founder – groundworkscompanies.com	2016	<b>\$174,562,027</b> 21,389	\$174,562,027 Improvement/replacement	1,565	19	BBB, CCN, Bus. Networks	COVID	Add a new or enlarged service area
9	<b>WINDOW NATION</b> – Fulton, Md. Harley Magden, CEO/Co-Founder – windownation.com	2006	<b>\$162,260,451</b> 17,708	\$162,260,451 Improvement/replacement	411	48	NARI, BBB	Finding and hiring qualified employees	Better Internet marketing
10	<b>SILVERLINING, INC.</b> – New York, N.Y. Josh Wiener, President – silverlininginc.com	1987	<b>\$143,632,935</b> 45	\$151,006,434 Full-service remodeler	232	–	NAHB, NKBA, BBB, AIA, Bus. Networks	Economic weakness in your service area(s)	Better marketing overall
11	<b>ATI</b> – Anaheim, Calif. Gary Moore, CEO – atirestoration.com	1989	<b>\$139,734,452</b> 11,426	\$308,499,132 Insurance restoration	1,132	9	BBB, NRCA, Bus. Networks	Generating leads for new business	Higher demand for bigger projects over \$5,000 each
12	<b>UNIVERSAL WINDOWS DIRECT</b> – Bedford Heights, Ohio William Barr, CEO – universalwindowsdirect.com	2002	<b>\$134,375,991</b> 16,053	\$134,375,991 Improvement/replacement	455	–	NARI, NAHB, BBB	Finding and hiring qualified trade contractors	Add a new high-demand product or service
13	<b>WINDOWS USA, LLC</b> – Royal, Ark. Michael Albritton, President – windowsusa.com	2011 98%	<b>\$112,551,111</b> 8,534	\$112,551,111 Improvement/replacement	465	–	BBB	Finding and hiring qualified employees	–
14	<b>DREAMSTYLE REMODELING</b> – Albuquerque, N.M. Larry Chavez, President – dreamstyleremodeling.com	1989	<b>\$103,275,800</b> 6,912	\$103,275,800 Full-service remodeler	600	–	NARI, NAHB, NKBA, BBB	Keeping up with increased demand	Better sales strategy and management
15	<b>NEWSOUTH WINDOW SOLUTIONS, LLC</b> – Tampa, Fla. Earl Rahn Daniel Ochstein, President/Co-Founder – newsouthwindow.com	2010 87%	<b>\$97,264,745</b> 5,077	\$97,264,745 Improvement/replacement	404	32	NARI, BBB, Bus. Networks	Finding and hiring qualified employees	Add a new or enlarged service area
16	<b>1-800 HANSONS</b> – Troy, Mich. Joseph Crocenzi, CFO – hansonson.com	1988	<b>\$95,166,292</b> 9,425	\$95,166,292 Improvement/replacement	0	26	NARI, NAHB, BBB	Scaling back operations due to lower demand	Increased throughput without adding more overhead

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17	<b>SYSTEM PAVERS</b> – Santa Ana, Calif. Larry Green, CEO – systempavers.com	1992 89%	<b>\$94,518,545</b> 3,222	\$94,578,545 Improvement/replacement	360	–	NARI, BBB, NRCA	Keeping up with increased demand	Increased throughput without adding more overhead
18	<b>GREAT DAY IMPROVEMENTS, LLC dba PATIO ENCLOSURES, STANEK WINDOWS &amp; HARTSHORN CUSTOM CONTRACTING</b> Macedonia, Ohio – Michael Hoy, President/CEO – patioenclosures.com	2010	<b>\$92,838,088</b> 4,935	\$92,838,088 Improvement/replacement	478	–	NARI	Finding and hiring qualified employees	Add a new or enlarged service area
19	<b>DABELLA</b> – Hillsboro, Ore. Donnie McMillan, Jr., CEO – dabella.us	2011 96%	<b>\$86,515,839</b> 9,062	\$86,515,839 Improvement/replacement	450	25	BBB	Finding and hiring qualified employees	Add a new or enlarged service area
20	<b>THOMPSON CREEK WINDOW COMPANY</b> – Lanham, Md. Rick Wuest, President/CEO – thompsoncreek.com	1980 89%	<b>\$81,575,065</b> 9,613	\$81,575,065 Improvement/replacement	304	22	NARI, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
21	<b>HOMEFIX CUSTOM REMODELING</b> – Baltimore, Md. Adam Shampaine, CEO – homefixcustomremodeling.com	1990	<b>\$80,903,700</b> 7,031	\$80,903,700 Improvement/replacement	470	35	BBB	Reduced profitability due to operational inefficiencies	Better sales strategy and management
22	<b>RF INSTALLATIONS, LLC</b> – Grand Prairie, Texas James Norman, Vice President/COO – rfinstallations.com	2006	<b>\$73,305,260</b> 187,559	\$73,305,260 Improvement/replacement	102	0	NARI, NAHB, NKBA, BBB	Generating leads for new business	Overall higher volume of leads for new business
23	<b>MAD CITY WINDOWS &amp; BATHS</b> – Madison, Wis. Nathan Richmond, President – madcitywindows.com	1998 86%	<b>\$69,188,687</b> 5,528	\$69,188,687 Improvement/replacement	250	–	NARI, BBB	Finding and hiring qualified trade contractors	Add a new or enlarged service area
24	<b>CASTLE, THE WINDOW PEOPLE</b> – Mount Laurel, N.J. Chris Cardillo and Nick Cardillo, Owners – castlewindows.com	1977 93%	<b>\$67,154,155</b> 9,148	\$67,154,155 Improvement/replacement	491	25	BBB	Finding and hiring qualified trade contractors	Better marketing overall
25	<b>FLORIDA WINDOW AND DOOR</b> – Lake Worth, Fla. Scott Berman, President – floridawindowanddoor.com	2010	<b>\$61,235,000</b> 3,061	\$61,235,000 Improvement/replacement	202	35	–	Keeping up with increased demand	Better sales strategy and management
N 3	<b>ABC, INC. DBA/ABC SEAMLESS</b> – Fargo, N.D. Gerald W. Beyers, President – abcseamless.com	1978	<b>\$60,342,871</b> 8,755	\$60,342,871 Improvement/replacement	0	–	NARI, NAHB, BBB	COVID-19	Higher prices and net margins
N 4	<b>WINDOW DEPOT USA</b> – Austintown, Ohio Edward Kalaher, President – windowdepotusa.com	2001	<b>\$59,531,596</b> 13,252	\$59,531,596 Improvement/replacement	174	40	NAHB, BBB, Bus. Networks	Finding and hiring qualified trade contractors	Add a new or enlarged service area
26	<b>HOME PERFORMANCE ALLIANCE</b> – St. Petersburg, Fla. Gary Delia, CEO – hpawindows.com	2011	<b>\$57,187,315</b> 2,210	\$57,187,315 Improvement/replacement	147	–	Other	Finding and hiring qualified employees	Overall higher volume of leads for new business
27	<b>REBORN CABINETS</b> – Anaheim, Calif. Anthony Nardo, CFO – reborncabinets.com	1983 80%	<b>\$55,110,758</b> 3,775	\$55,110,758 Kitchen & bath	360	50	NKBA, BBB, Bus. Networks	Finding and hiring qualified employees	Better sales strategy and management
28	<b>TUNDRALAND HOME IMPROVEMENTS</b> – Kaukauna, Wis. Brian Gottlieb, CEO – tundraland.com	2009 89%	<b>\$54,051,012</b> 4,289	\$54,051,012 Improvement/replacement	245	20	NARI, NAHB, BBB	Finding and hiring qualified trade contractors	Add a new or enlarged service area
29	<b>AMERICAN VISION WINDOWS, INC.</b> – Simi Valley, Calif. William Herren, CEO – americanvisionwindows.com	2000	<b>\$48,156,407</b> 5,665	\$48,156,407 Improvement/replacement	248	40	NARI, BBB, AIA, Bus. Networks	COVID-19	Better referral business
30	<b>US BATH SYSTEMS</b> – Eden Prairie, Minn. Brent Jarvis, President – usbathsystems.com	2010	<b>\$47,533,830</b> 2,834	\$47,533,830 Kitchen & bath	150	20	BBB	Keeping up with increased demand	Overall higher volume of leads for new business
31	<b>REPIPE SPECIALISTS</b> – Burbank, Calif. Jeff Butler, President – repipespecialists.com	1991	<b>\$46,182,904</b> 5,926	\$46,182,904 Improvement/replacement	26	20	BBB	Keeping up with increased demand	Add a new or enlarged service area
N 5	<b>MIRACLE METHOD SURFACE REFINISHING</b> – Colorado Springs, Colo. Chuck Pistor, President/CEO – miraclemethod.com	1977	<b>\$44,762,678</b> 29,842	\$74,604,464 Kitchen & bath	450	20	BBB	Keeping up with increased demand	Add a new or enlarged service area
32	<b>TREEIUM INC.</b> – Valley Village, Calif. Moty Ginsburg, CEO – treeium.com	1991	<b>\$44,652,638</b> 891	\$44,652,638 Full-service remodeler	45	30	NARI, BBB, USGBC	Increased competition	Higher demand for bigger projects over \$5,000 each
33	<b>GUTTER HELMET BY HARRY HELMET</b> – Millersville, Md. Del Thebaud, President/CEO – harryhelmet.com	1981 80%	<b>\$43,481,979</b> 9,662	\$43,481,979 Improvement/replacement	180	25	NARI, NAHB, BBB	Increased competition	Add a new or enlarged service area
34	<b>WOODBRIIDGE HOME EXTERIORS</b> – Dallas, Texas Mitchell Spector, President – woodbridgeclassic.com	1989 91%	<b>\$42,517,115</b> 2,615	\$42,517,115 Improvement/replacement	108	19	NARI, NAHB, BBB	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
35	<b>COMFORT WINDOW CO INC. (COMFORT WINDOWS &amp; DOORS)</b> Syracuse, N.Y. – Alfred "Fritz" Gentile, Corp. Director – comfortwindows.com	1979	<b>\$42,060,962</b> 7,158	\$42,061,612 Improvement/replacement	365	35	NAHB, BBB	Finding and hiring qualified employees	Add a new or enlarged service area
36	<b>K-DESIGNERS</b> – Rancho Cordova, Calif. Larry Judson, CEO – k-designers.com	1978	<b>\$37,619,249</b> 2,869	\$37,619,249 Improvement/replacement	221	19.8	BBB, CCN	Finding and hiring qualified trade contractors	Better Internet marketing
37	<b>KELLY ROOFING</b> – Bonita Springs, Fla. Ken Kelly, President – kellyroofing.com	1972	<b>\$37,582,010</b> 1,782	\$37,582,010 Improvement/replacement	175	38	BBB, NRCA	Scaling back operations due to lower demand	–
N 6	<b>DREAMMAKER BATH &amp; KITCHEN</b> – Waco, Texas Doug Dwyer, President/CSO – dreammaker-remodel.com	1999	<b>\$36,146,262</b> 1,200	\$36,146,262 Kitchen & bath	18	–	NARI, NAHB, NKBA	Generating leads for new business	–
38	<b>BROTHERS SERVICES COMPANY</b> – Hampstead, Md. John Martindale, CEO – brothersservices.com	1985 93%	<b>\$35,742,509</b> 2,865	\$37,101,692 Full-service remodeler	180	20	NARI, NAHB, NKBA, BBB, NRCA, CCN	Economic weakness in your service area(s)	Higher demand for bigger projects over \$5,000 each
39	<b>CASE DESIGN/REMODELING, INC.</b> – Bethesda, Md. Bruce Case, President/CEO – casedesign.com	1961 90%	<b>\$35,072,841</b> 1,585	\$35,072,841 Full-service remodeler	172	15.15	NARI, NAHB, NKBA, BBB, AIA	Economic weakness in your service area(s)	Add a new or enlarged service area
40	<b>BOWA</b> – McLean, Va. David Flyer, CEO – bowa.com	1988	<b>\$33,888,000</b> 50	\$33,888,000 Full-service remodeler	74	27	NARI, NAHB, NKBA, AIA, USGBC	Homeowners taking longer during the selling process	–
41	<b>GREATER DAYTON CONSTRUCTION</b> – Beavercreek, Ohio Greg Thompson, President – gdcg.com	1987	<b>\$33,265,452</b> 962	\$52,890,330 Full-service remodeler	87	35	NARI, NAHB, BBB, Bus. Networks	COVID-19	Better recruiting and hiring
42	<b>ALURE HOME IMPROVEMENTS</b> – Commack, N.Y. Sal Ferro, President/CEO – alure.com	1946	<b>\$33,025,567</b> 1,070	\$33,025,567 Full-service remodeler	91	20	NARI, NAHB, NKBA, BBB, AIA, NRCA	Generating leads for new business	Increased throughput without adding more overhead
43	<b>NORMANDY REMODELING</b> – Hinsdale, Ill. Andrew Wells, President/Owner – normandyremodeling.com	1979 96%	<b>\$32,759,428</b> 227	\$32,759,428 Design/build remodeler	70	20	NKBA, Rem. Adv.	Generating leads for new business	Better referral business
44	<b>WEATHER TITE WINDOWS</b> – Tampa, Fla. Michael Hollander, President – weathertitewindows.com	2006	<b>\$32,482,000</b> 5,020	\$32,482,000 Improvement/replacement	35	35	BBB	Keeping up with increased demand	Overall higher volume of leads for new business

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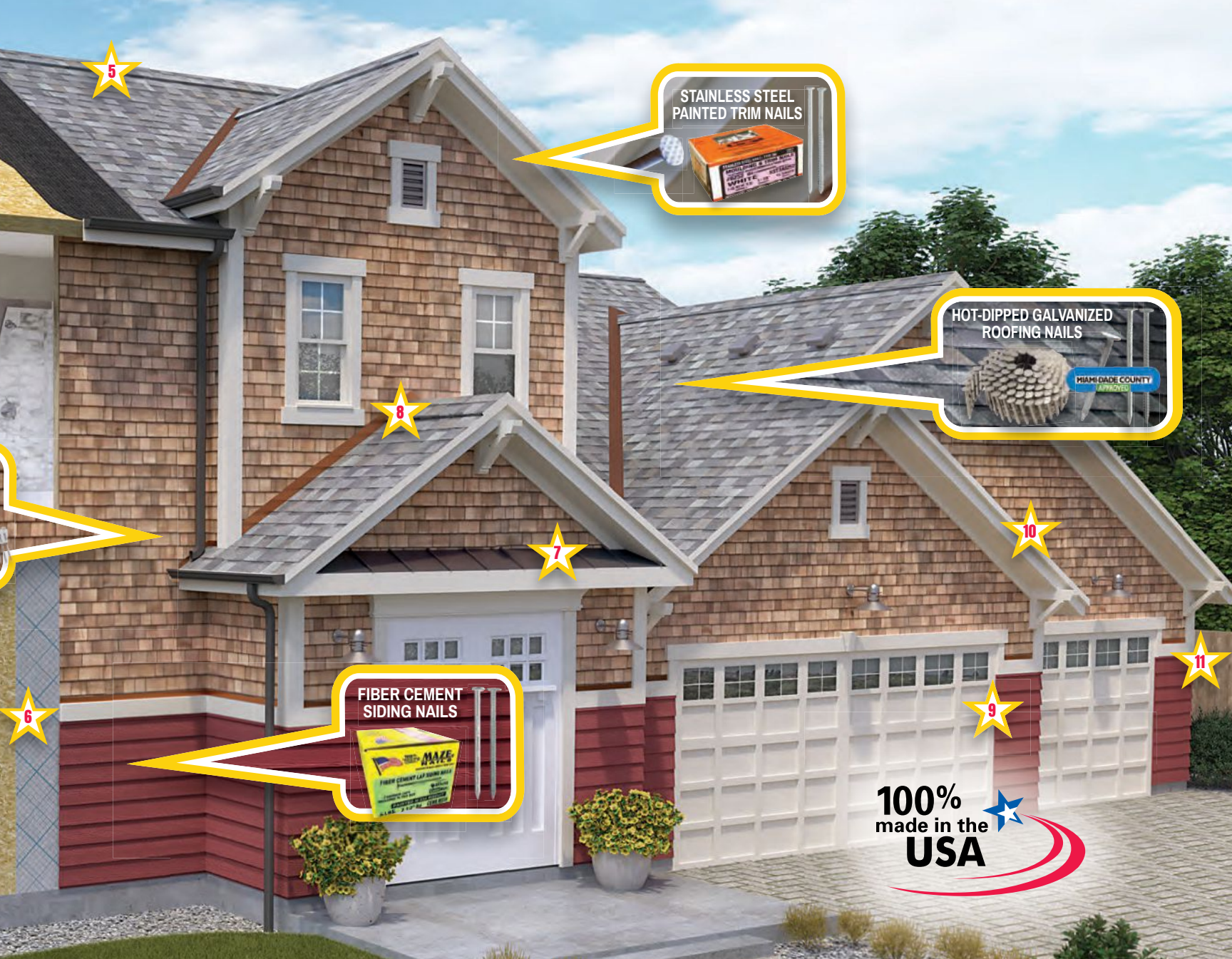


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45	<b>SOUTHEAST RESTORATION</b> – Canton, Ga. Ben Looper, CEO – southeastrestoration.com	1999	<b>\$32,423,100</b> 3,761	\$36,121,060 Insurance restoration	157	35	BBB	Generating leads for new business	Higher prices and net margins
46	<b>WEATHERGUARD ROOFING</b> – Charlotte, N.C. Scott Rittershofer, Owner – weatherguardrestoration.com	2010	<b>\$32,252,787</b> 2,423	\$32,252,787 Insurance restoration	224	25	BBB, NRCA	Keeping up with increased demand	Add a new or enlarged service area
47	<b>MATRIX BASEMENT AND BATH SYSTEMS</b> – Arlington Heights, Ill. Nick Richmond, President – mymatrixbasement.com	2009 86%	<b>\$32,251,427</b> 1,322	\$32,251,427 Improvement/replacement	88	25	BBB, Bus. Networks	Finding and hiring qualified employees	Higher prices and net margins
<b>N</b> 7	<b>HANDYMAN CONNECTION</b> – Cincinnati, Ohio Jeff Wall, CEO – handymanconnection.com	1993	<b>\$32,229,879</b> 42,045	\$32,229,879 Improvement/replacement	9	8	BBB	Economic weakness in your service area(s)	Higher demand from small projects under \$5,000 each
48	<b>GARDNER/FOX ASSOCIATES, INC.</b> – Bryn Mawr, Pa. Mark Fox, Principal – gardnerfox.com	1987	<b>\$31,438,351</b> 235	\$43,923,463 Design/build remodeler	46	40	NARI	COVID-19	More repeat business
49	<b>LINDUS CONSTRUCTION</b> – Baldwin, Wis. Andy Lindus, COO – lindusconstruction.com	1979	<b>\$30,605,946</b> 3,591	\$30,605,946 Improvement/replacement	130	22	NARI, NAHB, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
50	<b>RUSK RENOVATIONS, INC.</b> – New York, N.Y. John Rusk, President – ruskinc.com	1986	<b>\$29,989,643</b> 5	\$29,989,643 Full-service remodeler	50	6	BBB, AIA	COVID-19	Better sales strategy and management
51	<b>THE AIROOM COMPANIES</b> – Lincolnwood, Ill. Michael Klein, CEO – airoom.com	1958 83%	<b>\$29,200,000</b> 211	\$29,200,000 Design/build remodeler	80	25	NARI, NAHB, NKBA, BBB, AIA, CNN	Economic weakness in your service area(s)	Increased throughput without adding more overhead
52	<b>MIDTOWN HOME IMPROVEMENTS</b> – Wentzville, Mo. Patrick Melson, President – midtownhomeimprovements.com	1990	<b>\$28,851,564</b> 2,116	\$28,851,564 Full-service remodeler	140	–	NARI, BBB	Keeping up with increased demand	Better recruiting and hiring
53	<b>NEIL KELLY COMPANY</b> – Portland, Ore. Tom Kelly, President – neilkelly.com	1947 87%	<b>\$28,253,700</b> 2,040	\$29,138,967 Design/build remodeler	165	10	NARI, NAHB, NKBA, BBB, Bus. Networks	Economic weakness in your service area(s)	–
54	<b>P.J. FITZPATRICK, INC.</b> – New Castle, Del. Rick Stover, President – trustpj.com	1980 94%	<b>\$27,592,913</b> 2,619	\$27,592,913 Improvement/replacement	110	–	NARI, BBB, NRCA	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
55	<b>KITCHEN MAGIC</b> – Nazareth, Pa. Brett Bacho, President – kitchenmagic.com	1979	<b>\$27,389,853</b> 1,625	\$27,389,853 Kitchen & bath	186	30	NARI, NKBA, BBB	Generating leads for new business	Add a new high-demand product or service
56	<b>LEI HOME ENHANCEMENTS</b> – Cincinnati, Ohio Marc Longworth, President – leihomeenhancements.com	2009 85%	<b>\$25,966,527</b> 2,347	\$25,966,527 Improvement/replacement	25	30	BBB	Generating leads for new business	Better referral business
57	<b>REMODEL USA INC</b> – Capitol Heights, Md. Jean-Marie Cherubim, President – remodelusa.com	1999	<b>\$25,549,935</b> 799	\$41,246,585 Kitchen & bath	118	26	BBB	Keeping up with increased demand	Higher demand for bigger projects over \$5,000 each
58	<b>PARAMOUNT BUILDERS, INC.</b> – Virginia Beach, Va. Edward Augustine, CEO – paramountbuilders.com	1991	<b>\$24,951,111</b> 1,719	\$25,282,628 Improvement/replacement	340	22	NARI, BBB, NRCA, Bus. Networks	Finding and hiring qualified employees	Add a new or enlarged service area
59	<b>MORGAN EXTERIORS, INC.</b> – Lutz, Fla. Kirk Morgan, President/Treasurer – morganexteriorsinc.com	1995 85%	<b>\$24,462,199</b> 2,684	\$35,354,208 Improvement/replacement	132	0.16	NARI, BBB	Finding and hiring qualified employees	Increased throughput without adding more overhead
60	<b>S &amp; K ROOFING, SIDING AND WINDOWS, INC.</b> – Eldersburg, Md. Donald Katzenberger, President – skroofing.com	1980	<b>\$24,242,025</b> 3,489	\$24,393,314 Improvement/replacement	34	24	BBB, NRCA, Rem. Adv.	Generating leads for new business	Better sales strategy and management
61	<b>NU LOOK HOME DESIGN, INC.</b> – Columbia, Md. Patrick Fingles, CEO; Tom Bury, President – nulookhomedesign.com	2003 86%	<b>\$23,927,668</b> 1,985	\$23,927,668 Improvement/replacement	90	–	BBB	Generating leads for new business	Overall higher volume of leads for new business
62	<b>ALLEN CONSTRUCTION</b> – Santa Barbara, Calif. Aaron Pick, CEO – buildallen.com	1983 100%	<b>\$23,608,081</b> 143	\$35,378,990 Full-service remodeler	112	10	NARI, BBB, AIA, USGBC	Economic weakness in your service area(s)	Better recruiting and hiring
63	<b>PARADISE EXTERIORS LLC</b> – Boynton Beach, Fla. Dan Beckner, President/CEO – paradiseexteriors.com	2007	<b>\$23,568,853</b> 1,301	\$23,568,853 Improvement/replacement	80	40	BBB	Generating leads for new business	Add a new or enlarged service area
64	<b>NORTHWEST EXTERIORS, INC.</b> – Rancho Cordova, Calif. Thomas Orr, CEO – trustnorthwest.com	1995	<b>\$23,512,553</b> 2,150	\$23,512,553 Improvement/replacement	160	30	NARI, BBB	Generating leads for new business	Better marketing overall
65	<b>J.C. RESTORATION, INC.</b> – Rolling Meadows, Ill. Warner Cruz, President – jcr24.com	1982	<b>\$22,949,443</b> 1,815	\$22,949,443 Insurance restoration	103	7	BBB, Bus. Networks	Keeping up with increased demand	Better recruiting and hiring
66	<b>A&amp;I FIRE AND WATER RESTORATION</b> – Myrtle Beach, S.C. Daniel Isaac, Jr., President – ai-restoration.com	1974 100%	<b>\$22,207,141</b> 1,595	\$26,261,567 Insurance restoration	62	7.7	–	Economic weakness in your service area(s)	–
67	<b>YOUR HOME IMPROVEMENT COMPANY LLC</b> – St Cloud, Minn. Steven Little, President – yourhomeimprovementco.com	2005	<b>\$21,935,026</b> 1,855	\$21,935,026 Full-service remodeler	90	29.2	NARI, NAHB, BBB	Reduced profitability due to operational inefficiencies	Higher prices and net margins
68	<b>KURTIS KITCHEN &amp; BATH</b> – Livonia, Mich. Howard Kuretzky, President – kurtiskitchen.com	1969	<b>\$21,821,000</b> 475	\$21,821,000 Kitchen & bath	67	55	NARI, NAHB, NKBA, BBB	Economic weakness in your service area(s)	Add a new high-demand product or service
69	<b>SUPER RESTORATION</b> – Doral, Fla. Rene Vargas, CEO – superrestoration.com	1986	<b>\$21,709,464</b> 5,073	\$21,709,464 Insurance restoration	68	9	BBB	Generating leads for new business	Better sales strategy and management
70	<b>LEGACY SERVICE USA LLC</b> – Southampton, Pa. Tomas Kalkys, President – legacyusa.com	2005 80%	<b>\$21,232,100</b> 1,014	\$33,049,000 Improvement/replacement	53	20	NARI, BBB, NRCA	Finding and hiring qualified employees	Overall higher volume of leads for new business
71	<b>AMERICAN HOME DESIGN, INC.</b> – Goodlettsville, Tenn. Don Bruce, CEO – americanhomedesign.com	1978 94%	<b>\$20,844,303</b> 2,264	\$20,844,303 Improvement/replacement	140	25.3	BBB	COVID-19	Better recruiting and hiring
72	<b>MLM HOME IMPROVEMENT</b> – Rockville, Md. John McCambridge, CEO – mlmhi.com	2007 93%	<b>\$20,557,835</b> 1,522	\$20,557,835 Improvement/replacement	70	25	BBB	Generating leads for new business	Better Internet marketing
73	<b>PINNACLE HOME IMPROVEMENTS</b> – Alpharetta, Ga. James Marino, President – pinnaclehomeimprovements.com	2008	<b>\$20,317,540</b> 907	\$20,317,540 Improvement/replacement	65	22	BBB, Bus. Networks	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
74	<b>MULLIKIN GROUP LLC</b> – Duncan, S.C. Louie Mullikin, Owner – bathfitter.com	2003	<b>\$20,107,021</b> 3,272	\$20,107,021 Kitchen & bath	95	23	BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
75	<b>PRINCE WILLIAM HOME IMPROVEMENT</b> – Woodbridge, Va. Scott Holtzauer, President – pwhomeimprovement.com	1986 93%	<b>\$19,730,273</b> 990	\$19,730,273 Improvement/replacement	97	27	BBB	COVID-19	Better Internet marketing
76	<b>LIFETIME WINDOWS &amp; SIDING, INC.</b> – Denver, Colo. Peter Svedin, CEO – lifetimewindowcolorado.com	2009 97%	<b>\$19,333,169</b> 966	\$19,333,169 Improvement/replacement	38	29	NAHB, BBB, Bus. Networks	–	Better recruiting and hiring

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77	<b>ALLIED REMODELING OF CENTRAL MARYLAND</b> – Towson, Md. Dean DEugenio, President – alliedremodeling.com	1996	<b>\$19,191,254</b> 2,531	\$19,191,254 Improvement/replacement	22	22	BBB	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
78	<b>GIERTSEN COMPANY</b> – Golden Valley, Minn. Kevin Giertsen, President – giertsenco.com	1918	<b>\$19,143,839</b> 1,200	\$19,143,839 Insurance restoration	89	28	BBB	Economic weakness in your service area(s)	Better recruiting and hiring
79	<b>AMERICAN DESIGN AND BUILD, LTD.</b> – Bel Air, Md. Joe Tunney, President/CEO – adbuild.com	1993 97%	<b>\$18,944,584</b> 604	\$18,944,584 Improvement/replacement	118	–	BBB	COVID-19	–
80	<b>REPAIRS UNLIMITED</b> – Kansas City, Kan. Todd Wertz, President – rui-kc.com	1987	<b>\$18,813,219</b> 475	\$18,813,219 Insurance restoration	38	65	BBB	Finding and hiring qualified trade contractors	Better referral business
81	<b>F &amp; S BUILDING INNOVATIONS, INC.</b> – Roanoke, Va. Gary Feazell, Owner/CEO – fsfourseasons.com	1965	<b>\$18,509,829</b> 568	\$23,186,377 Full-service remodeler	64	12	NARI, NAHB, NKBA, BBB, USGBC	Economic weakness in your service area(s)	Increased throughput without adding more overhead
82	<b>GILKEY WINDOW COMPANY</b> – Cincinnati, Ohio Mike Gilkey, President – gilkey.com	1988 100%	<b>\$18,466,854</b> 1,893	\$18,466,854 Improvement/replacement	102	34	NARI, BBB	Finding and hiring qualified employees	Better Internet marketing
83	<b>MARROKAL DESIGN &amp; REMODELING</b> – San Diego, Calif. Gary Marrokal, Founder/Co-Owner – marrokal.com	1981 78%	<b>\$18,456,998</b> 43	\$18,456,998 Design/build remodeler	35	2	NARI, NKBA, BBB	Finding and hiring qualified trade contractors	Higher prices and net margins
84	<b>THE WINDOW DEPOT</b> – Palm Harbor, Fla. Giacomo DiBerardino, President – thewindowdepotllc.com	2009	<b>\$18,309,613</b> 1,618	\$18,309,613 Improvement/replacement	37	40	NARI	Finding and hiring qualified employees	Higher prices and net margins
85	<b>JACKSON DESIGN AND REMODELING</b> – San Diego, Calif. Todd Jackson, CEO – jacksondesignandremodeling.com	1989	<b>\$18,308,380</b> 49	\$18,308,380 Design/build remodeler	60	10	NARI, NAHB, NKBA, BBB, AIA, Rem. Adv.	COVID-19	Add a new high-demand product or service/United Stat
86	<b>ADAMS + BEASLEY ASSOCIATES</b> – Carlisle, Mass. Eric Adams, Co-Founder – adamsbeasley.com	2007	<b>\$18,112,385</b> 38	\$19,052,705 Full-service remodeler	52	14.6	NARI, NAHB, Rem. Adv.	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
87	<b>S.C. ANDERSON GROUP INTERNATIONAL, INC.</b> – Bakersfield, Calif. Steven Anderson, President – goagl.com	1999	<b>\$18,045,395</b> 1,024	\$18,045,395 Insurance restoration	58	7.2	NAHB, BBB	Generating leads for new business	Discontinuing unprofitable products or services
88	<b>EXTERIOR MEDICS, INC.</b> – Springfield, Va. Mark Watson and Joe Levecchi, Co-Owners – exteriormedics.com	2008 81%	<b>\$18,040,224</b> 1,067	\$18,040,224 Improvement/replacement	47	27	NARI, BBB, NRCA, Bus. Networks	Finding and hiring qualified employees	Better marketing overall
89	<b>MINNESOTA RUSCO, INC.</b> – New Hope, Minn. Mike Hazelwood, President – minnesotarusco.com	1955	<b>\$17,691,145</b> 1,788	\$17,691,145 Full-service remodeler	67	40	NARI, BBB	Generating leads for new business	Better marketing overall
90	<b>INSTALL AMERICA</b> – Mohnon, Pa. Tom McMillan, President – installamerica.net	2003	<b>\$17,503,167</b> 1,735	\$17,503,167 Improvement/replacement	91	28	NARI, BBB, CCN	Finding and hiring qualified employees	Increased throughput without adding more overhead
91	<b>WEATHER TIGHT CORPORATION</b> – West Allis, Wis. Tod Colbert, President – weathertightcorp.com	1986 70%	<b>\$17,030,418</b> 1,245	\$17,030,418 Improvement/replacement	92	28	NARI, NAHB, BBB	Economic weakness in your service area(s)	Better referral business
92	<b>WHITE ALUMINUM AND WINDOWS LLC.</b> – Leesburg, Fla. William Dorman, CEO – whitealuminum.com	1955	<b>\$17,000,000</b> 5,400	\$17,000,000 Improvement/replacement	113	40	NAHB, BBB	Finding and hiring qualified employees	Better sales strategy and management
93	<b>ASPEN EXTERIORS, INC.</b> – Ramsey, Minn. Joseph Jelinek, Co-CEO/COO – aspenexteriors.com	2002	<b>\$16,954,654</b> 1,299	\$16,945,654 Insurance restoration	25	33	NARI, BBB	Finding and hiring qualified trade contractors	Add a new or enlarged service area
94	<b>DFW IMPROVED</b> – Plano, Texas Gary St. John, Owner – dfwimproved.com	2004 76%	<b>\$16,901,834</b> 580	\$16,901,834 Design/build remodeler	36	35	NARI, NAHB, NKBA, BBB	Higher labor costs	More repeat business
95	<b>VMJR COMPANIES LLC.</b> – Glens Falls, N.Y. Victor Macri, Owner – vmjrcompanies.com	2005	<b>\$16,899,373</b> 33	\$29,796,455 Full-service remodeler	95	60	NKBA	Finding and hiring qualified employees	More repeat business
96	<b>HONEST ABE ROOFING</b> – Terre Haute, Ind. Kevin Newton, CEO – honestaberoofing.com	2007	<b>\$16,731,289</b> 1,153	\$16,731,289 Improvement/replacement	45	18	–	Keeping up with increased demand	Overall higher volume of leads for new business
97	<b>EXO VATIONS</b> – Cumming, Ga. Roone Unger, CEO – exovations.com	1996 85%	<b>\$16,730,078</b> 819	\$16,730,078 Improvement/replacement	62	25	NARI, NAHB	Finding and hiring qualified employees	Better sales strategy and management
98	<b>STORM TEAM CONSTRUCTION</b> – Jupiter, Fla. Chad Simkins, President/CEO – stormteamconstruction.com	2008 94%	<b>\$16,578,039</b> 639	\$16,578,039 Insurance restoration	25	25	BBB	Finding and hiring qualified trade contractors	Better marketing overall
99	<b>ABSOLUTE ALUMINUM</b> – Venice, Fla. DJ Desjardins, President – absolutealuminum.com	1988 92%	<b>\$15,950,513</b> 2,154	\$17,963,294 Improvement/replacement	112	32	BBB, CCN, Bus. Networks	Finding and hiring qualified employees	Better sales strategy and management
100	<b>NEW BATH TODAY INC.</b> – Indianapolis, Ind. Michael Redman, CEO – newbathtoday.com	2016	<b>\$15,903,353</b> 1,030	\$15,903,353 Kitchen & bath	62	41	NKBA, BBB, Bus. Networks	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
101	<b>UNITED STATES SEAMLESS-FARGO, dba WESTERN PRODUCTS, INC.</b> Fargo, N.D. – Michael Bullinger, President – westernproducts.com	1948	<b>\$15,854,934</b> 2,724	\$16,059,130 Improvement/replacement	88	34	NKBA, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
102	<b>WINDOW WORLD OF PHOENIX LLC</b> – Phoenix, Ariz. James Ballard, Owner – windowworldphoenix.com	2006	<b>\$15,841,907</b> 3,041	\$15,842,907 Improvement/replacement	30	60	NARI, BBB	Finding and hiring qualified employees	More repeat business
103	<b>BELLARI HOME REMODELING</b> – Branchburg, N.J. David Gropper, President – bellarinj.com	1950	<b>\$15,706,764</b> 2,632	\$15,706,764 Full-service remodeler	37	30	NARI, NKBA, BBB, AIA	Finding and hiring qualified employees	Overall higher volume of leads for new business
104	<b>MODERN REMODELING INC.</b> – Manassas, Va. Jonathan Ballard, President – modernremodelinginc.com	1997 100%	<b>\$15,542,403</b> 1,103	\$15,542,403 Improvement/replacement	37	32	BBB, Bus. Networks	COVID-19	Better recruiting and hiring
105	<b>T&amp;S ROOFING SYSTEMS</b> – Miami, Fla. Louis Toledo, CEO – tsroofingsystems.com	2004 83%	<b>\$15,500,000</b> 1,100	\$15,500,000 Improvement/replacement	75	25	NARI, BBB, NRCA	Higher material prices	Better marketing overall
106	<b>ASHCO EXTERIORS, INC.</b> – Champlin, Minn. Jason Jeppesen, President – ashcoexteriors.com	2000	<b>\$15,283,266</b> 759	\$15,283,266 Improvement/replacement	17	28	BBB, NRCA	Economic weakness in your service area(s)	Overall higher volume of leads for new business
107	<b>TOM ADAMS WINDOWS AND CARPETS</b> – Churchville, Pa. Glenn Adams, CEO/President – tomadamswc.com	1955	<b>\$15,200,000</b> 2,375	\$16,817,512 Improvement/replacement	39	60	NARI, NAHB, BBB, AIA	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
108	<b>METROPOLITAN BATH AND TILE, INC.</b> – Upper Marlboro, Md. Richard L. McKenzie, Jr., Owner/President/Operator – metrobat.com	1979	<b>\$15,187,962</b> 670	\$15,187,962 Kitchen & bath	105	22.4	NARI, NKBA, BBB	COVID-19	Better Internet marketing
109	<b>DREAMHOME</b> – Springfield, Va. Lenny Scarola, President/Owner – dhremodeling.com	1999 83%	<b>\$15,156,054</b> 1,299	\$15,156,054 Improvement/replacement	16	24	BBB	Keeping up with increased demand	Higher prices and net margins



Indicates national Top 500 firms.

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RANK	COMPANY / LEADERSHIP / WEBSITE	YEAR FOUNDED & QUALITY RATING	2019 REMODELING REVENUE & JOBS	2019 GROSS REVENUE & REMODELING SEGMENT FOCUS	NO. OF EMPLOYEES	% REVENUE MARKETING	ASSOCIATION MEMBERSHIPS	TOP BUSINESS CHALLENGE IN 2020	TOP OPPORTUNITY IN 2020
110	<b>MOSBY BUILDING ARTS</b> – St. Louis, Mo. Scott Mosby, CEO – callmosby.com	1947 100%	<b>\$14,876,967</b> 335	\$15,079,056 Design/build remodeler	100	17	NARI, NAHB, NKBA, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
111	<b>CLEAR CHOICE HOME IMPROVEMENTS</b> – Manchester, N.H. Josh MacMichael, President – clearchoicehomeimprovement.com	2004	<b>\$14,626,450</b> 1,333	\$14,626,450 Full-service remodeler	53	33	NAHB	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
112	<b>WINDOW WORLD OF BOSTON</b> – Woburn, Mass. Eric Peabody, COO – windowworldofboston.com	2002	<b>\$14,568,451</b> 1,412	\$14,568,451 Improvement/replacement	31	35	BBB, NRCA	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
113	<b>PERFORMANCE REMODELING</b> – Shelby Township, Mich. Rich Hotea, Owner / President – pr2.global	2006 100%	<b>\$14,483,000</b> 1,473	\$14,483,000 Improvement/replacement	28	–	BBB, Bus. Networks	COVID-19	Better marketing overall
114	<b>BROTHERS HOME IMPROVEMENT, INC.</b> – Rocklin, Calif. Gene Cavanna, President/CEO – brotherswindows.com	1994	<b>\$14,228,779</b> 2,136	\$14,228,779 Improvement/replacement	80	35	BBB	Generating leads for new business	Overall higher volume of leads for new business
115	<b>KOWALSKI CONSTRUCTION, INC.</b> – Phoenix, Ariz. Jim Kowalski, Vice President – kowalski.com	1967 83%	<b>\$14,057,659</b> 48	\$14,057,659 Insurance restoration	96	65	BBB	Finding and hiring qualified employees	Better recruiting and hiring
116	<b>CAT EXTERIORS INC.</b> – Sacramento, Calif. Ryan Connet, President – catexteriors.pro	2015	<b>\$14,036,920</b> 900	\$14,036,920 Improvement/replacement	25	19	BBB	Generating leads for new business	Better sales strategy and management
117	<b>LANDIS ARCHITECTS/BUILDERS</b> – Washington, D.C. Chris Landis, Principal – landisconstruction.com	1990 100%	<b>\$14,012,636</b> 32	\$14,012,636 Design/build remodeler	58	13	NARI, AIA, Rem. Adv.	Economic weakness in your service area(s)	Better marketing overall
118	<b>RE-BATH OF PITTSBURGH, CLEVELAND &amp; COLUMBUS</b> – Irwin, Pa. Chris Horney, President – rebath.com	2009	<b>\$13,748,418</b> 1,501	\$13,748,418 Kitchen & bath	45	25	NARI, BBB	COVID-19	Overall higher volume of leads for new business
119	<b>PACIFIC EXTERIORS LLC</b> – Lake Forest Park, Wash. David Homavand, President – pacificexteriorsllc.com	2008 100%	<b>\$13,524,396</b> 450	\$13,524,396 Improvement/replacement	18	23	NAHB, BBB, CCN, Bus. Networks	Finding and hiring qualified employees	Add a new or enlarged service area
120	<b>MIL-RON CUSTOM CONSTRUCTION</b> – Murphy, Texas Christine Johnson, Owner – milroncustom.com	1989	<b>\$13,500,000</b> 38	\$16,000,000 Design/build remodeler	24	30	NARI, NAHB, NKBA, USGBC	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
121	<b>CLARKE CONTRACTORS</b> – West Chester, Ohio Jason Clarke, President – clarkecontractors.com	1997 87%	<b>\$13,360,755</b> 833	\$13,360,755 Insurance restoration	115	12.5	NARI, NAHB, BBB	COVID-19	–
122	<b>FOR ENERGY</b> – Phoenix, Ariz. Sean McGraw, CEO – forenergy.com	2010	<b>\$13,359,475</b> 728	\$13,359,475 Improvement/replacement	35	40	BBB	COVID-19	Add a new or enlarged service area
123	<b>WINDOW CONCEPTS OF MINNESOTA INC.</b> – St Paul, Minn. Greg Ramel, President – windowconceptsmn.com	1998 93%	<b>\$13,358,000</b> 1,382	\$13,358,000 Improvement/replacement	65	30	NAHB, BBB	Finding and hiring qualified employees	Add a new high-demand product or service
124	<b>YANKEE HOME</b> – Chicopee, Mass. Ger Ronan, CEO – yankeehome.com	2008 92%	<b>\$13,189,100</b> 849	\$13,189,100 Improvement/replacement	50	22	NARI, BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
125	<b>PERFECT CHOICE EXTERIORS</b> – Creve Coeur, Ill. Lee Triplett, President – perfectchoiceexteriors.com	2008	<b>\$13,126,445</b> 1,239	\$13,126,445 Full-service remodeler	45	25	NARI, NAHB, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
126	<b>BENNETT CONTRACTING II, LLC</b> – Albany, N.Y. Andrew Gutman, President – bennettcontracting.com	1915	<b>\$13,107,924</b> 1,200	\$13,107,924 Full-service remodeler	80	25	NARI, NAHB, NKBA, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
127	<b>WHITLOCK BUILDERS</b> – Charlotte, N.C. Scott Whitlock, President/CEO – whitlockbuilders.com	1957 95%	<b>\$13,080,952</b> 20	\$13,684,053 Full-service remodeler	20	10.76	NARI, NAHB, BBB, Rem. Adv.	Generating leads for new business	Overall higher volume of leads for new business
128	<b>FIVE STAR RESTORATION &amp; CONSTRUCTION, INC.</b> – Gold River, Calif. Brenda Gallion, Founder/CFO – fivestarrestoration.com	1989 73%	<b>\$13,032,422</b> 498	\$13,032,422 Insurance restoration	83	12.1	NARI, BBB, CCN, Bus. Networks	Keeping up with increased demand	Higher demand for bigger projects over \$5,000 each
129	<b>BULLETR00F</b> – Buford, Ga. Joe Monebrake, President/CEO – bulletroof.com	2015	<b>\$12,824,217</b> 812	\$12,824,217 Insurance restoration	27	20	BBB	Generating leads for new business	Add a new or enlarged service area
130	<b>FASWD LLC DBA FAS WINDOWS &amp; DOORS</b> – Orlando, Fla. John Wilding, CEO – faswd.com	2005	<b>\$12,732,105</b> 995	\$18,364,233 Improvement/replacement	45	48	NAHB, BBB, Bus. Networks	Generating leads for new business	Increased throughput without adding more overhead
131	<b>PIONEER CONSTRUCTION, INC.</b> – Savannah, Ga. Timothy Thureson, President/Owner – pioneersavannah.com	1995	<b>\$12,601,528</b> 54	\$14,406,199 Full-service remodeler	19	28	BBB, AIA, Bus. Networks	Increased competition	Better referral business
132	<b>DURANTE HOME EXTERIORS</b> – Irondale, Ala. Jason Durante, President – godurante.com	2001	<b>\$12,429,658</b> 907	\$12,429,658 Improvement/replacement	51	–	NAHB, BBB	Finding ways to lower overhead while increasing profitability	Higher prices and net margins
133	<b>BACK CONSTRUCTION CO, INC</b> – Lexington, Ky. Kyle Whalen, President – backconstruction.com	1981 98%	<b>\$12,412,394</b> 903	\$12,503,299 Full-service remodeler	69	23	NAHB, NKBA, BBB, AIA, Rem. Adv.	Economic weakness in your service area(s)	Increased throughput without adding more overhead
134	<b>PINE STREET CARPENTERS</b> – West Chester, Pa. Brendon Dolan, Owner – pinestreetcarpenters.com	1993 100%	<b>\$12,369,794</b> 140	\$12,369,794 Full-service remodeler	27	–	NARI, NKBA, BBB	COVID-19	Better referral business
135	<b>RUSSELL ROOFING AND EXTERIORS</b> – Oreland, Pa. Russell Kaller, Owner – russellroofing.com	1992	<b>\$12,288,488</b> 832	\$12,288,488 Improvement/replacement	35	22	BBB, NRCA	Finding and hiring qualified employees	More repeat business
136	<b>GREEN STAR EXTERIORS</b> – Holmes, Pa. Justin Fiordimondo, CEO – greenstarexteriors.com	2014	<b>\$12,194,628</b> 1,076	\$12,194,628 Improvement/replacement	47	–	BBB	keeping up with growth	–
137	<b>K &amp; P ENTERPRISES, INC.</b> – Knoxville, Tenn. Ken Baer, Vice President – kpremodeling.com	2012	<b>\$12,154,482</b> 894	\$12,154,482 Kitchen & bath	46	26	–	Finding and hiring qualified employees	Add a new or enlarged service area
138	<b>KROLL CONSTRUCTION</b> – Garden City, Mich. Brian Kroll, Vice President – krollwindow.com	1961 85%	<b>\$12,062,968</b> 1,118	\$12,062,968 Improvement/replacement	38	20	NAHB, BBB	Finding and hiring qualified trade contractors	Better marketing overall
139	<b>POLAR BEAR EXTERIOR SOLUTIONS</b> – Mukilteo, Wash. Nathan Harrington, CEO – polarbearnw.com	2011 100%	<b>\$12,035,907</b> 552	\$12,035,907 Improvement/replacement	55	26	BBB	Generating leads for new business	Overall higher volume of leads for new business
140	<b>HOME VALUE RENOVATION, INC.</b> – Indianapolis, Ind. Michael Redman, President – gethvr.com	2011	<b>\$11,966,982</b> 670	\$11,966,982 Insurance restoration	15	40	BBB	Generating leads for new business	Add a new or enlarged service area
141	<b>BATH KITCHEN &amp; TILE CENTER</b> – Wilmington, Del. Richard L. Campbell, Vice President – bathkitchenandtile.com	1963	<b>\$11,925,942</b> 831	\$19,306,227 Kitchen & bath	84	60	NARI, NAHB, NKBA, BBB, AIA	Retaining key employees	Better recruiting and hiring
142	<b>FLORIDA CATASTROPHE CORPORATION</b> – Orlando, Fla. Eric Lueck, Co-President – fla-cat.com	1981 100%	<b>\$11,910,567</b> 1,100	\$11,910,567 Insurance restoration	72	16	BBB	Finding and hiring qualified employees	Higher prices and net margins

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RANK	COMPANY / LEADERSHIP / WEBSITE	YEAR FOUNDED & QUALITY RATING	2019 REMODELING REVENUE & JOBS	2019 GROSS REVENUE & REMODELING SEGMENT FOCUS	NO. OF EMPLOYEES	% REVENUE MARKETING	ASSOCIATION MEMBERSHIPS	TOP BUSINESS CHALLENGE IN 2020	TOP OPPORTUNITY IN 2020
143	<b>TRISTATE ROOFING, INC.</b> – Tacoma, Wash. John Holm, President – tristate.pro	2004	<b>\$11,900,000</b> 760	\$11,900,000 Improvement/replacement	60	30	BBB, NRCA	Scaling back operations due to lower demand	Better sales strategy and management
144	<b>TIM WHITE HOME IMPROVEMENT, INC.</b> – Seaford, N.Y. Timothy White, CEO/President – timwhiteremodeling.com	1994	<b>\$11,855,000</b> 312	\$11,855,000 Full-service remodeler	27	35	NARI, NKBA, BBB	COVID-19	Better referral business
145	<b>CROOM CONSTRUCTION COMPANY</b> – Vero Beach, Fla. David Croom, President – croomconstruction.com	1979	<b>\$11,751,000</b> 39	\$27,500,000 Full-service remodeler	63	30	NAHB	COVID-19	Better referral business
146	<b>SEA POINTE CONSTRUCTION</b> – Irvine, Calif. Andrew Shore, President – seapointe.com	1986 86%	<b>\$11,700,148</b> 94	\$11,700,148 Design/build remodeler	53	16.5	NAHB, NKBA, BBB	Economic weakness in your service area(s)	Better sales strategy and management
147	<b>THE WINDOW STORE HOME IMPROVEMENTS, INC.</b> – St Anthony, Minn. Ron Vosika, CEO – windowstoremn.com	2001	<b>\$11,611,026</b> 1,138	\$11,611,026 Improvement/replacement	75	30	NARI, BBB	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
148	<b>COUSINO RESTORATION</b> – Perrysburg, Ohio Michael Cousino, President – cousinorestoration.com	1987	<b>\$11,594,107</b> 853	\$18,742,033 Insurance restoration	95	14	NAHB, BBB, CCN	Finding and hiring qualified employees	Overall higher volume of leads for new business
149	<b>EXTERIOR SOURCE</b> – Powhatan, Va. Rod Renfrow, Owner – exteriorsourceva.com	1993 99%	<b>\$11,593,672</b> 1,859	\$11,593,672 Improvement/replacement	53	35	NARI, NAHB, BBB, Bus. Networks	Finding and hiring qualified employees	Better sales strategy and management
150	<b>SHOWER TRANSFORMATIONS DBA REBATH</b> – Barrington, N.J. Daniel McGann, Owner – rebath.com	2007	<b>\$11,555,462</b> 1,140	\$11,555,462 Kitchen & bath	48	28	NKBA, BBB	Reduced profitability due to operational inefficiencies	Better referral business
151	<b>GREAT LAKES HOME RENOVATIONS</b> – Apple Valley, Minn. Dan Brouillet, CEO – glhrco.com	1995	<b>\$11,553,194</b> 822	\$11,553,194 Improvement/replacement	40	–	BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
152	<b>CDS CONTRACTORS INC.</b> – Orlando, Fla. Steve Murphy, CEO – cdscontractors.com	1998	<b>\$11,500,588</b> 390	\$11,500,588 Full-service remodeler	75	20	BBB	COVID-19	Better sales strategy and management
153	<b>MOUNTAINWOOD HOMES</b> – Beaverton, Ore. Robert Wood, President/Owner – mountainwoodhomes.com	2008 100%	<b>\$11,373,210</b> 75	\$14,701,214 Design/build remodeler	33	33	NARI, NAHB, NKBA, BBB	COVID-19	–
154	<b>PRESIDENTIAL EXTERIORS</b> – Rockville, Md. Christopher Edwards, CEO – presidentialexteriors.com	2015	<b>\$11,321,818</b> 1,600	\$11,321,818 Improvement/replacement	55	30	NARI	Finding and hiring qualified employees	Better referral business
155	<b>DD FORD CONSTRUCTION</b> – Santa Barbara, Calif. Blair Edwards, Partner – ddford.com	1969 100%	<b>\$11,312,082</b> 16	\$22,425,471 Full-service remodeler	53	–	NAHB, AIA, Rem. Adv.	Keeping up with increased demand	Higher demand for bigger projects over \$5,000 each
156	<b>CAROLINA HOME REMODELING</b> – Charlotte, N.C. Elizabeth Anderson, Owner – carolinahomeremodeling.com	2002	<b>\$11,296,350</b> 907	\$11,296,350 Improvement/replacement	35	20	NARI	COVID-19	–
157	<b>FRANZOSO CONTRACTING INC.</b> – Croton on Hudson, N.Y. Mark Franzoso, President – franzoso.com	1980 98%	<b>\$11,179,011</b> 849	\$12,221,165 Improvement/replacement	60	–	NARI, BBB, NRCA, CCN, Bus. Networks	Finding and hiring qualified trade contractors	Better Internet marketing
158	<b>ACCORD RESTORATION</b> – Owings Mills, Md. Frank Nemshick, President/Owner – accordrestoration.com	2004	<b>\$11,068,660</b> 585	\$11,068,660 Insurance restoration	50	25	Bus. Networks	Finding and hiring qualified employees	Better recruiting and hiring
159	<b>DAVE FOX REMODELING, INC.</b> – Columbus, Ohio Gary Demos, President – davefox.com	1982	<b>\$11,018,534</b> 118	\$11,018,534 Design/build remodeler	60	–	NARI, NAHB, NKBA, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
160	<b>HOLTZMAN HOME IMPROVEMENT</b> – Tempe, Ariz. Brandon Holtzman, Owner – holtzmanhomeimprovement.com	2008	<b>\$10,898,703</b> 450	\$10,898,703 Design/build remodeler	46	100	BBB	Finding and hiring qualified employees	Higher prices and net margins
161	<b>ABC SEAMLESS OF FARGO</b> – Fargo, N.D. Gerald Beyers, President – abcseamless.com	1978	<b>\$10,892,500</b> 1,047	\$10,892,500 Improvement/replacement	72	25	NARI, NAHB, BBB	COVID-19	Higher prices and net margins
162	<b>HULLCO, INC.</b> – Chattanooga, Tenn. Matt Hullander, President – callhulco.com	1977 96%	<b>\$10,821,512</b> 1,005	\$10,821,512 Improvement/replacement	35	–	NAHB, BBB, Rem. Adv., Bus. Networks	Finding and hiring qualified trade contractors	Add a new or enlarged service area
163	<b>LAKE SIDE RENOVATION AND DESIGN</b> – Chesterfield, Mo. Dan Merrifield, Owner – lakesiderd.com	1997 97%	<b>\$10,745,063</b> 770	\$10,745,063 Full-service remodeler	77	35	BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
164	<b>SUN DESIGN REMODELING</b> – Burke, Va. Bob Gallagher, President – sundesigninc.com	1988 91%	<b>\$10,676,505</b> 104	\$10,676,505 Design/build remodeler	58	14.3	NARI, NAHB, NKBA, BBB, Rem. Adv.	Generating leads for new business	Better referral business
165	<b>STATE ROOFING, INC.</b> – Olympia, Wash. Sam Thomassen, President/CEO – stateroofing.com	1968	<b>\$10,564,730</b> 850	\$10,564,730 Improvement/replacement	60	21	NAHB, BBB, NRCA, Bus. Networks	Keeping up with increased demand	Better sales strategy and management
166	<b>FREY CONSTRUCTION &amp; HOME IMPROVEMENT, LLC</b> Prairie du Sac, Wis. – Scott Frey, Owner – freyconstruction.com	1995	<b>\$10,551,942</b> 849	\$10,551,942 Improvement/replacement	53	35	NARI, NKBA, BBB, AIA, Bus. Networks	COVID-19	Higher demand for bigger projects over \$5,000 each
167	<b>REMODEL WORKS BATH &amp; KITCHEN</b> – Poway, Calif. Bianca Christenson, CEO – remodelworks.com	1984	<b>\$10,542,624</b> 297	\$10,542,624 Design/build remodeler	48	32	NARI, NKBA, BBB	Finding and hiring qualified employees	Higher demand from small projects under \$5,000 each
168	<b>HARRELL REMODELING, INC.</b> – Palo Alto, Calif. Lisa Sten, CEO – harrell-remodeling.com	1985 91%	<b>\$10,465,908</b> 83	\$10,465,908 Design/build remodeler	43	11	NARI, NKBA, BBB, Rem. Adv.	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
169	<b>BUDGET EXTERIORS, INC.</b> – Bloomington, Minn. Kenneth Thompson, President – budgetexteriors.com	1988	<b>\$10,155,461</b> 1,534	\$10,155,461 Improvement/replacement	86	25	BBB	Finding and hiring qualified trade contractors	Better Internet marketing
170	<b>NATIONAL CATASTROPHE RESTORATION INC.</b> – Wichita, Kan. Patricia Easter, President-Secretary/Treasurer – ncricat.com	1972	<b>\$9,908,368</b> 535	\$17,600,527 Full-service remodeler	75	7.5	NARI, NAHB, BBB, NRCA	Finding and hiring qualified employees	Overall higher volume of leads for new business
171	<b>RHODE ISLAND HOME IMPROVEMENT INC. "RIHI"</b> – Warwick, R.I. John Aurgemma, Co-President – rihi.com	1949	<b>\$9,835,587</b> 757	\$9,835,587 Improvement/replacement	68	30	NARI, NAHB, NKBA, BBB	COVID-19	Better sales strategy and management
172	<b>FH PERRY BUILDER</b> – Hopkinton, Mass. Allison Iantosca, Owner/President – fhperry.com	1977	<b>\$9,791,898</b> 16	\$11,148,701 Full-service remodeler	21	10	NARI, NAHB	Higher labor costs	Discontinuing unprofitable products or services
173	<b>SUN COAST REMODELERS, INC.</b> – San Diego, Calif. Keith Miles, CEO – suncoastsd.com	2011 87%	<b>\$9,715,238</b> 650	\$9,715,238 Improvement/replacement	40	20	BBB	COVID-19	Better sales strategy and management
174	<b>HARTH BUILDERS</b> – Spring House, Pa. Greg Harth, President – harthbuilders.com	1996 100%	<b>\$9,483,434</b> 65	\$13,880,959 Design/build remodeler	44	25	NARI, NKBA, Rem. Adv.	Reduced profitability due to operational inefficiencies	Increased throughput without adding more overhead
175	<b>QUALITY FIRST BUILDERS, LLC</b> – Orlando, Fla. John Burket, Manager – qfbrestoration.com	1992 100%	<b>\$9,459,491</b> 1,014	\$9,522,762 Insurance restoration	32	30	NAHB, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business

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176	<b>AMERICAN HOME REMODELING, INC.</b> – Corona, Calif. James Darling, President/Owner – goahr.com	2002	<b>\$9,346,245</b> 761	\$9,346,245 Kitchen & bath	42	19	BBB	Economic weakness in your service area(s)	More repeat business
177	<b>SOUTHWEST EXTERIORS</b> – San Antonio, Texas Scott Barr, Steward – southwestexteriors.com	1989 100%	<b>\$9,343,679</b> 747	\$9,343,679 Improvement/replacement	35	25	NARI, BBB, CCN	Finding and hiring qualified employees	Add a new high-demand product or service
178	<b>HEMECRAFT GUTTER PROTECTION</b> – Winder, Ga. Carey Cochran, CEO – homecraftgutterprotection.com	2016	<b>\$9,340,741</b> 2,919	\$7,704,309 Improvement/replacement	54	20	BBB	Finding and hiring qualified trade contractors	–
179	<b>1ST NATIONAL ROOFING, LLC</b> – Alpharetta, Ga. Adam Lynn, President – 1stnationalroofing.net	2009	<b>\$9,318,177</b> 744	\$9,318,177 Improvement/replacement	8	25	NAHB, BBB	Finding and hiring qualified employees	Better recruiting and hiring
180	<b>HOME TOWN RESTYLING</b> – Hiawatha, Iowa Tom Casey, President/Co-Owner – hometownrestyling.com	1986 97%	<b>\$9,144,757</b> 762	\$9,144,757 Full-service remodeler	50	35	NARI, NAHB, NKBA, BBB	Finding and hiring qualified employees	Higher prices and net margins
181	<b>POND ROOFING &amp; EXTERIORS</b> – Fairfax, Va. Patrick Readyhough, President – pondroofing.com	1964	<b>\$9,139,467</b> 1,221	\$9,139,467 Improvement/replacement	24	32	BBB, NRCA	Economic weakness in your service area(s)	Better sales strategy and management
182	<b>HOME SOLUTIONS OF IOWA</b> – Waukegan, Iowa Joseph Smith, President – homesolutionsiowa.com	2003 97%	<b>\$9,102,656</b> 1,384	\$9,132,132 Improvement/replacement	47	50	NAHB, BBB	Generating leads for new business	Add a new or enlarged service area
183	<b>TSR CONCRETE COATINGS LLC</b> – Lena, Ill. Jeff Gear, Owner – tsrconcretecoatings.com	2017	<b>\$9,081,686</b> 2,285	\$9,086,910 Improvement/replacement	49	20	–	Keeping up with increased demand	Add a new high-demand product or service
184	<b>KRIS KONSTRUCTION</b> – Baldwin, Md. Kris Randlett, President/Owner – kriskonstruction.com	1990	<b>\$9,025,907</b> 631	\$10,365,240 Full-service remodeler	63	30	BBB	COVID-19	Better marketing overall
185	<b>SUNSHINE CONTRACTING</b> – Woodbridge, Va. Ryan Sabo, President – sunshinecontractingcorp.com	2003 98%	<b>\$9,000,000</b> 750	\$9,000,000 Improvement/replacement	25	30	BBB, NRCA	Finding and hiring qualified employees	Overall higher volume of leads for new business
186	<b>CG&amp;S DESIGN-BUILD</b> – Austin, Texas Dolores Davis, President – cgsdb.com	1957 97%	<b>\$8,993,072</b> 49	\$9,989,215 Design/build remodeler	34	10.1	NARI, NAHB, NKBA, AIA, Rem. Adv.	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
187	<b>HOMESTAR REMODELING</b> – Wilmington, Del. Anton Ladden, Executive Director – homestarmodeling.com	2013	<b>\$8,919,412</b> 699	\$8,919,412 Improvement/replacement	45	–	BBB	Finding and hiring qualified employees	Better marketing overall
188	<b>HOLLOWAY COMPANY, INC.</b> – Sterling, Va. Theodore Tidmore, Owner – hollowaycompany.com	1994	<b>\$8,691,920</b> 224	\$9,196,490 Improvement/replacement	20	47	–	Keeping up with increased demand	Higher prices and net margins
189	<b>SUPERIOR PRO LLC</b> – Kennesaw, Ga. Brandon Hutton, President – superiorpro.com	1998 94%	<b>\$8,647,042</b> 865	\$8,647,042 Improvement/replacement	29	40	NARI, BBB	Economic weakness in your service area(s)	Better marketing overall
190	<b>BNW BUILDERS</b> – Richmond, Va. Bruce Wiegand, Owner – bnwbuilders.com	2004	<b>\$8,430,000</b> 350	\$8,430,000 Full-service remodeler	20	25	BBB, NRCA	COVID-19	More repeat business
191	<b>AQUAGUARD WATERPROOFING</b> – Beltsville, Md. Todd Watkins, President – aquaguardwaterproofing.com	1990	<b>\$8,410,232</b> 858	\$8,410,232 Improvement/replacement	58	13	NARI, BBB, Bus. Networks, USGBC	Increased Regulation from Government	Better referral business
192	<b>HOME QUALITY REMODELING</b> – Concord, Calif. Aharon Poliker, Owner/CEO – homequalityremodeling.com	2004	<b>\$8,392,079</b> 168	\$8,392,079 Design/build remodeler	12	5	NARI, NAHB	Finding and hiring qualified trade contractors	Better referral business
193	<b>FIRE RECONSTRUCTION INC.</b> – Houston, Texas Jeff Thibodeaux, Vice President – firereconstructioninc.com	2003 100%	<b>\$8,384,559</b> 399	\$8,384,559 Insurance restoration	25	2.5	BBB, Bus. Networks	Generating leads for new business	Better referral business
194	<b>THIEL'S HOME SOLUTIONS</b> – Ashland, Ohio Eric Thiel, President – thiels.com	1967 100%	<b>\$8,380,302</b> 629	\$8,380,302 Improvement/replacement	48	29	NARI, BBB	Economic weakness in your service area(s)	Add a new or enlarged service area
195	<b>JACOB FAMILY ENTERPRISES, INC.</b> – Fairview Heights, Ill. Scott Jacob, Owner, President – jacobfamilyinc.com	1977	<b>\$8,354,285</b> 2,462	\$8,354,258 Improvement/replacement	35	0	NAHB, BBB, NRCA, Bus. Networks	Generating leads for new business	Overall higher volume of leads for new business
196	<b>FEINMANN INC.</b> – Lexington, Mass. Peter Feinmann, President – feinmann.com	1987 100%	<b>\$8,342,143</b> 28	\$8,342,143 Design/build remodeler	27	19	NARI, NAHB, BBB, Rem. Adv.	Finding and hiring qualified employees	Higher prices and net margins
197	<b>HIP CONSTRUCTION DBA RE-BATH OF RI AND SOUTHERN MA</b> Johnston, R.I. – Sean Senno, Owner – hipconstruction.com	2006	<b>\$8,302,694</b> 820	\$8,302,694 Kitchen & bath	54	25	BBB	Finding and hiring qualified employees	Increased throughput without adding more overhead
198	<b>BLACKDOG BUILDERS, INC.</b> – Salem, N.H. David Bryan, Owner, CEO – blackdogbuilders.com	1989	<b>\$8,301,973</b> 109	\$8,301,973 Design/build remodeler	54	–	NARI, NAHB, NKBA, BBB, Rem. Adv.	Generating leads for new business	Add a new high-demand product or service
199	<b>RISHERMARTIN FINE HOMES</b> – Austin, Texas Jeremy Martin and Chris Risher, Owners – rishermartin.com	2010 100%	<b>\$8,269,272</b> 4	\$10,653,790 Full-service remodeler	11	21	NARI, NAHB, BBB, AIA, Rem. Adv.	Generating leads for new business	Higher prices and net margins
200	<b>NEXT STAGE DESIGN + BUILD</b> – San Jose, Calif. Jim Kabel, President/CEO – nextstagedesign.com	2004 92%	<b>\$8,233,119</b> 46	\$8,233,119 Design/build remodeler	28	8.8	NARI, NKBA	Finding and hiring qualified employees	Increased throughput without adding more overhead
201	<b>ADVANCE DESIGN STUDIO, LTD.</b> – Gilberts, Ill. Todd Jurs, President – advancedesignstudio.com	1992 94%	<b>\$8,168,522</b> 112	\$8,520,487 Design/build remodeler	37	68	NARI, NKBA	COVID-19	–
202	<b>CAROLINA WINDOWS &amp; DOORS, INC.</b> – Greenville, N.C. Jeff Bailey, President – cwndc.com	1984	<b>\$8,128,786</b> 1,010	\$8,128,786 Improvement/replacement	15	–	BBB, CCN	Economic weakness in your service area(s)	Better sales strategy and management
203	<b>LEGACY BATH &amp; KITCHEN</b> – San Antonio, Texas Jason Hicks, Owner – legacybathandkitchen.com	2006	<b>\$8,005,467</b> 533	\$8,005,467 Kitchen & bath	40	30	NARI, BBB	Rebranding, economic impact of COVID-19	Discontinuing unprofitable products or services
204	<b>EURO-TECH, INC.</b> – Bensenville, Ill. Fred Finn, President – eurotechinc.net	1992 79%	<b>\$7,958,577</b> 754	\$7,958,577 Improvement/replacement	49	42	NARI, BBB, NRCA	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
205	<b>ONE WEEK BATH, INC.</b> – Van Nuys, Calif. Matt Plaskoff, President/CEO – oneweekbath.com	2000	<b>\$7,829,677</b> 260	\$7,829,677 Kitchen & bath	60	25	NARI, NAHB, NKBA, BBB	Generating leads for new business	Better marketing overall
206	<b>MURPHY BROS. DESIGN   BUILD   REMODEL</b> – Minneapolis, Minn. John Murphy, President/Owner – mbros.com	1983 89%	<b>\$7,761,013</b> 147	\$7,761,013 Design/build remodeler	42	18	NARI, NAHB, BBB, Rem. Adv.	COVID-19	Better marketing overall
207	<b>LEINGANG GROUP, INC. DBA LEINGANG HOME CENTER</b> Mandan, N.D. – Mark Dettling, CEO – leingang.com	1977	<b>\$7,759,173</b> 1,105	\$7,786,913 Improvement/replacement	60	26	NAHB, BBB, Bus. Networks	Finding and hiring qualified employees	Add a new high-demand product or service
208	<b>LYNNRICH SEAMLESS SIDING AND WINDOWS</b> – Billings, Mont. Joey Godwin, Owner – lynnrich.com	1996 93%	<b>\$7,704,190</b> 588	\$7,704,190 Improvement/replacement	28	33	NARI, NAHB, BBB, USGBC	Finding and hiring qualified employees	Increased throughput without adding more overhead

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209	<b>AGAPE CONSTRUCTION CO. INC.</b> – Kirkwood, Mo. Kevin O'Brien, Owner/Professional Engineer – agapeconstruction.com	1985 95%	<b>\$7,693,109</b> 114	\$8,619,309 Design/build remodeler	38	17	NARI, BBB, Rem. Adv.	Generating leads for new business	Better Internet marketing
210	<b>CALBATH RENOVATIONS</b> – Newport Beach, Calif. Daniel Liechty, Vice President – calbath.com	1991 100%	<b>\$7,630,000</b> 1,526	\$7,630,000 Kitchen & bath	25	70	NARI, NAHB, NKBA, BBB	Generating leads for new business	Better sales strategy and management
211	<b>FRONTIER BASEMENT SYSTEMS</b> – Joelton, Tenn. Layne Gebers, Owner/President – trustfrontier.com	2001	<b>\$7,628,754</b> 2,389	\$7,628,754 Improvement/replacement	75	–	NAHB, BBB	increased competition and rapidly growing population	Better sales strategy and management
212	<b>JRP DESIGN &amp; REMODEL</b> – Westlake Village, Calif. Justin Pecikonis, President/CEO – jrpdesignandremodel.com	2001	<b>\$7,587,308</b> 20	\$7,587,308 Design/build remodeler	32	20	NARI, NKBA, BBB, Rem. Adv.	COVID-19	More repeat business
213	<b>FINISHED BASEMENTS PLUS</b> – Wixom, Mich. Stephen Iverson, Owner – finishedbasementsplus.com	2003 93%	<b>\$7,550,395</b> 139	\$7,550,395 Design/build remodeler	38	14	NAHB, NKBA, BBB, Rem. Adv.	Keeping up with increased demand	Add a new high-demand product or service
214	<b>B.A. WORTHING INC</b> – Carlsbad, Calif. Alena Blasio, President – thisisbawinc.com	1980	<b>\$7,487,938</b> 105	\$7,487,938 Full-service remodeler	14	90	NKBA	Increased Regulation from Government	Higher demand for bigger projects over \$5,000 each
215	<b>FIVE STAR CONTRACTORS, INC.</b> – Malvern, Pa. Michal Zelubowski, Owner – fivestarcontractors.com	2000 100%	<b>\$7,432,202</b> 44	\$7,432,202 Improvement/replacement	38	20	NARI, NAHB, BBB, Bus. Networks	Economic weakness in your service area(s)	Better sales strategy and management
216	<b>DISASTER RESPONSE</b> – McCall, Idaho Beau Value, CEO – disasteridaho.com	2010	<b>\$7,397,799</b> 702	\$7,397,799 Insurance restoration	52	5	NARI, NAHB, BBB	Finding and hiring qualified employees	Better marketing overall
217	<b>EAKMAN CONSTRUCTION COMPANY</b> – Seattle, Wash. Stacy Eakman, President – eakmanconstruction.com	2012	<b>\$7,356,652</b> 12	\$7,356,652 Full-service remodeler	20	40	NAHB, AIA, Rem. Adv.	Increased Regulation from Government	Overall higher volume of leads for new business
218	<b>AMSTILL ROOFING</b> – Houston, Texas Sam Stilley, CEO – amstillroofing.com	1974 99%	<b>\$7,349,171</b> 694	\$7,349,171 Insurance restoration	16	–	BBB, Bus. Networks	COVID-19	Better sales strategy and management
219	<b>AMERICAN WEATHERTECHS, LLC</b> – West Chester, Ohio Corey Cover, Owner – americanweathertechs.com	1995	<b>\$7,335,678</b> 731	\$7,335,678 Improvement/replacement	14	27	NARI, BBB, NRCA, Bus. Networks	Finding and hiring qualified trade contractors	Better sales strategy and management
220	<b>ADVANCED WINDOW SYSTEMS, LLC</b> – Cromwell, Conn. Mark LaVoie, Vice President – advancedwindowssystems.com	1978	<b>\$7,318,341</b> 706	\$7,318,341 Improvement/replacement	50	30	NARI, NAHB, BBB	Economic weakness in your service area(s)	Higher prices and net margins
221	<b>CARL'S FENCING, DECKING &amp; HOME IMPROVEMENTS</b> Toms River, N.J. – William Rankin, President – bycarls.com	2010	<b>\$7,300,000</b> 475	\$23,127,385 Full-service remodeler	150	32	NARI, BBB	Finding and hiring qualified trade contractors	Better sales strategy and management
222	<b>JANCEWICZ &amp; SON</b> – North Walpole, N.H. Jayson Dunbar, President – roofsplus.com	1933	<b>\$7,269,827</b> 277	\$7,269,827 Improvement/replacement	51	26.7	NAHB, BBB, NRCA, CCN	Finding and hiring qualified employees	Higher prices and net margins
223	<b>THE BOARD STORE HOME IMPROVEMENTS, INC.</b> – La Crosse, Wis. Miles Wilkins, Owner/General Manager – theboardstoreonline.com	1989 97%	<b>\$7,268,848</b> 926	\$7,309,968 Improvement/replacement	45	35	NARI, NAHB, BBB, Bus. Networks	Increased competition	Higher demand for bigger projects over \$5,000 each
224	<b>DEXTER BUILDERS</b> – Dexter, Mich. Jeff Brown, President – dexterbuilders.com	2000	<b>\$7,263,094</b> 560	\$7,263,094 Design/build remodeler	42	33	NARI, BBB	COVID-19	Overall higher volume of leads for new business
225	<b>IBS, LLC (RE-BATH - BOISE, SPOKANE, PORTLAND)</b> Meridian, Idaho – Spencer Shaw, CEO – rebath.com	2005	<b>\$7,217,970</b> 505	\$7,217,970 Kitchen & bath	48	25	NARI, BBB	Finding and hiring qualified employees	Add a new or enlarged service area
226	<b>WINDOWS DIRECT USA</b> – Cincinnati, Ohio Chris Carey, CEO – windowsdirectusa.com	2014	<b>\$7,190,121</b> 1,142	\$7,190,121 Improvement/replacement	36	30	BBB	Generating leads for new business	Better sales strategy and management
227	<b>HOMESEALED EXTERIORS, LLC</b> – New Berlin, Wis. Brandon Erdmann, President – homessealed.com	2007	<b>\$7,150,353</b> 642	\$7,150,353 Improvement/replacement	21	37	NARI, NAHB, BBB	Generating leads for new business	Higher prices and net margins
228	<b>KIRKPLAN KITCHENS</b> – Sarasota, Fla. Ian Gallie, President – kirkplankitchens.com	1998	<b>\$7,136,520</b> 290	\$7,136,520 Kitchen & bath	24	2	–	Finding and hiring qualified employees	Overall higher volume of leads for new business
229	<b>STL DESIGN &amp; BUILD, LLC</b> – Maryland Heights, Mo. Thomas Levinson, Owner – stldesignandbuild.com	2016	<b>\$7,133,404</b> 295	\$7,133,404 Full-service remodeler	25	30	NARI, BBB	Finding and hiring qualified trade contractors	Higher prices and net margins
230	<b>K&amp;H HOME SOLUTIONS</b> – Arvada, Colo. Ted Roland, President – khwindows.com	1956 94%	<b>\$7,085,505</b> 723	\$7,085,505 Improvement/replacement	24	34	BBB, CCN, Bus. Networks	Finding and hiring qualified trade contractors	Higher prices and net margins
231	<b>BEST WINDOW &amp; DOOR COMPANY</b> – Johnstown, Pa. Barry Ritko, Jr., Owner/Vice President – mybestwindow.com	1949	<b>\$7,043,475</b> 1,035	\$7,326,048 Design/build remodeler	44	–	BBB	Generating leads for new business	Higher demand for bigger projects over \$5,000 each
232	<b>EXPRESS SUNROOMS OF CHARLESTON LLC</b> – Summerville, S.C. Michael Gregory, CEO – expresssunrooms.com	2010	<b>\$6,921,319</b> 702	\$6,921,319 Design/build remodeler	20	36	NARI, BBB	Finding and hiring qualified employees	Higher prices and net margins
233	<b>FIRSTCALL, INC.</b> – Grimes, Iowa Scott Cierzan, President – firstcalliowa.com	1989	<b>\$6,878,798</b> 614	\$6,878,798 Insurance restoration	25	30	NAHB, BBB, NRCA	Finding and hiring qualified employees	Higher demand from small projects under \$5,000 each
234	<b>REMODELING CONSULTANTS, INC.</b> – Mamaroneck, N.Y. Richard Zaccaria, President – remodeling-consultants.com	1964	<b>\$6,875,000</b> 44	\$6,875,000 Design/build remodeler	75	55	NARI, NKBA, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
235	<b>MITCHELL CONSTRUCTION GROUP</b> – Medfield, Mass. Tom Mitchell, President – mitchcogroup.com	1987 100%	<b>\$6,870,217</b> 43	\$8,433,325 Design/build remodeler	24	11	NARI, NKBA, Rem. Adv.	COVID-19	Increased throughput without adding more overhead
236	<b>PHILLIPS HOME IMPROVEMENTS</b> – Plano, Texas Jason Phillips, President/CEO – phillipshomeimprovements.com	1997 86%	<b>\$6,839,855</b> 1,594	\$6,839,855 Improvement/replacement	25	20.7	BBB, NRCA	Retaining key employees	Higher prices and net margins
237	<b>HOMESPEC BASEMENTFIX</b> – Westland, Mich. Craig Ceccarelli, President – basementfix.com	1994	<b>\$6,821,860</b> 1,871	\$6,821,860 Improvement/replacement	64	17	BBB, Bus. Networks	Economic weakness in your service area(s)	Add a new high-demand product or service
238	<b>MAGEE CONSTRUCTION COMPANY</b> – Cedar Falls, Iowa Wayne Magee, Owner – mageeconstruction.com	1982	<b>\$6,820,632</b> 396	\$7,393,739 Design/build remodeler	30	30	BBB	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
239	<b>BRAYMILLER BUILDERS OF W.N.Y. INC.</b> – Hamburg, N.Y. David Braymiller, President – braymillerbuilders.com	1987	<b>\$6,725,144</b> 1,015	\$6,725,144 Improvement/replacement	34	30	BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
240	<b>TRI-STATE RENOVATIONS, INC.</b> – Columbus, Ohio Preston Ford, President – donthaveone.com	1995	<b>\$6,714,791</b> 4	\$6,757,719 Full-service remodeler	6	11	–	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
241	<b>NEW WINDOWS &amp; BATHS FOR AMERICA</b> – New Brighton, Minn. Jim Steffes, President – nwffam.com	2000	<b>\$6,707,000</b> 729	\$6,707,000 Improvement/replacement	45	23.1	BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each

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RANK	COMPANY / LEADERSHIP / WEBSITE	YEAR FOUNDED & QUALITY RATING	2019 REMODELING REVENUE & JOBS	2019 GROSS REVENUE & REMODELING SEGMENT FOCUS	NO. OF EMPLOYEES	% REVENUE MARKETING	ASSOCIATION MEMBERSHIPS	TOP BUSINESS CHALLENGE IN 2020	TOP OPPORTUNITY IN 2020
242	<b>NINJA COATINGS, LLC</b> – Destin, Fla. Mike Redmond, President, CEO – ninjacoatings.com	2015	<b>\$6,693,892</b> 871	\$6,693,892 Improvement/replacement	10	25	BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
243	<b>K&amp;W INTERIORS</b> – Anchorage, Alaska Dale Kaercher, President – k-winteriors.com	1985	<b>\$6,515,000</b> 120	\$6,515,000 Kitchen & bath	20	–	NKBA	Economic weakness in your service area(s)	Higher prices and net margins
244	<b>MIDWEST CONSTRUCTION &amp; SUPPLY, INC.</b> – Mason City, Iowa Kalliope Eaton, President – mwcinc.com	1958	<b>\$6,507,153</b> 482	\$6,507,153 Improvement/replacement	27	38	NARI, BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
245	<b>CHAPMAN WINDOWS DOORS &amp; SIDING</b> – West Chester, Pa. Mark Chapman, Vice President – chapmanwindowsdoors.com	1994	<b>\$6,495,000</b> 779	\$6,995,051 Improvement/replacement	27	31	NARI, NAHB, BBB, AIA	Increased Regulation from Government	Overall higher volume of leads for new business
246	<b>AMERICAN HOME</b> – Knoxville, Tenn. Mark Sims, President – homeproguys.com	1997	<b>\$6,489,263</b> 636	\$6,489,263 Full-service remodeler	16	32	NAHB, BBB	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
247	<b>CREATIVE HOME TECHNOLOGIES LLC</b> – Kaukauna, Wis. Robert Beaster, Owner – creativehometech.com	2004	<b>\$6,458,197</b> 888	\$6,458,197 Improvement/replacement	26	28	NARI, NAHB, BBB, NRCA, USGBC	Generating leads for new business	Better marketing overall
248	<b>INNOVATIVE KITCHEN &amp; BATH</b> – Kirkland, Wash. Robert Watson, Managing Member – innovativekab.com	2013	<b>\$6,455,515</b> 126	\$6,455,515 Kitchen & bath	33	25	NKBA, BBB	Reduced profitability due to operational inefficiencies	Increased throughput without adding more overhead
249	<b>EXCEL WINDOWS</b> – Tinley Park, Ill. Chris Vuko, President – excelwindows.com	1977	<b>\$6,450,000</b> 850	\$6,450,049 Improvement/replacement	23	25	NARI, BBB	Finding and hiring qualified trade contractors	Better marketing overall
250	<b>PEREZ DESIGN BUILD REMODEL, LLC.</b> – Clarks Summit, Pa. Adam Perez, Owner – perezdbr.com	1981 95%	<b>\$6,435,516</b> 135	\$7,510,141 Design/build remodeler	16	26	NARI, NAHB, BBB	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
251	<b>ADVANCED IMPROVEMENTS, LLC</b> – Mystic, Conn. David Preka, Member – advancedgroupplc.com	2002	<b>\$6,409,624</b> 190	\$7,450,049 Design/build remodeler	32	29	NARI, NAHB, NKBA, BBB	Reduced profitability due to operational inefficiencies	Better marketing overall
252	<b>OUTBACK DECK, INC.</b> – Woodstock, Ga. John Gwaltney, Co-Owner – outbackdeck.net	2010	<b>\$6,372,855</b> 154	\$6,844,529 Improvement/replacement	17	21.4	NARI, BBB, CCN	COVID-19	Better sales strategy and management
253	<b>RGS EXTERIORS IE RAIN GUTTER SPECIALTIES</b> – West Jordan, Utah Tim Brown, President – rgsutahsiding.com	1990	<b>\$6,372,266</b> 2,100	\$6,372,266 Improvement/replacement	60	35	NAHB, BBB, CCN	Generating leads for new business	Higher prices and net margins
254	<b>QUALITY ADVANTAGE HOME PRODUCTS, INC.</b> – Hampton, Va. John Campbell, President – updatemybathroom.com	1997	<b>\$6,372,163</b> 653	\$6,372,163 Kitchen & bath	32	30	NARI, NKBA, BBB	Generating leads for new business	Better recruiting and hiring
255	<b>CONTRACT EXTERIORS</b> – Murrells Inlet, S.C. Randy Hann, President – contractexteriors.com	2009 94%	<b>\$6,354,595</b> 341	\$14,424,935 Improvement/replacement	36	–	NARI, NAHB, BBB, NRCA, CCN	Generating leads for new business	Better referral business
256	<b>TOTAL REMODELING SYSTEMS LLC</b> – Winchester, Va. Joe Henley, President – totalremodelingsystems.com	2006	<b>\$6,338,813</b> 262	\$6,338,813 Improvement/replacement	25	30	NARI	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
257	<b>SKYLINE RESTORATION INC.</b> – Blue Island, Ill. Douglas Burton, President – skylinedki.com	2001	<b>\$6,296,205</b> 803	\$6,296,205 Insurance restoration	33	35	BBB, CCN	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
258	<b>ABC OF NEBRASKA</b> – Omaha, Neb. Edward Franssen, Corporate President – abcnebraska.com	1996	<b>\$6,202,930</b> 636	\$6,202,930 Improvement/replacement	25	27	NARI, BBB	Economic weakness in your service area(s)	Better marketing overall
259	<b>VINYL WINDOW BROKER, INC.</b> – Tustin, Calif. Lundun Morgan, CFO – vinylwindowbroker.com	1988	<b>\$6,198,087</b> 590	\$6,198,087 Improvement/replacement	45	40	–	Generating leads for new business	Higher prices and net margins
260	<b>HURST DESIGN BUILD REMODEL</b> – Westlake, Ohio Daniel Hurst, President – hurstremodel.com	1997 100%	<b>\$6,181,184</b> 65	\$6,222,865 Design/build remodeler	35	22.6	NARI, NKBA, BBB, Rem. Adv.	Finding and hiring qualified employees	Overall higher volume of leads for new business
261	<b>FLETCHER CONSTRUCTION</b> – Stafford, Va. Matt Fletcher, Owner – fletcherconstructionva.com	2013	<b>\$6,169,171</b> 347	\$6,169,171 Improvement/replacement	15	30	–	Finding and hiring qualified trade contractors	Higher prices and net margins
262	<b>RI KITCHEN &amp; BATH DESIGN + BUILD</b> – Warwick, R.I. Tanya Donahue, President/Owner – rikb.com	1989 92%	<b>\$6,143,458</b> 103	\$6,143,458 Design/build remodeler	30	30	NARI, NAHB, NKBA, BBB, Bus. Networks	COVID-19	Better Internet marketing
263	<b>CAPIZZI HOME IMPROVEMENT, INC.</b> – Cotuit, Mass. Thomas Capizzi, Jr., President – capizzihome.com	1976	<b>\$6,142,096</b> 27	\$6,142,096 Full-service remodeler	22	–	NARI, NAHB, NKBA, BBB, CCN, Rem. Adv.	Generating leads for new business	Overall higher volume of leads for new business
264	<b>BRAX ROOFING</b> – Gaithersburg, Md. Benjamin Matthews, Managing Partner – braxroofing.com	2014 100%	<b>\$6,121,249</b> 695	\$6,121,249 Improvement/replacement	22	30	BBB, NRCA	Finding and hiring qualified employees	Increased throughput without adding more overhead
265	<b>CAREFREE HOME PROS, LLC</b> – Avon, Conn. John Anglis, President – carefreehomepros.com	2000 93%	<b>\$6,106,659</b> 627	\$6,106,659 Full-service remodeler	33	22	BBB	Higher cost of leads	Better recruiting and hiring
266	<b>VPC BUILDERS</b> – Banner Elk, N.C. Matt Vincent, Owner/Manager – vpcbuilders.com	2010	<b>\$6,000,187</b> 60	\$14,147,000 Full-service remodeler	17	40	NAHB, BBB, USGBC	Finding and hiring qualified employees	Increased throughput without adding more overhead
267	<b>MARKS-WOODS CONSTRUCTION SERVICES, LLC</b> – Alexandria, Va. Byron Woods, Contracts Manager – markswoods.com	2002	<b>\$5,998,756</b> 51	\$5,998,756 Full-service remodeler	31	28	NARI, NKBA, BBB	Finding and hiring qualified employees	Better sales strategy and management
268	<b>QUILLEN BROS. INC.</b> – Bryan, Ohio Robert Quillen, Owner – quilllenbrosinc.com	1999 93%	<b>\$5,914,711</b> 744	\$5,914,711 Improvement/replacement	20	20	NARI, BBB, Bus. Networks	Finding and hiring qualified trade contractors	Better Internet marketing
269	<b>INNOVATIVE HOME CONCEPTS, INC.</b> – Crystal Lake, Ill. Rhett Wilborn, President – innovativehomeconcepts.com	2005	<b>\$5,912,845</b> 505	\$5,912,845 Insurance restoration	18	35	BBB	Generating leads for new business	Better recruiting and hiring
270	<b>HUSEBY HOMES, LLC</b> – Nashville, Tenn. Craig Huseby, Owner/President – husebyhomesllc.com	1998	<b>\$5,901,384</b> 17	\$5,901,384 Full-service remodeler	11	50	–	Finding and hiring qualified employees	Higher prices and net margins
271	<b>CRAFTSMEN HOME IMPROVEMENTS, INC.</b> – Dayton, Ohio Kevin McCloskey, President – craftsmenhome.com	1993	<b>\$5,897,457</b> 250	\$5,897,457 Full-service remodeler	14	30	NARI, BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
272	<b>LEVITCH ASSOCIATES, INC.</b> – Berkeley, Calif. Maurice Levitch, President – levitch.com	1960	<b>\$5,863,853</b> 15	\$6,193,993 Design/build remodeler	25	12	AIA	Market and business practice changes due to COVID-19	Better referral business
273	<b>AMERICAN WATER DAMAGE</b> – Arlington, Texas David Lopez, CEO – americanwaterdamage.com	2012	<b>\$5,858,642</b> 728	\$20,317,214 Insurance restoration	175	20	BBB, Bus. Networks	Higher material prices	Increased throughput without adding more overhead
274	<b>WESTHILL INC.</b> – Woodinville, Wash. Chuck Russell, President/General Manager – westhillinc.com	1974 100%	<b>\$5,847,495</b> 54	\$6,780,204 Design/build remodeler	21	12.16	NAHB, NKBA, BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each

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275	<b>WINDOWS PLUS</b> – Cincinnati, Ohio Dennis Morris, Member – windowspluscincinnati.com	1982	<b>\$5,832,970</b> 812	\$5,832,970 Improvement/replacement	25	45	–	Finding and hiring qualified employees	Add a new high-demand product or service
276	<b>OX FOUNDATION SOLUTIONS</b> – Calera, Ala. Kevin Weber, CEO – oxfoundations.com	2016	<b>\$5,829,317</b> 749	\$5,829,317 Improvement/replacement	37	25	NAHB, BBB	Generating leads for new business	Add a new or enlarged service area
277	<b>CIPRIANI REMODELING SOLUTIONS</b> – Woodbury, N.J. Jay Cipriani, President – ciprianiremodelingsolutions.com	1978 97%	<b>\$5,824,844</b> 72	\$5,824,844 Design/build remodeler	25	18.2	NAHB, NKBA, BBB	Overcoming homeowners' fears of moving forward	–
278	<b>G.M. ROTH DESIGN REMODELING, LLC</b> – Nashua, Ohio Gerald Roth, President – gmroth.com	1986 82%	<b>\$5,822,930</b> 69	\$5,822,930 Design/build remodeler	28	–	NAHB, NKBA, BBB, CCN, Bus. Networks	Finding and hiring qualified employees	Better sales strategy and management
279	<b>APPROVED CONTRACTOR, INC.</b> – Canoga Park, Calif. Jared Green, President/CEO – approvedcontractorinc.com	2010 100%	<b>\$5,771,904</b> 355	\$5,771,904 Improvement/replacement	5	20	BBB	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
280	<b>GULFSIDE WINDOWS &amp; DOORS</b> – Oldsmar, Fla. Aaron Shoham, CEO – gulfsidefl.house	2016	<b>\$5,700,000</b> 470	\$5,700,000 Improvement/replacement	22	50	NARI, BBB, Bus. Networks	Higher cost of leads	Better marketing overall
281	<b>MILLER CUSTOM EXTERIORS</b> – Fredericksburg, Ohio Lorin Miller, President – millercustomexteriors.com	1964	<b>\$5,680,735</b> 664	\$5,773,359 Improvement/replacement	27	40	BBB	Economic weakness in your service area(s)	Increased throughput without adding more overhead
282	<b>KM BUILDERS</b> – San Antonio, Texas Keith Moehle, General Manager – kmbuilders.com	1984	<b>\$5,600,000</b> 70	\$5,600,000 Design/build remodeler	40	16	NARI, NAHB, NKBA, BBB	Reduced profitability due to operational inefficiencies	Better sales strategy and management
283	<b>FD BUILDING CO.</b> – Westhampton Beach, N.Y. Dennis Ketcham, President – fdbuilding.com	2015 100%	<b>\$5,600,000</b> 40	\$8,400,000 Design/build remodeler	18	40	–	Generating leads for new business	Overall higher volume of leads for new business
284	<b>1ST CHOICE HOME IMPROVEMENTS, INC.</b> – Pensacola, Fla. James Smart, President – 1stchoicehomeimprovements.com	1999	<b>\$5,593,611</b> 373	\$5,593,611 Full-service remodeler	27	–	BBB	Reduced profitability due to operational inefficiencies	Increased throughput without adding more overhead
285	<b>SILVER OAK REMODEL</b> – Atlanta, Ga. Josh Katterheinrich, President – silveroakremodel.com	2007 89%	<b>\$5,565,165</b> 89	\$5,565,165 Design/build remodeler	21	30	NARI, NKBA, BBB	Generating leads for new business	Higher demand for bigger projects over \$5,000 each
286	<b>NEW JERSEY SIDING &amp; WINDOWS, INC.</b> – Randolph, N.J. Neil Sciacca, President – newjerseywindow.com	1999 94%	<b>\$5,565,014</b> 570	\$5,565,014 Improvement/replacement	16	30	NARI, BBB	Generating leads for new business	Higher prices and net margins
287	<b>THE KINGSTON GROUP</b> – Nashville, Tenn. Ricky Scott, Member – buildkg.com	2007	<b>\$5,563,932</b> 32	\$5,563,932 Full-service remodeler	14	–	NAHB	Finding and hiring qualified trade contractors	Better sales strategy and management
288	<b>CQC HOME</b> – Durham, N.C. Ken Combs, CEO – cqchome.com	2013 100%	<b>\$5,545,030</b> 62	\$5,545,030 Design/build remodeler	24	20.6	NARI, NKBA, BBB, Rem. Adv.	Finding and hiring qualified employees	Higher prices and net margins
289	<b>BELTWAY BLINDS</b> – Beltsville, Md. Oliver Schreiber, CEO/Chief Accountability Officer – beltwayblinds.com	2012	<b>\$5,519,563</b> 1,508	\$5,519,563 Improvement/replacement	60	35	–	Economic weakness in your service area(s)	Discontinuing unprofitable products or services
290	<b>PRO HOME IMPROVEMENT</b> – Ferndale, Mich. Timothy Porcasi, President – prohomemi.com	2006	<b>\$5,519,206</b> 1,600	\$5,519,206 Improvement/replacement	18	22	BBB	Finding and hiring qualified trade contractors	Add a new high-demand product or service
291	<b>COMPLETE HOME IMPROVEMENT/K2 CONSTRUCTION</b> Hollywood, Fla. – Sivan Katheine, President – completehi.com	2006	<b>\$5,512,884</b> 75	\$5,512,884 Design/build remodeler	5	10	NAHB, BBB, Bus. Networks	Generating leads for new business	Overall higher volume of leads for new business
292	<b>FICK BROS ROOFING &amp; EXTERIOR REMODELING CO.</b> – Baltimore, Md. Patrick Fick, President – fickbros.com	1949 96%	<b>\$5,512,773</b> 100	\$5,512,773 Improvement/replacement	42	14	NARI, NAHB, BBB, AIA, NRCA, CCN	Finding and hiring qualified employees	Better sales strategy and management
293	<b>S.E.A. CONSTRUCTION</b> – San Mateo, Calif. Steve Albert, CEO – seaconstruction.com	1989 100%	<b>\$5,509,886</b> 35	\$5,509,886 Design/build remodeler	16	35	NARI, NKBA, BBB, AIA	Finding and hiring qualified employees	Add a new high-demand product or service
294	<b>LEGACY REMODELING, INC.</b> – Pittsburgh, Pa. Jeffrey Moeslein, President – legacyremodeling.com	1987	<b>\$5,501,197</b> 373	\$5,501,197 Improvement/replacement	28	38	BBB	Finding and hiring qualified trade contractors	Add a new high-demand product or service
295	<b>HIGHCRAFT BUILDERS</b> – Fort Collins, Colo. Dwight Sailer, Co-Owner – highcraft.net	1998	<b>\$5,484,818</b> 37	\$11,242,884 Design/build remodeler	21	21	NAHB, NKBA, BBB, AIA, Rem. Adv., USGBC	Economic weakness in your service area(s)	Better sales strategy and management
296	<b>CRUICKSHANK, INC.</b> – Atlanta, Ga. Bradley Cruickshank, President – cruickshankinc.com	1980 100%	<b>\$5,479,663</b> 13	\$5,479,663 Full-service remodeler	34	18	NARI, NAHB, NKBA	COVID-19	–
297	<b>TRAVEK, INC.</b> – Scottsdale, Ariz. Von Raisanen, President – travек.com	2001 95%	<b>\$5,479,149</b> 227	\$5,760,608 Design/build remodeler	35	20	NARI, NAHB, NKBA, BBB, Rem. Adv.	Finding and hiring qualified trade contractors	Add a new high-demand product or service
298	<b>NAPLES KITCHEN &amp; BATH, INC.</b> – Naples, Fla. Brian Raymond, President – napleskb.com	1996	<b>\$5,460,884</b> 37	\$5,460,884 Design/build remodeler	16	24.9	NKBA	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
299	<b>FOSTER REMODELING SOLUTIONS, INC.</b> – Lorton, Va. David Foster, President – fosterremodeling.com	1983 96%	<b>\$5,460,687</b> 96	\$5,460,687 Design/build remodeler	28	15	NARI, NAHB, NKBA, BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
300	<b>CUSTOM CONTRACTING, INC.</b> – Arlington, Mass. William Farnsworth, President – custom-contracting.com	1990	<b>\$5,433,738</b> 133	\$5,433,738 Design/build remodeler	19	25	NARI, NKBA	Increased competition	Higher demand for bigger projects over \$5,000 each
301	<b>JERRY HARRIS REMODELING</b> – Chesapeake, Va. Jerry Harris, President – jerryharrisremodeling.com	1985	<b>\$5,422,384</b> 157	\$5,422,384 Full-service remodeler	25	40	NARI, NAHB, BBB	Finding and hiring qualified employees	Higher prices and net margins
302	<b>BRINDISI BUILDERS</b> – Marlton, N.J. Michael Brindisi, Owner – brindisibuilders.com	1977 100%	<b>\$5,297,000</b> 85	\$5,297,000 Design/build remodeler	25	30	NAHB, NKBA, Bus. Networks	Finding and hiring qualified employees	Overall higher volume of leads for new business
303	<b>HIVEX BASEMENT FINISHING CO.</b> – Fredericksburg, Va. Christopher McNally, President/Owner – hivexbasements.com	2005 100%	<b>\$5,271,906</b> 149	\$5,271,906 Improvement/replacement	40	25	NARI, BBB	Higher material prices	Increased throughput without adding more overhead
304	<b>OLSON &amp; JONES CONSTRUCTION INC.</b> – Portland, Ore. Greg Olson, President – olsonandjones.com	1982	<b>\$5,260,207</b> 55	\$5,260,207 Full-service remodeler	15	8	NARI	Generating leads for new business	Add a new high-demand product or service
305	<b>BOULIA CONSTRUCTION &amp; RESTORATION</b> – Newport, N.C. Bill Boulia, President – bouliaconstruction.com	1987	<b>\$5,235,000</b> 250	\$7,000,000 Full-service remodeler	32	30	BBB, NRCA	Economic weakness in your service area(s)	More repeat business
306	<b>TRI-STATE CREATIONS, LLC</b> – Conshohocken, Pa. Josh Schneider, Member – tristatecreations.com	2008	<b>\$5,231,000</b> 357	\$5,213,000 Full-service remodeler	20	31	BBB	Economic weakness in your service area(s)	Add a new or enlarged service area
307	<b>SHOWCASE KITCHEN &amp; BATH</b> – Bloomfield, N.J. Donald Distasio Jr., President – showcasekitchen.com	1994	<b>\$5,230,830</b> 59	\$5,230,830 Design/build remodeler	25	25	NKBA	COVID-19	Higher prices and net margins

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308	<b>FIVE STAR IMPROVEMENTS INC.</b> – Rochester, N.Y. Jason Pignagrande, Owner – <a href="http://fivestarimprovements.com">fivestarimprovements.com</a>	2005 84%	<b>\$5,223,077</b> 557	\$5,223,077 Improvement/replacement	56	–	BBB, CCN	Increased competition	Better marketing overall
309	<b>INTERIORWORX, LLC</b> – Salt Lake City, Utah Brad Larson, CFO – <a href="http://interiorworx.com">interiorworx.com</a>	2014	<b>\$5,200,559</b> 4,366	\$42,644,355 Full-service remodeler	400	–	NKBA	Economic weakness in your service area(s)	Better sales strategy and management
310	<b>PETER DINATALE &amp; ASSOCIATES, INC.</b> – Cold Spring, N.Y. Peter DiNatale, President – <a href="http://dinataleassociates.com">dinataleassociates.com</a>	1990	<b>\$5,200,000</b> 12	\$5,200,000 Full-service remodeler	13	10	AIA	Generating leads for new business	Add a new high-demand product or service
311	<b>NEW ENGLAND DESIGN &amp; CONSTRUCTION</b> – Boston, Mass. David Supple, Founder/CEO – <a href="http://nedesignbuild.com">nedesignbuild.com</a>	2006 100%	<b>\$5,182,494</b> 15	\$5,182,494 Design/build remodeler	16	20	NARI, BBB, Rem. Adv.	Generating leads for new business	Higher demand for bigger projects over \$5,000 each
312	<b>ENTRYPOINT DOORS AND WINDOWS</b> – Buford, Ga. Paul Butler, President – <a href="http://entrypointatlanta.com">entrypointatlanta.com</a>	2003	<b>\$5,173,700</b> 1,010	\$5,173,700 Improvement/replacement	29	–	–	Higher labor costs	Higher demand for bigger projects over \$5,000 each
313	<b>DC ENCLOSURES, INC.</b> – Kennesaw, Ga. Richard DeSantis, President – <a href="http://dcenclosures.com">dcenclosures.com</a>	1988	<b>\$5,136,292</b> 270	\$5,454,450 Improvement/replacement	29	30	BBB, CCN	Finding and hiring qualified employees	Overall higher volume of leads for new business
314	<b>OHI - OUR HOME IMPROVEMENT</b> – Elk Grove Village, Ill. John Kautz, President – <a href="http://contactohi.com">contactohi.com</a>	2015	<b>\$5,100,000</b> 115	\$10,065,000 Design/build remodeler	37	21	NARI, NKBA, BBB, Rem. Adv.	COVID-19	Overall higher volume of leads for new business
315	<b>BOARDWALK BUILDERS, INC.</b> – Rehoboth Beach, Del. Patricia McDaniel, President – <a href="http://boardwalkbuilders.com">boardwalkbuilders.com</a>	1986 91%	<b>\$5,099,950</b> 66	\$5,482,266 Full-service remodeler	12	17	NARI, NAHB	Generating leads for new business	Overall higher volume of leads for new business
316	<b>LONG &amp; DELOSA CONSTRUCTION GROUP, LTD.</b> – Brooklyn, N.Y. Brian Long, President/CEO – <a href="http://longanddelosa.com">longanddelosa.com</a>	1998	<b>\$5,052,572</b> 17	\$5,052,572 Full-service remodeler	21	19	BBB, AIA, Bus. Networks	Finding and hiring qualified employees	Increased throughput without adding more overhead
317	<b>ASSOCIATES IN BUILDING &amp; DESIGN, LTD.</b> – Fort Collins, Colo. Bob D Peterson, President – <a href="http://abd-ltd.com">abd-ltd.com</a>	1990	<b>\$5,051,641</b> 29	\$6,806,210 Design/build remodeler	13	20	NAHB, NKBA, BBB	COVID-19	–
318	<b>HASTINGS MANAGEMENT</b> – Franklin, Tenn. Josh Hastings, CEO – <a href="http://hastingsmgt.com">hastingsmgt.com</a>	2010	<b>\$5,036,419</b> 32	\$7,908,467 Design/build remodeler	6	55	–	Finding and hiring qualified trade contractors	–
319	<b>BOOHER REMODELING COMPANY</b> – Indianapolis, Ind. Rob Booher, President – <a href="http://booherremodeling.com">booherremodeling.com</a>	2001	<b>\$5,023,152</b> 196	\$5,023,152 Kitchen & bath	28	35	NAHB, NKBA, BBB	Economic weakness in your service area(s)	Better sales strategy and management
320	<b>DOMUS CONSTRUCTORS, LLC</b> – Greens Farms, Conn. Christopher Shea, Manager – <a href="http://domusllc.com">domusllc.com</a>	1998	<b>\$5,004,830</b> 29	\$5,004,830 Full-service remodeler	5	100	NARI, NAHB	Economic weakness in your service area(s)	Better marketing overall
321	<b>CHERMAK CONSTRUCTION, INC.</b> – Edmonds, Wash. Noah France, President – <a href="http://chermak.com">chermak.com</a>	1980	<b>\$5,004,433</b> 194	\$5,004,433 Full-service remodeler	31	20	NAHB, NKBA, BBB	Economic weakness in your service area(s)	Better sales strategy and management
322	<b>THE HOME DOCTOR</b> – Alexandria, Va. Phillip Gehrig, CEO – <a href="http://yourhomedr.com">yourhomedr.com</a>	2013	<b>\$5,001,928</b> 452	\$5,001,928 Improvement/replacement	19	–	BBB, Bus. Networks	Higher labor costs	Overall higher volume of leads for new business
323	<b>SCHNEIDER CONSTRUCTION SERVICES</b> – O'Fallon, Mo. Vicki Schneider, President – <a href="http://builtbyschneider.com">builtbyschneider.com</a>	1987 100%	<b>\$4,999,560</b> 18	\$4,999,560 Full-service remodeler	3	20	NAHB, BBB	Higher material prices	Overall higher volume of leads for new business
324	<b>LIVING HOME CONSTRUCTION &amp; DESIGN</b> – Salt Lake City, Utah Christopher Towson, President – <a href="http://livinghome.net">livinghome.net</a>	2007	<b>\$4,991,063</b> 33	\$11,965,858 Full-service remodeler	9	55	NARI, Rem. Adv.	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
325	<b>HORIZON CONSTRUCTION &amp; REMODELING</b> – Fullerton, Calif. Mark Besnos, Owner – <a href="http://horizonremodelinginc.com">horizonremodelinginc.com</a>	2007	<b>\$4,966,738</b> 40	\$4,966,738 Full-service remodeler	10	40	NARI, NKBA	Generating leads for new business	Better sales strategy and management
326	<b>STEL BUILDERS</b> – San Diego, Calif. Seth Larson, CEO – <a href="http://stelbuilders.com">stelbuilders.com</a>	2006	<b>\$4,956,908</b> 17	\$4,956,908 Design/build remodeler	12	10	NARI, NAHB, BBB	Increased Regulation from Government	Add a new high-demand product or service
327	<b>PRO EXTERIORS</b> – Milton, Del. Aaron Rogers, President – <a href="http://askproexteriors.com">askproexteriors.com</a>	2005	<b>\$4,923,179</b> 393	\$4,923,179 Improvement/replacement	8	39	BBB	Finding and hiring qualified employees	Better sales strategy and management
328	<b>NEW YORK SASH</b> – Whitesboro, N.Y. Scot Hayes, Owner/CEO – <a href="http://newyorksash.com">newyorksash.com</a>	1989	<b>\$4,902,180</b> 790	\$4,902,180 Improvement/replacement	30	35	NARI, NAHB, BBB	Dealing with COVID-19 pandemic fallout	Better sales strategy and management
329	<b>THE CLEARY COMPANY</b> – Columbus, Ohio George Cleary, Owner – <a href="http://clearycompany.com">clearycompany.com</a>	1994 94%	<b>\$4,889,450</b> 63	\$5,169,130 Design/build remodeler	28	13.75	NARI, NKBA, BBB, Rem. Adv.	Finding and hiring qualified employees	Add a new high-demand product or service
330	<b>QUALITY CRAFTSMEN</b> – Marietta, Ga. Zett Quinn, Owner – <a href="http://quality-craftsmen.com">quality-craftsmen.com</a>	2005	<b>\$4,869,291</b> 293	\$4,869,291 Full-service remodeler	15	–	NARI, NAHB, BBB, Bus. Networks	Generating leads for new business	Add a new or enlarged service area
331	<b>COPPER SKY RENOVATIONS</b> – Atlanta, Ga. Jim Walker, Owner/CEO – <a href="http://copperskyrenovations.com">copperskyrenovations.com</a>	2003 100%	<b>\$4,818,803</b> 20	\$4,818,814 Full-service remodeler	15	9	NARI, NAHB, Rem. Adv.	Finding and hiring qualified trade contractors	Higher prices and net margins
332	<b>GULF COAST RESTORATION AND CONSTRUCTION</b> – Tampa, Fla. Brett Bales, Co-Owner – <a href="http://gcrinc.com">gcrinc.com</a>	1999	<b>\$4,817,619</b> 612	\$4,817,619 Insurance restoration	14	30	NARI, BBB	Finding and hiring qualified trade contractors	Discontinuing unprofitable products or services
333	<b>BENNETT BUILDERS &amp; REMODELERS</b> – Westlake, Ohio Terry Bennett, President – <a href="http://bennettbuilders.com">bennettbuilders.com</a>	1960 90%	<b>\$4,792,851</b> 44	\$8,055,203 Design/build remodeler	15	25	NARI, NAHB, BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
334	<b>DIOR CONSTRUCTION</b> – Bergenfield, N.J. Dior Vass, President – <a href="http://diorconstruction.com">diorconstruction.com</a>	2010	<b>\$4,776,993</b> 530	\$4,776,993 Improvement/replacement	17	30	BBB, NRCA	Finding and hiring qualified employees	Better marketing overall
335	<b>ACRI COMPANY</b> – Milan, Ill. Tim Acri, President – <a href="http://acricompany.com">acricompany.com</a>	1967	<b>\$4,771,870</b> 408	\$4,771,870 Full-service remodeler	25	40	NAHB	Generating leads for new business	Better recruiting and hiring
336	<b>ADVANCED HOME TECHNOLOGIES (dba AHT WISCONSIN WINDOWS)</b> – Clintonville, Wis. Thomas Meersman, President – <a href="http://ahtwindows.com">ahtwindows.com</a>	1967	<b>\$4,767,023</b> 413	\$4,767,023 Improvement/replacement	46	–	NARI, NAHB, BBB	Finding and hiring qualified employees	Add a new or enlarged service area
337	<b>GR8WORK BUILDERS, INC.</b> – Redwood City, Calif. Bob Rosenberg, President/Owner – <a href="http://gr8work.com">gr8work.com</a>	1977	<b>\$4,741,797</b> 59	\$4,741,797 Full-service remodeler	10	27.4	NARI, BBB, USGBC	Finding and hiring qualified employees	Increased throughput without adding more overhead
338	<b>LUXURY BATH NJPA</b> – Hamilton, N.J. Ray DiCrecchio, President – <a href="http://luxurybathnjpa.com">luxurybathnjpa.com</a>	2017	<b>\$4,741,456</b> 397	\$4,741,456 Kitchen & bath	30	30	–	Generating leads for new business	Better recruiting and hiring
339	<b>RJW EXTERIORS</b> – Lake Hopatcong, N.J. Robert Watts, President – <a href="http://rjwexteriors.com">rjwexteriors.com</a>	1994	<b>\$4,717,000</b> 290	\$4,717,000 Improvement/replacement	12	29	BBB	Generating leads for new business	Better recruiting and hiring
340	<b>BEHR CONSTRUCTION CO.</b> – La Canada, Calif. Kurt Knechtel, Vice President – <a href="http://behrconstruction.com">behrconstruction.com</a>	1975	<b>\$4,695,294</b> 50	\$4,695,294 Full-service remodeler	15	30	BBB, AIA, USGBC	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each

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341	<b>RENOVATIONS BY GARMAN</b> – Lititz, Pa. Fred Heim, Vice President of Operations – garmanbuilders.com	1972 87%	<b>\$4,665,484</b> 34	\$7,373,596 Full-service remodeler	17	17	NAHB, BBB, Rem. Adv.	COVID-19	Better sales strategy and management
342	<b>AMIANO &amp; SON DESIGN-BUILD</b> – Southampton, N.J. Lou Amiano, President – amianoandson.com	2000	<b>\$4,619,397</b> 57	\$4,619,397 Design/build remodeler	22	16	NARI, NAHB, NKBA, BBB, Rem. Adv.	Keeping up with increased demand	Better sales strategy and management
343	<b>ARNOLD'S HOME IMPROVEMENT</b> – Toledo, Ohio Jason Arnold, President – arnoldshomeimprovement.com	1990	<b>\$4,562,797</b> 794	\$4,562,797 Full-service remodeler	81	30	BBB	Generating leads for new business	Better sales strategy and management
344	<b>BURNETT HOME IMPROVEMENT</b> – Tulsa, Okla. Scott Burnett, Owner – burnettinc.com	1979 98%	<b>\$4,560,046</b> 449	\$4,560,046 Improvement/replacement	15	–	–	Generating leads for new business	Better marketing overall
345	<b>CRANE BUILDERS, LLC</b> – Nashville, Tenn. Tyler Leuck, President – cranebuilders.com	1987	<b>\$4,537,403</b> 23	\$4,537,403 Full-service remodeler	11	–	NARI, NAHB, BBB, Rem. Adv.	COVID-19	–
346	<b>TIGHTSEAL</b> – New Berlin, Wis. Kevin Kabacinski, Vice President – tightsealexteriors.com	1991 98%	<b>\$4,530,220</b> 329	\$4,530,220 Improvement/replacement	24	20	NARI, BBB	Finding and hiring qualified employees	Better marketing overall
347	<b>WINSTON BROWN REMODELING</b> – Topeka, Kan. Jacob Brown, Owner – winstonbrown.com	1974	<b>\$4,526,223</b> 65	\$4,526,223 Design/build remodeler	22	40	NAHB, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
348	<b>EMERALD BREEZE SERVICES LLC DBA MAJORS HOME IMPROVEMENT</b> – Milton, Fla. Randall Smith, President – majorshomeimprovement.com	1997	<b>\$4,517,180</b> 447	\$4,517,180 Improvement/replacement	22	–	BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
349	<b>SAVE ENERGY COMPANY</b> – Petaluma, Calif. John Gorman, President – saveenergyco.com	1983	<b>\$4,495,037</b> 647	\$4,495,037 Improvement/replacement	17	42	BBB, CCN	Generating leads for new business	Higher prices and net margins
350	<b>KNOCKOUT RENOVATION</b> – New York, N.Y. Keith Steier, Owner – knockoutrenovation.com	1992	<b>\$4,477,766</b> 46	\$4,477,766 Full-service remodeler	18	–	NARI, NKBA, BBB	Higher material prices	Overall higher volume of leads for new business
351	<b>GUARDIAN RESTORATION SERVICES, INC.</b> – St. Petersburg, Fla. Christopher Burke, President – guardianflorida.com	2009	<b>\$4,472,414</b> 527	\$4,472,414 Insurance restoration	18	25	Bus. Networks	Finding and hiring qualified employees	Increased throughput without adding more overhead
352	<b>WINTEK USA</b> – Hot Springs, Ark. Paul Echols, President – wintekusa.net	2018	<b>\$4,418,118</b> 537	\$4,418,118 Improvement/replacement	44	35	BBB	Finding and hiring qualified employees	Better sales strategy and management
353	<b>DESIGN 1 KITCHEN &amp; BATH</b> – Bedford, Mass. Patrick Small, President – design1kfb.com	2007	<b>\$4,399,065</b> 105	\$4,399,065 Design/build remodeler	6	45	NARI, NKBA	COVID-19 Pandemic	Higher demand for bigger projects over \$5,000 each
354	<b>LEAF HOME SAFETY SOLUTIONS</b> – Hudson, Ohio Jeff Beck, CEO – leafhomesafety.com	2019 92%	<b>\$4,351,000</b> 500	\$4,351,000 Improvement/replacement	19	–	NARI, BBB	Keeping up with increased demand	Add a new or enlarged service area
355	<b>REBATH OF MICHIGAN</b> – Troy, Mich. Jeffrey Oslund, President – rebathit.com	2010	<b>\$4,335,000</b> 412	\$4,950,000 Kitchen & bath	22	28	NARI, NAHB, NKBA, BBB, Bus. Networks	Generating leads for new business	Overall higher volume of leads for new business
356	<b>BELLA BROTHERS CONSTRUCTION, LLC</b> – Bensalem, Pa. Thomas Denicolo, President – bellabrothers.com	2004	<b>\$4,333,000</b> 98	\$4,333,000 Design/build remodeler	25	40	NAHB, BBB	COVID-19	Higher demand for bigger projects over \$5,000 each
357	<b>METKE REMODELING &amp; LUXURY HOMES</b> – Lake Oswego, Ore. Jeff Metke, Founder & President – metkeremodeling.com	1989 100%	<b>\$4,297,156</b> 26	\$4,297,156 Design/build remodeler	16	12	NARI, NAHB, NKBA	Generating leads for new business	Higher demand for bigger projects over \$5,000 each
358	<b>PEAK CUSTOM REMODELING CORPORATION</b> – Baltimore, Md. Jonathan Salibrici, Owner – peakcustomremodeling.com	2015 98%	<b>\$4,287,643</b> 332	\$4,287,643 Improvement/replacement	35	45	BBB, NRCA	Higher cost of leads	Increased throughput without adding more overhead
359	<b>D. R. DOMENICHINI CONSTRUCTION</b> – Morgan Hill, Calif. David Domenichini, Owner – drdcon.com	2004 100%	<b>\$4,287,128</b> 52	\$4,287,128 Design/build remodeler	15	15	NARI, NKBA, Rem. Adv.	Keeping up with increased demand	Better sales strategy and management
360	<b>HI TECH WINDOW &amp; SIDING INSTALLATIONS, INC.</b> Methuen, Mass. – Bill Chase, President/Owner – hitechcorp.biz	1995	<b>\$4,257,144</b> 308	\$4,257,144 Improvement/replacement	11	30	BBB, CCN	Finding and hiring qualified employees	Overall higher volume of leads for new business
361	<b>RANDALL - DOUGLAS, INC.</b> – Lewes, Del. Doug Catts, Partner – randall-douglas.com	2019	<b>\$4,245,646</b> 11	\$4,245,646 Full-service remodeler	27	28	NAHB	Keeping up with increased demand	Increased throughput without adding more overhead
362	<b>SUPERIOR HOME IMPROVEMENT</b> – Salt Lake City, Utah Richard Johnson, General Manager – usasuperior.com	2003	<b>\$4,223,562</b> 247	\$4,223,562 Improvement/replacement	18	30	NARI, NAHB, BBB	Generating leads for new business	Overall higher volume of leads for new business
363	<b>IRON RIVER CONSTRUCTION</b> – Chaska, Minn. Tracy Dahlin, President – ironriverco.com	2000	<b>\$4,200,000</b> 178	\$4,200,000 Full-service remodeler	19	72	NAHB, BBB, CCN	Finding and hiring qualified trade contractors	Higher prices and net margins
364	<b>ALCO PRODUCTS INC.</b> – North Bethesda, Md. Zak Kreisman, President – alcoproductsinc.com	1956	<b>\$4,170,315</b> 230	\$4,170,315 Improvement/replacement	11	–	NARI, NKBA, BBB, CCN, Bus. Networks	Finding and hiring qualified employees	Overall higher volume of leads for new business
365	<b>REBATH OF AUSTIN</b> – Round Rock, Texas Joshua Agrelus, Owner – rebath.com	2013	<b>\$4,164,349</b> 266	\$4,164,349 Kitchen & bath	25	25	NARI, NAHB, BBB	Scaling back operations due to lower demand	Discontinuing unprofitable products or services
366	<b>ABC SEAMLESS OF CHEYENNE</b> – Cheyenne, Wyo. Randy Terfehr, President – abccheyenne.com	1997	<b>\$4,131,188</b> 650	\$4,131,188 Improvement/replacement	26	20	–	Economic weakness in your service area(s)	Add a new or enlarged service area
367	<b>THE REMODELING COMPANY</b> – Beverly, Mass. Gary Moffie, President – theremodelingco.com	1998	<b>\$4,121,877</b> 94	\$4,121,877 Full-service remodeler	13	16	NARI, NAHB	Economic weakness in your service area(s)	Better sales strategy and management
368	<b>RSU CONTRACTORS</b> – Murfreesboro, Tenn. Mark Williams, CEO – rsucontractors.com	1982	<b>\$4,059,906</b> 309	\$4,059,906 Full-service remodeler	26	13.3	NARI, BBB	Finding and hiring qualified employees	Higher prices and net margins
369	<b>SCHIPPERS CONSTRUCTION</b> – Holland, Mich. Eric Schippers, Owner – schippersconstruction.com	2010	<b>\$4,059,843</b> 154	\$5,843,179 Design/build remodeler	16	30	NAHB, NKBA	Reduced profitability due to operational inefficiencies	Better marketing overall
370	<b>TRACE VENTURES</b> – Nashville, Tenn. Mark Holliday, President – traceventures.com	1991 94%	<b>\$4,045,547</b> 32	\$5,241,466 Design/build remodeler	14	48	NAHB, Rem. Adv.	Generating leads for new business	Better marketing overall
371	<b>ALL SEASONS CONSTRUCTION</b> – Wichita, Kan. Steve Hund, President – allseasonsconstruction.com	1991 100%	<b>\$4,041,505</b> 380	\$4,249,700 Full-service remodeler	19	25	NARI, NAHB, BBB	Finding and hiring qualified employees	Better sales strategy and management
372	<b>SMITH, THOMAS &amp; SMITH, INC.</b> – Bethesda, Md. Thomas Brown, President – smiththomasandsmith.com	1960	<b>\$4,038,143</b> 397	\$4,038,143 Full-service remodeler	16	10.7	NARI, NKBA, AIA	Finding and hiring qualified employees	Overall higher volume of leads for new business
373	<b>BOWLES CONSTRUCTION, INC.</b> – Augusta, Ga. Ralph Bowles, President – bowlesconstruction.com	1978	<b>\$3,993,755</b> 133	\$3,993,755 Insurance restoration	18	25	NAHB, BBB	Generating leads for new business	Better referral business

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374	<b>STEADFAST CONSTRUCTION</b> – Vienna, Va. Ken Krogmann, President – steadfastinc.com	1996	<b>\$3,976,000</b> 147	\$4,012,300 Design/build remodeler	9	31.8	NARI, BBB, Bus. Networks, USGBC	Finding and hiring qualified employees	Better sales strategy and management
375	<b>MR. ROOFING, INC. - ROOF AND SOLAR INSTALLATION</b> South San Francisco, Calif. – Carlos Rodriguez, President/CEO – mrroofing.net	1989 95%	<b>\$3,950,083</b> 303	\$3,950,083 Improvement/replacement	22	25	BBB, NRCA, CCN	Finding and hiring qualified employees	Add a new high-demand product or service
376	<b>CASCADE FENCE &amp; DECK</b> – Vancouver, Wash. Brian Kaski, Owner Visionary – cascadefenceanddeck.com	1997	<b>\$3,915,608</b> 389	\$3,915,608 Improvement/replacement	24	30.9	–	Generating leads for new business	Better marketing overall
377	<b>LAS VEGAS KITCHEN AND BATH REMODELING, LLC</b> – Las Vegas, Nev. Paul Orkin, Owner – lasvegaskitchenandbathremodeling.com	2015	<b>\$3,905,679</b> 165	\$3,905,679 Kitchen & bath	20	40	BBB	Economic weakness in your service area(s)	Better sales strategy and management
378	<b>GREGORY CONTRACTING INC.</b> – Chisago City, Minn. Richard Gregory, Owner – gregorycontracting.com	2000	<b>\$3,897,683</b> 216	\$3,897,683 Full-service remodeler	16	36.75	BBB	Reduced profitability due to operational inefficiencies	Increased throughput without adding more overhead
379	<b>CUSTOM DESIGN &amp; CONSTRUCTION</b> – El Segundo, Calif. Bill Simone, President – visitcustomdesign.com	1986	<b>\$3,891,155</b> 15	\$3,891,155 Design/build remodeler	7	10.4	NARI, NAHB, NKBA	Higher labor costs	Increased throughput without adding more overhead
380	<b>GRUVER COOLEY CORP.</b> – Purcellville, Va. Chip Gruver, President – gruvercooley.com	1908	<b>\$3,872,400</b> 20	\$8,416,067 Full-service remodeler	13	30	NKBA, Bus. Networks	Keeping up with increased demand	Overall higher volume of leads for new business
381	<b>KASPER CUSTOM REMODELING</b> – Dallas, Texas Steve Kasper, Vice President – kaspercustom.com	2001	<b>\$3,816,294</b> 18	\$3,816,294 Full-service remodeler	7	–	NAHB, NKBA	Economic weakness in your service area(s)	Better Internet marketing
382	<b>DISTINCTIVE REMODELING, LLC</b> – Raleigh, N.C. Eddie Casanave, General Manager – distinctiveremodeling.com	2002	<b>\$3,803,537</b> 33	\$3,803,537 Design/build remodeler	20	22	NAHB, NKBA, Rem. Adv.	Economic weakness in your service area(s)	Better marketing overall
383	<b>LIFETIME WINDOWS &amp; DOORS, LLC</b> – Phoenix, Ariz. Peter Svedin, CEO/Managing Partner and Founder lifetimewindowsaz.com	2016	<b>\$3,786,699</b> 328	\$3,786,699 Improvement/replacement	24	35	NAHB, BBB, Bus. Networks	Generating leads for new business	Better recruiting and hiring
384	<b>CRAFTMASTERS REMODELING, INC.</b> – Maplewood, Minn. Terry Seaton, President – cmrhome.com	2006 86%	<b>\$3,781,109</b> 104	\$3,781,109 Kitchen & bath	17	25	BBB	Scaling back operations due to lower demand	Better sales strategy and management
385	<b>AES BUILDERS AND HOME IMPROVEMENTS, INC.</b> – Rosedale, Md. Timothy Munson, President/CEO – aeshome.us	1989	<b>\$3,777,166</b> 198	\$3,777,166 Full-service remodeler	11	20	NARI, BBB	Higher cost of leads	Higher demand for bigger projects over \$5,000 each
386	<b>KITCHEN DESIGN CONCEPTS</b> – Carrollton, Texas Jennifer Sherrill, President – kitchendesignconcepts.com	2004	<b>\$3,775,075</b> 56	\$3,775,075 Kitchen & bath	10	25	NARI, NAHB, NKBA, BBB, AIA	Economic weakness in your service area(s)	Better sales strategy and management
387	<b>GLICK'S EXTERIORS</b> – Gap, Pa. Samuel Glick, Owner – glicksexteriors.com	2010	<b>\$3,765,782</b> 163	\$3,865,781 Improvement/replacement	7	30	NARI, BBB	Finding and hiring qualified employees	Better sales strategy and management
388	<b>TRINITY BUILDERS &amp; DESIGN INC.</b> – Reseda, Calif. Amir Zipori, CEO – trinitybuildersanddesign.com	2013	<b>\$3,761,417</b> 33	\$3,767,417 Design/build remodeler	15	80	NKBA, BBB	COVID-19	Add a new or enlarged service area
389	<b>CAROLINA EXTERIORS PLUS, LLC</b> – Apex, N.C. Clifton Muckenfuss, Co-Founder / Owner – carolinaexteriorsplus.com	2010 100%	<b>\$3,721,721</b> 189	\$3,721,721 Improvement/replacement	12	27	NARI, BBB	Keeping up with increased demand	Better sales strategy and management
390	<b>KRUMWIEDE HOME PROS</b> – Bensenville, Ill. John Olsen, President – krumwiederroofing.com	1953 92%	<b>\$3,715,811</b> 442	\$3,715,811 Improvement/replacement	25	26	BBB, CCN	Reduced profitability due to operational inefficiencies	Discontinuing unprofitable products or services
391	<b>BEAN SMART BUILDERS, LLC DBA B SMART BUILDERS</b> Benbrook, Texas – Cheryl Bean, Owner & President – bsmartbuilders.com	2008	<b>\$3,707,941</b> 26	\$3,707,941 Full-service remodeler	5	15	NARI, NAHB, BBB	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
392	<b>JM CONSTRUCTION LLC</b> – Wentzville, Mo. James Merkel, President – jmkitchenandbath.com	1992	<b>\$3,706,151</b> 139	\$3,706,151 Full-service remodeler	24	19	NARI, NAHB, NKBA, BBB	Finding and hiring qualified employees	Higher prices and net margins
393	<b>PANDA CONTRACTORS INC.</b> – Vero Beach, Fla. Sergio Zeligman, President – pandacontractors.com	2008	<b>\$3,705,569</b> 228	\$3,705,569 Improvement/replacement	27	40	NARI, BBB, CCN	Finding and hiring qualified employees	Better marketing overall
394	<b>ABC SEAMLESS OF SIOUX FALLS</b> – Sioux Falls, S.D. Brad Halverson, President – abcsoiuxfalls.com	1979	<b>\$3,695,752</b> 1,541	\$3,717,141 Improvement/replacement	19	30	–	Finding and hiring qualified employees	Better Internet marketing
395	<b>HOME 2 RENOVATE, INC.</b> – Los Angeles, Calif. Alexander Duarte, President/CEO – home2renovate.com	1992 86%	<b>\$3,693,136</b> 363	\$3,693,136 Improvement/replacement	9	52.7	NARI, BBB	Finding and hiring qualified employees	Better sales strategy and management
396	<b>L.G. FLINT, INC.</b> – Lynchburg, Va. Andy Flint, President – lgflint.com	1951 100%	<b>\$3,689,308</b> 43	\$4,825,296 Design/build remodeler	22	35	NAHB	Finding and hiring qualified employees	Add a new high-demand product or service
397	<b>TRUE NORTH REMODELING</b> – Linthicum Heights, Md. Anthony DeVita and Bruce Pugh, Co-Owners – tnrm.com	2018	<b>\$3,649,361</b> 269	\$3,649,361 Full-service remodeler	15	–	NARI, NAHB, BBB	Finding and hiring qualified employees	Better recruiting and hiring
398	<b>JS DESIGN + BUILD, INC.</b> – Napa, Calif. Judy Schindler, President – jsdesignbuild.com	1990	<b>\$3,620,800</b> 15	\$3,930,892 Design/build remodeler	7	6	–	Generating leads for new business	Better marketing overall
399	<b>TRIDEL CONSTRUCTION</b> – Las Vegas, Nev. Elena Todd, Director – tridelco.com	2017	<b>\$3,611,812</b> 277	\$3,807,790 Full-service remodeler	28	20	NARI, NKBA, BBB, USGBC	Generating leads for new business	Better sales strategy and management
400	<b>HUSKER HAMMER SIDING WINDOWS &amp; ROOFING</b> – Elkhorn, Neb. Matt Cradick, President – huskerhammer.com	1998	<b>\$3,582,433</b> 284	\$3,582,433 Improvement/replacement	9	30	NARI, BBB, Bus. Networks	Economic weakness in your service area(s)	Better sales strategy and management
401	<b>NEW OUTLOOKS CONSTRUCTION GROUP, INC.</b> – Robbinsville, N.J. Jon Vogel, President – newoutlooks.com	1984 100%	<b>\$3,562,858</b> 288	\$3,586,451 Design/build remodeler	14	16	NARI, NKBA	Economic weakness in your service area(s)	Higher demand for bigger projects over \$5,000 each
402	<b>SCOVELL REMODELING, INC.</b> – Kansas City, Mo. Kylie Brewer, Vice President – scovellremodeling.com	1994	<b>\$3,560,833</b> 25	\$3,560,833 Design/build remodeler	15	13	NARI, Rem. Adv.	Finding and hiring qualified trade contractors	Higher demand for bigger projects over \$5,000 each
403	<b>DBATLANTA</b> – Alpharetta, Ga. Robert Hames, CEO – dbatlanta.com	2007	<b>\$3,525,823</b> 32	\$3,525,823 Design/build remodeler	16	40	NARI, NAHB, NKBA, Rem. Adv.	Finding and hiring qualified trade contractors	Better Internet marketing
404	<b>WASHA REMODELING AND DESIGN</b> – Madison, Wis. Adam Hebgren, President – washaremodeling.com	1983	<b>\$3,523,749</b> 65	\$3,523,749 Design/build remodeler	14	14	–	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
405	<b>SOLARSHIELD HOME IMPROVEMENT</b> – Altoona, Pa. Dan Green, President/CEO – solarshieldinc.com	1978 76%	<b>\$3,485,285</b> 189	\$3,485,285 Improvement/replacement	15	21	NAHB, BBB	Finding and hiring qualified trade contractors	Add a new or enlarged service area

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406	<b>LEGACY EXTERIORS, LLC</b> – McFarland, Wis. Josh Gauwitz, President – legacy-exteriors.com	2005	<b>\$3,452,345</b> 244	\$3,452,345 Improvement/replacement	11	35	NARI, BBB	Finding and hiring qualified employees	Better sales strategy and management
407	<b>JOHN F. MURPHY CONSTRUCTION COMPANY INC.</b> North Haven, Conn. – John Murphy, President – jfmurphyconstruction.com	1986	<b>\$3,393,142</b> 30	\$3,393,142 Full-service remodeler	7	15	BBB	Finding and hiring qualified employees	Increased throughput without adding more overhead
408	<b>HDR REMODELING, INC.</b> – Berkeley, Calif. Philip Anderson, Founder/President – hdrremodeling.com	1987 100%	<b>\$3,378,732</b> 14	\$3,378,732 Design/build remodeler	14	9.4	NARI, NAHB, NKBA, BBB, AIA, Rem. Adv.	Generating leads for new business	Overall higher volume of leads for new business
409	<b>PARAMOUNT GRANITE AND MARBLE, LLC</b> – Valdosta, Ga. Jasdeep Toor, Owner – paramountgranitemarble.com	2008	<b>\$3,366,350</b> 385	\$3,366,350 Kitchen & bath	21	32	NAHB	COVID-19 Challenges do to restrictions by States	Add a new high-demand product or service
410	<b>TBS CONSTRUCTION, LLC</b> – Moneta, Va. Jay Gaudin, President – tbsbuilds.com	2003	<b>\$3,347,450</b> 49	\$3,896,077 Design/build remodeler	20	23	NAHB, BBB	COVID-19's impact on market beginning second half of year	Higher prices and net margins
411	<b>DECK CREATIONS, LLC</b> – Midlothian, Va. Donald Weaver, President – deckcreations.com	2007	<b>\$3,329,417</b> 130	\$3,329,417 Design/build remodeler	7	32	NARI, NAHB, BBB	People putting projects on hold due to Covid 19 pandemic	Better sales strategy and management
412	<b>PREMIER REMODELING</b> – Layton, Utah Luke Watkins, CEO – remodelbypremier.com	2014	<b>\$3,321,325</b> 18	\$3,321,325 Design/build remodeler	8	18	NAHB, Bus. Networks	Keeping up with increased demand	Overall higher volume of leads for new business
413	<b>STRITE DESIGN + REMODEL</b> – Boise, Idaho Matt Mundy, CEO – stritedr.com	1975 91%	<b>\$3,300,850</b> 45	\$3,300,850 Design/build remodeler	14	11	NARI, BBB	Finding and hiring qualified trade contractors	Increased throughput without adding more overhead
414	<b>KITCHEN AND BATH, ETC.</b> – Chagrin Falls, Ohio Emeil Soryal, President/Owner – kitchenandbathetc.com	2000	<b>\$3,299,000</b> 120	\$3,299,000 Full-service remodeler	9	32	NKBA, BBB	Generating leads for new business	Overall higher volume of leads for new business
415	<b>PARAMOUNT REMODELING CO. INC.</b> – Frederick, Colo. Levi Maxwell, Vice President – paramountremod.com	1995	<b>\$3,298,916</b> 150	\$4,135,874 Full-service remodeler	13	34	NAHB, Rem. Adv.	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
416	<b>METRO BUILDING AND REMODELING GROUP</b> – Ashburn, Va. George Kall, President – metrobuildingandremodeling.com	2013 100%	<b>\$3,293,423</b> 23	\$3,852,816 Design/build remodeler	9	4	NARI, BBB, Rem. Adv.	Keeping up with increased demand	–
417	<b>BUILDING COMPANY NUMBER 7, INC.</b> – Nashville, Tenn. Matthew Millsap, President – nashvillegeneralcontracting.com	2006	<b>\$3,287,003</b> 11	\$3,287,003 Full-service remodeler	5	16	BBB, Bus. Networks	Finding and hiring qualified employees	Better Internet marketing
418	<b>CARLSON HOMES CONSTRUCTION</b> – Scottsdale, Ariz. Gary Carlson, Owner – carlsonhomesscottsdale.com	2002	<b>\$3,275,023</b> 15	\$3,275,023 Full-service remodeler	1	50	–	Keeping up with increased demand	Add a new high-demand product or service
419	<b>INNOVATIVE CONSTRUCTION INC.</b> – Peachtree Corners, Ga. Clark Harris, President – innovateatlanta.com	2000	<b>\$3,247,141</b> 35	\$3,247,141 Full-service remodeler	17	12.1	NARI, NAHB, Rem. Adv.	Generating leads for new business	Overall higher volume of leads for new business
420	<b>CARLSON EXTERIORS</b> – Bloomington, Ill. Darren Carlson, Owner – carlsonexteriors.com	2004	<b>\$3,246,535</b> 543	\$6,807,587 Improvement/replacement	35	19	NAHB, NRCA	Finding and hiring qualified employees	Higher prices and net margins
421	<b>BH DESIGN + BUILD</b> – Mohnton, Pa. Brock Garber, President – bhdesignbuild.com	2014 100%	<b>\$3,216,517</b> 25	\$3,418,545 Design/build remodeler	13	14.6	Rem. Adv.	Reduced profitability due to operational inefficiencies	Better marketing overall
422	<b>ROBERT WAY CONSTRUCTION INC.</b> – Norwood, Mass. Robert Way, President – robertwayconstruction.com	2007	<b>\$3,215,297</b> 239	\$3,215,297 Full-service remodeler	15	15	NARI	Economic weakness in your service area(s)	Better sales strategy and management
423	<b>TOP NOTCH KITCHEN AND BATH</b> – Frankfort, Ill. William Vranicar, President – toptonchkn.com	1999	<b>\$3,200,000</b> 147	\$3,400,000 Kitchen & bath	14	35	BBB	Finding and hiring qualified employees	Better marketing overall
424	<b>THE ENGLISH CONTRACTOR &amp; REMODELING SERVICES</b> Cincinnati, Ohio – Craig Russell, Founder/CEO – theenglishcontractor.com	2012	<b>\$3,200,000</b> 37	\$3,200,000 Full-service remodeler	42	40	NARI, NAHB, NKBA, AIA	Finding and hiring qualified trade contractors	Overall higher volume of leads for new business
425	<b>TITUS BUILT, LLC</b> – Redding, Conn. Jeffrey Titus, General Manager – titusbuilt.com	1995	<b>\$3,177,986</b> 17	\$3,177,986 Design/build remodeler	3	19.4	Rem. Adv.	Economic weakness in your service area(s)	Better marketing overall
426	<b>CMH BUILDERS, INC.</b> – Indianapolis, Ind. Craig Huckstep, President – cmhbuilders.com	2006	<b>\$3,160,264</b> 56	\$3,160,264 Full-service remodeler	23	32	NAHB, BBB	Keeping up with increased demand	Higher prices and net margins
427	<b>SOLID STRUCTURES DECKS AND FENCES, LLC</b> – Virginia Beach, Va. Scott Prunty, President – solidstructuresva.com	2008	<b>\$3,150,000</b> 450	\$3,150,000 Full-service remodeler	25	40	NAHB, BBB	Finding and hiring qualified trade contractors	Better sales strategy and management
428	<b>LA ROOFING &amp; BUILDER GROUP INC. DBA BUMBLE ROOFING</b> Tarzana, Calif. – David Bitan, Founder – bumbleroofting.com	2019	<b>\$3,147,698</b> 117	\$3,147,698 Improvement/replacement	3	60	–	Keeping up with increased demand	Better marketing overall
429	<b>THE EXPERTS IN ROOM ADDITIONS &amp; REMODELING INC</b> Clearwater, Fla. – Robert Elder, President – theexpertstampabay.com	1996	<b>\$3,125,000</b> 230	\$3,125,000 Full-service remodeler	15	40	NKBA	Generating leads for new business	Overall higher volume of leads for new business
430	<b>THE GUTTER MAGICIAN, INC.</b> – Erlanger, Ky. Doug Verst, President – guttermagicianky.com	2009	<b>\$3,121,000</b> 646	\$3,121,000 Improvement/replacement	24	–	NARI, NAHB, BBB, Bus. Networks	Scaling back operations due to lower demand	Increased throughput without adding more overhead
431	<b>ADVANCED HOME EXTERIORS, INC.</b> – Daytona Beach, Fla. Budd Severino, President – bsahc.com	1971	<b>\$3,108,520</b> 2,461	\$3,958,421 Improvement/replacement	26	46	NAHB, BBB, CCN	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
432	<b>JEFF HOME IMPROVEMENTS INC.</b> – Clarksville, Ind. Jeffery Gary, President – jeffroof.com	1989 100%	<b>\$3,104,228</b> 457	\$3,195,189 Insurance restoration	17	25	BBB, NRCA, CCN	Finding and hiring qualified employees	Higher prices and net margins
433	<b>AUSTIN GUTTERMAN INC.</b> – Austin, Texas Bonnie Frazier, President – austingutterman.com	1984	<b>\$3,097,625</b> 1,364	\$3,097,625 Improvement/replacement	34	18	BBB	Finding and hiring qualified trade contractors	Better marketing overall
434	<b>ATLANTA DESIGN &amp; BUILD</b> – Marietta, Ga. H. Dale Contant, President – atlantadesignbuild.com	1996 100%	<b>\$3,089,806</b> 25	\$3,089,806 Design/build remodeler	14	15.6	NARI, BBB	Finding and hiring qualified trade contractors	Better sales strategy and management
435	<b>CABINET GENIES, INC.</b> – Cape Coral, Fla. Harry Gaubart, President – cabinetgenies.com	2000	<b>\$3,086,029</b> 162	\$3,086,029 Full-service remodeler	10	44	NKBA	Keeping up with increased demand	Better sales strategy and management
436	<b>MEDINA EXTERIORS, INC DBA SIMPLY DISTINCT KITCHENS &amp; BATHS</b> – Medina, Ohio Brett C Ruiz, President – medinaexteriors.com	1992	<b>\$3,079,300</b> 163	\$3,079,300 Design/build remodeler	11	30	NKBA, BBB	Finding and hiring qualified trade contractors	Better referral business
437	<b>HEIDBREDER BUILDING GROUP, LLC</b> – Libertyville, Ill. Glenn Heidbreder, President – heidbrederbuilding.com	1994	<b>\$3,058,377</b> 35	\$3,058,377 Full-service remodeler	6	24	Bus. Networks	Finding and hiring qualified employees	Better referral business

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438	<b>GET A GRIP RESURFACING</b> – Albuquerque, N.M. Sharon Dillard, Co-Founder – getagrip.com	1999	<b>\$3,058,000</b> 7,000	\$3,058,000 Kitchen & bath	24	25	BBB	Keeping up with increased demand	Better recruiting and hiring
439	<b>HOME UPGRADE SPECIALIST</b> – Los Angeles, Calif. Nitai Schwartz and Simon Arianpanah, CEO – homeupgradespecialist.com	2017	<b>\$3,056,930</b> 253	\$3,304,985 Improvement/replacement	18	60	BBB, Bus. Networks	Increased Regulation from Government	Better sales strategy and management
440	<b>WINDOWS OF WISCONSIN</b> – Kaukauna, Wis. Carl Hardtke, President – windowsofwisconsin.com	1997	<b>\$3,056,750</b> 344	\$3,056,750 Improvement/replacement	20	41	NAHB, BBB, Bus. Networks	Finding and hiring qualified employees	Better Internet marketing
441	<b>LEFF CONSTRUCTION DESIGN BUILD</b> – Sebastopol, Calif. Dave Leff, CEO and President – leffconstruction.com	1978 100%	<b>\$3,019,610</b> 13	\$10,571,894 Design/build remodeler	30	–	NARI, NKBA, Rem. Adv.	Meeting revenue projections despite COVID-19	–
442	<b>ZEPHYR THOMAS HOME IMPROVEMENT</b> – Lancaster, Pa. Coy Thomas, President – zephyrthomas.com	1953	<b>\$3,011,808</b> 303	\$3,011,808 Full-service remodeler	18	30	BBB	Finding and hiring qualified employees	More repeat business
443	<b>SOUTHERN MARYLAND KITCHEN, BATH, FLOORS &amp; DESIGN</b> California, Md. – Anthony Obedoza, CEO/COO smdkitchenbathfloors.com	2009	<b>\$2,999,306</b> 130	\$3,040,945 Kitchen & bath	17	27.3	NKBA, BBB, Rem. Adv.	Reduced profitability due to operational inefficiencies	Higher prices and net margins
444	<b>HONEY DO MEN</b> – Carmel, N.Y. Darrell Babboni, CEO – honeydomen.com	2001	<b>\$2,982,274</b> 1,378	\$2,982,274 Full-service remodeler	6	0	BBB, CCN, Bus. Networks	Economic weakness in your service area(s)	Add a new or enlarged service area
445	<b>HAWK CONSTRUCTION INC.</b> – Littleton, Colo. David Hawk, President – hawk-construction.com	1992	<b>\$2,957,719</b> 62	\$2,957,719 Full-service remodeler	15	11	NARI, NAHB, NKBA, BBB	Increased Regulation from Government	Better marketing overall
446	<b>ELITE REMODELING</b> – Frisco, Texas John Todd, Owner – elitehomere remodeling.com	2004	<b>\$2,943,245</b> 55	\$2,943,245 Full-service remodeler	9	29	NAHB, NKBA	Increased competition	Overall higher volume of leads for new business
447	<b>PDQ CONSTRUCTION INC.</b> – Topeka, Kan. Mike Pressgrove, President/CEO – pdqconstruction.biz	2003	<b>\$2,936,307</b> 622	\$2,936,307 Full-service remodeler	26	0.7	NAHB	Keeping up with increased demand	Higher prices and net margins
448	<b>KIRK DEVELOPMENT COMPANY</b> – Phoenix, Ariz. Tom Sertich, President – kirkremodeling.com	1978	<b>\$2,932,304</b> 43	\$2,932,304 Design/build remodeler	18	–	NARI, Bus. Networks	Generating leads for new business	More repeat business
449	<b>TRI CITY REMODELING &amp; NOWAK CABINETS OF MIDLAND</b> Midland, Mich. – Brandon Boothe, Vice President – tricityremodeling.com	1980 100%	<b>\$2,895,920</b> 400	\$2,895,920 Full-service remodeler	28	32	NAHB, NKBA	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
450	<b>OWINGS HOME SERVICES</b> – Eldersburg, Md. Joseph Smith, Managing Partner – owingshomeservices.com	2003	<b>\$2,885,049</b> 51	\$2,885,050 Design/build remodeler	18	18	NARI, NAHB, NKBA, Bus. Networks	Economic weakness in your service area(s)	Increased throughput without adding more overhead
451	<b>KRT CONSTRUCTION INC.</b> – Omaha, Neb. Kent Therkelsen, President – krtconstruction.com	1992	<b>\$2,881,411</b> 62	\$4,134,795 Full-service remodeler	25	–	BBB, Bus. Networks	Finding and hiring qualified employees	Overall higher volume of leads for new business
452	<b>SPECIALTY SIDING</b> – Anaheim, Calif. Anthony Campitiello, Owner/Principal – specialtysiding.com	1989 86%	<b>\$2,878,595</b> 159	\$3,742,173 Improvement/replacement	30	37	Bus. Networks	Restructure- Reorganized Business Model	Discontinuing unprofitable products or services
453	<b>STEPHEN C. GIDLEY INC.</b> – Fairfield, Conn. Stephen Gidley, President – gidleyremodeling.com	1968	<b>\$2,865,989</b> 75	\$2,865,989 Design/build remodeler	2	20	NARI, NAHB, BBB	Generating leads for new business	Higher prices and net margins
454	<b>A.B.E. DOORS &amp; WINDOWS</b> – Allentown, Pa. Jim Lett, President – abedors.com	1974	<b>\$2,864,137</b> 819	\$3,803,385 Improvement/replacement	24	32	NARI, BBB	Finding and hiring qualified trade contractors	Higher prices and net margins
455	<b>HARRISON CONSTRUCTION, INC.</b> – Marietta, Ohio Daniel Harrison, President – harrisonconstruction.com	1981	<b>\$2,860,530</b> 390	\$2,860,530 Full-service remodeler	27	31.5	NARI, NKBA	Finding and hiring qualified employees	Overall higher volume of leads for new business
456	<b>MCR00F.US</b> – Edmond, Okla. Scott McCollum, President/CEO – mcr00f.us	2007	<b>\$2,850,448</b> 118	\$2,850,448 Insurance restoration	7	35	NAHB, BBB	Finding and hiring qualified employees	Add a new high-demand product or service
457	<b>J&amp;R CONSTRUCTION SERVICES, INC. AKA JUST J&amp;R CONSTRUCTION</b> – Lexington, Ky. Jimmy McKinney, President – jrcsi.com	2003	<b>\$2,843,855</b> 61	\$2,843,855 Design/build remodeler	15	33	NAHB, BBB, Rem. Adv.	Keeping up with increased demand	Overall higher volume of leads for new business
458	<b>TWO STOREY BUILDING</b> – Bolton, Mass. Douglas Storey, Managing Partner – twostoreybuilding.com	2001 100%	<b>\$2,822,123</b> 20	\$2,822,123 Design/build remodeler	6	31	NAHB	Higher material prices	Higher prices and net margins
459	<b>TOTAL HOME CONSTRUCTION CORP</b> – Melville, N.Y. Paul Panagiotidis, President – totalhomeconstruction.com	1989	<b>\$2,803,592</b> 200	\$2,803,592 Full-service remodeler	9	26	NARI, BBB, NRCA	Generating leads for new business	Overall higher volume of leads for new business
460	<b>ALL-WEATHER WINDOW, DOORS &amp; SIDING INC.</b> Overland Park, Kan. – Doug Bennett, President – allweatherkc.com	1986 100%	<b>\$2,801,522</b> 632	\$2,801,522 Improvement/replacement	13	31	NARI, BBB	Keeping up with increased demand	Better sales strategy and management
461	<b>FEDERALIST BUILDERS LLC</b> – Washington, D.C. Ari Fingeroth, Owner/Project Manager – federalistbuilders.com	2008	<b>\$2,799,948</b> 40	\$2,799,948 Full-service remodeler	9	30	–	Finding and hiring qualified employees	Overall higher volume of leads for new business
462	<b>ALLMASTER HOME SERVICES</b> – Baltimore, Md. John Locantore, President – allmasterbuilders.com	1987 93%	<b>\$2,748,732</b> 317	\$2,748,732 Full-service remodeler	16	25	BBB	COVID-19	Add a new high-demand product or service
463	<b>EXCEL INTERIOR CONCEPTS AND CONSTRUCTION</b> – Lemoyne, Pa. James Mirando, Jr., President – excelremodeling.com	1930	<b>\$2,748,217</b> 64	\$2,748,217 Design/build remodeler	12	26	NAHB, NKBA, Bus. Networks	COVID-19 BUSINESS INTERRUPTION	Better Internet marketing
464	<b>ANDERSON &amp; HAMMACK CONSTRUCTION COMPANY</b> Superior, Wis. – Nicholas Olson, President/CEO – andersonhammack.com	1992	<b>\$2,742,582</b> 58	\$3,022,582 Full-service remodeler	21	28	NAHB, Bus. Networks	Finding and hiring qualified employees	Better sales strategy and management
465	<b>A C ERNST BUILDING CORPORATION INC.</b> – Oviedo, Fla. Andrew Ernst, President – acernst.com	2005	<b>\$2,741,063</b> 288	\$2,741,063 Full-service remodeler	9	–	–	Finding and hiring qualified employees	More repeat business
466	<b>SMALL CARPENTERS AT LARGE, INC.</b> – Atlanta, Ga. Theresa Same, Co-Owner/Controller – smallcarpenters.com	1980	<b>\$2,736,018</b> 20	\$2,736,018 Design/build remodeler	5	9.7	NARI, NAHB	COVID-19	Better referral business
467	<b>BURESH HOME SOLUTIONS</b> – Clive, Iowa Brian Buresh, Owner – bureshhomesolutions.com	2003 90%	<b>\$2,726,531</b> 600	\$2,726,531 Improvement/replacement	11	50	BBB	Generating leads for new business	Better sales strategy and management
468	<b>HOFFMAN CONTRACTING, LLC</b> – New Canaan, Conn. Eddie Barbosa, President – hoffmancontractingct.com	1988	<b>\$2,684,107</b> 15	\$2,684,107 Design/build remodeler	10	80	NARI, NAHB, BBB, NRCA	Economic weakness in your service area(s)	Overall higher volume of leads for new business
469	<b>MCBRIDE REMODELING</b> – Petoskey, Mich. David McBride, President – mcbri deremodeling.com	1982 100%	<b>\$2,675,459</b> 90	\$2,723,106 Full-service remodeler	13	15	NAHB, Rem. Adv.	Finding and hiring qualified employees	Overall higher volume of leads for new business

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470	<b>RENAISSANCE REMODELING</b> – Boise, Idaho Chad Vincent, CEO – remodelboise.com	1997	<b>\$2,640,021</b> 22	\$2,794,309 Design/build remodeler	14	12	NARI, BBB, Rem. Adv.	Finding and hiring qualified employees	Overall higher volume of leads for new business
471	<b>RFMC INC./THE PATIO KINGS</b> – Fresno, Calif. Rick Musto, Owner – rfmcinc.com	1988	<b>\$2,637,958</b> 90	\$4,337,958 Full-service remodeler	25	80	BBB	Economic weakness in your service area(s)	Overall higher volume of leads for new business
472	<b>PLATINUM REMODELING AND HANDYMAN SERVICES</b> Minneapolis, Minn. – Josh Shonkwiler, Owner/Operations Manager platinumremodeling.com	2005	<b>\$2,609,570</b> 165	\$2,609,570 Full-service remodeler	22	30	–	Keeping up with increased demand	Overall higher volume of leads for new business
473	<b>KARP ASSOCIATES INC.</b> – New Canaan, Conn. Arnold Karp, President – karpassociatesinc.com	1986	<b>\$2,600,000</b> 17	\$8,225,000 Full-service remodeler	11	40	NARI, NAHB	Generating leads for new business	Better referral business
474	<b>SCHROEDER DESIGN/BUILD, INC.</b> – Fairfax, Va. Andrew Schroeder, CEO – schroederdesignbuild.com	1986 100%	<b>\$2,579,000</b> 23	\$3,579,000 Design/build remodeler	25	20	NARI, NAHB, Rem. Adv.	Scaling back operations due to lower demand	Better Internet marketing
475	<b>MARTIN HOME EXTERIORS, INC.</b> – Jacksonville, Fla. Ken Martin, President – martinhomeexteriors.com	1995 100%	<b>\$2,578,000</b> 172	\$2,578,000 Improvement/replacement	5	30	BBB	Economic weakness in your service area(s)	–
476	<b>PARAGON CONSTRUCTION COMPANY</b> – Midlothian, Va. Jeremy Shank, President – paragonrva.com	2003 100%	<b>\$2,514,411</b> 107	\$2,514,411 Full-service remodeler	12	26	NARI, NKBA, BBB	Finding and hiring qualified employees	Better sales strategy and management
477	<b>ANTHONY SLABAUGH REMODELING &amp; DESIGN</b> Stow, Ohio – Anthony Slabaugh, President anthonyslabaughremodeling.com	1997	<b>\$2,486,736</b> 45	\$2,486,736 Design/build remodeler	9	25	Other	COVID-19	Add a new high-demand product or service
478	<b>MERRICK DESIGN AND BUILD, INC.</b> – Kensington, Md. David Merrick, President – remodelwithmerrick.com	1990	<b>\$2,485,870</b> 64	\$2,485,870 Design/build remodeler	12	16	NARI, BBB	Finding and hiring qualified employees	Overall higher volume of leads for new business
479	<b>DREAM KITCHENS &amp; BATHS</b> – Murrysville, Pa. Carl Przywarty, Member – dreamkitchensbaths.com	2012	<b>\$2,460,109</b> 116	\$2,462,794 Kitchen & bath	8	15	NKBA, BBB	Finding and hiring qualified trade contractors	Add a new or enlarged service area
480	<b>J SCHWARTZ, LLC REMODELING &amp; FINE HOME BUILDING</b> Malvern, Pa. – Joe Schwartz, Manager jschwartzconstruction.com	2001	<b>\$2,450,000</b> 16	\$2,450,000 Full-service remodeler	7	15	NARI, NKBA	Reduced profitability due to operational inefficiencies	Better sales strategy and management
481	<b>DUNCAN'S BATH &amp; KITCHEN CENTER</b> – Poland, Ohio Thomas Duncan, President – letduncandoit.com	1956	<b>\$2,440,132</b> 148	\$2,844,318 Full-service remodeler	18	33	NAHB, BBB	COVID-19	–
482	<b>PATHWAY DESIGN &amp; CONSTRUCTION</b> – Seattle, Wash. Paul Kocharhook, Member – pathwaydc.com	2008 100%	<b>\$2,436,381</b> 10	\$2,559,870 Design/build remodeler	11	14	NAHB, BBB, Rem. Adv., USGBC	Retaining key employees	Better marketing overall
483	<b>ABC SEAMLESS OF BILLINGS, INC.</b> – Billings, Mont. Larry Grayson, Owner – abcseamlesstoday.com	1978	<b>\$2,400,000</b> 123	\$2,400,000 Improvement/replacement	18	33	BBB, NRCA	Finding and hiring qualified employees	Higher demand for bigger projects over \$5,000 each
484	<b>FREYENHAGEN CONSTRUCTION</b> – Billings, Mont. Jeremy Freyenhagen, President – freyenhagenconstruction.com	1995	<b>\$2,393,340</b> 22	\$2,393,340 Design/build remodeler	12	50	NAHB	Keeping up with increased demand	Increased throughput without adding more overhead
485	<b>SCHMIDT EXTERIORS, INC.</b> – Batavia, Ill. Mike Schmidt, President – schmidtexteriors.com	1976	<b>\$2,383,952</b> 138	\$2,383,952 Improvement/replacement	14	48	NARI, BBB	Generating leads for new business	Better Internet marketing
486	<b>UNIQUE BUILDERS</b> – Highland Park, Ill. Joel Boyer, President – uniquedeck.com	1986	<b>\$2,378,707</b> 126	\$2,378,707 Improvement/replacement	15	33	Other	Keeping up with increased demand	Higher prices and net margins
487	<b>GALLAGHER REMODELING, INC.</b> – Belmont, Mass. Roger Gallagher, President – gallagherremodeling.com	1986	<b>\$2,372,806</b> 17	\$2,372,806 Design/build remodeler	7	20	NARI, BBB	Finding and hiring qualified employees	Better referral business
488	<b>JOHN H. ALLEN CONSTRUCTION COMPANY</b> – Jackson, Tenn. John Allen, President/CEO – johnhallen.com	1979	<b>\$2,358,643</b> 1,500	\$2,358,643 Full-service remodeler	15	25	NARI, BBB	Finding and hiring qualified employees	More repeat business
489	<b>HIGHLAND DESIGN + BUILD</b> – Vestavia, Ala. Tom Coan, President – highlanddesignbuild.com	2005	<b>\$2,348,098</b> 45	\$2,348,098 Design/build remodeler	9	17	NAHB, BBB	Economic weakness in your service area(s)	Higher demand for bigger projects over \$5,000 each
490	<b>VAN CLEAVE CONSTRUCTION, REMODELING, AND DESIGN</b> St. Joseph, Mo. – Erich Van Cleave, Owner/General Manager vancleaveconst.com	2006	<b>\$2,346,467</b> 116	\$2,346,467 Full-service remodeler	16	51.9	NARI, NAHB, Rem. Adv.	Keeping up with increased demand	–
491	<b>BRADSELL CONTRACTING</b> – Bedford, N.Y. Bill Bradsell, Owner – bradsellpc.com	1982	<b>\$2,324,414</b> 25	\$2,801,504 Full-service remodeler	22	38	–	COVID-19	Higher demand for bigger projects over \$5,000 each
492	<b>MGD DESIGN/BUILD CO.</b> – Kensington, Md. Michael Dent, President – mgddesignbuild.com	1991	<b>\$2,324,261</b> 20	\$2,324,261 Design/build remodeler	9	19	NARI, BBB, Bus. Networks	Generating leads for new business	Overall higher volume of leads for new business
493	<b>LENS REMODELING AND CONTRACTING SERVICES</b> Englishtown, N.J. – Len Marcu, President – lensrmc.com	2003	<b>\$2,308,094</b> 82	\$2,308,094 Full-service remodeler	12	35	NARI, NKBA, BBB	Reduced profitability due to operational inefficiencies	Better sales strategy and management
494	<b>OAK DESIGN &amp; CONSTRUCTION</b> – Oak Park, Ill. David Brady, President – oak-design.com	1979	<b>\$2,265,908</b> 56	\$2,265,908 Design/build remodeler	8	27	NARI, NAHB, NKBA	Keeping up with increased demand	Overall higher volume of leads for new business
495	<b>SEA LIGHT DESIGN-BUILD</b> – Frankford, Del. Chuck Coleman, President – seallightdesignbuild.com	2012	<b>\$2,264,990</b> 10	\$2,264,990 Design/build remodeler	4	64.8	NARI, NAHB, NKBA, BBB	Generating leads for new business	Better marketing overall
496	<b>PREMIER BUILDERS AND REMODELING, INC.</b> – Williamstown, N.J. William Cooper, President – pbrbuilders.com	2002	<b>\$2,259,525</b> 50	\$2,259,525 Design/build remodeler	12	32	NARI, NAHB, BBB	Generating leads for new business	Better marketing overall
497	<b>THOMAS CUSTOM BUILDERS</b> – Manassas, Va. Richard Thomas, President – thomascustombuilders.com	2004	<b>\$2,250,000</b> 18	\$2,250,000 Design/build remodeler	11	60	NARI, NAHB, BBB	Finding and hiring qualified employees	Higher prices and net margins
498	<b>JABS CONSTRUCTION, INC.</b> – Dumfries, Va. Tim Jabs, Vice President/Architect – jabsinc.com	1995 100%	<b>\$2,245,458</b> 231	\$2,245,458 Design/build remodeler	16	15	Bus. Networks	Higher material prices	Overall higher volume of leads for new business
499	<b>SOUTHERN MAINE REMODELING</b> – Scarborough, Maine Travis Blake, Director – southernmaineremodeling.com	2012	<b>\$2,218,378</b> 213	\$2,657,536 Full-service remodeler	18	28	NAHB, NKBA	Finding and hiring qualified employees	Better recruiting and hiring
500	<b>ARETE RENOVATORS</b> – Chicago, Ill. Igor Jokanovic, President – areterenovators.com	2001	<b>\$2,215,767</b> 101	\$2,215,767 Design/build remodeler	12	30	NKBA, Bus. Networks	Keeping up with increased demand	Higher prices and net margins

# TOP 500

## 2020 Nationals List

The largest remodeling organizations in the country

RANK	COMPANY / LEADERSHIP / WEBSITE	YEAR FOUNDED	2019 REMODELING REVENUE & JOBS	2019 GROSS REVENUE & REMODELING SEGMENT FOCUS	NO. OF LOCATIONS	2020 REVENUE FORECAST	ASSOCIATION MEMBERSHIPS	TOP BUSINESS CHALLENGE IN 2020	TOP OPPORTUNITY IN 2020
1	<b>WINDOW WORLD, INC.</b> North Wilkesboro, N.C. Tammy Whitworth, CEO/Chairman of the Board windowworld.com	1991	<b>\$789,527,373</b> 183,177	\$789,527,373 Improvement/replacement	221	\$869,624,302	BBB	Finding and hiring qualified trade contractors	Higher demand for bigger projects, over \$5,000 each
2	<b>RE-BATH, LLC</b> Phoenix, Ariz. Brad Hillier, CEO rebath.com	1978	<b>\$220,212,742</b> 20,034	\$220,212,742 Kitchen & bath	97	\$255,412,639	NARI, NAHB, NKBA, BBB	Economic weakness in your service area(s)	Overall higher volume of leads for new business
3	<b>ABC, INC. DBA/ABC SEAMLESS</b> Fargo, N.D. Gerald W. Beyers, President abcseamless.com	1978	<b>\$60,342,871</b> 8,755	\$60,342,871 Improvement/replacement	3	\$62,000,000	NARI, NAHB, BBB	—	Higher prices and net margins
4	<b>WINDOW DEPOT USA</b> Austintown, Ohio Edward Kalaher, President windowdepotusa.com	2001	<b>\$59,531,596</b> 13,252	\$59,531,596 Improvement/replacement	58	\$68,460,939	NAHB, BBB, Bus. Networks	Finding and hiring qualified trade contractors	Add a new or enlarged service area
5	<b>MIRACLE METHOD SURFACE REFINISHING</b> Colorado Springs, Colo. Chuck Pistor, President/CEO miraclemethod.com	1977	<b>\$44,762,678</b> 29,842	\$74,604,464 Kitchen & bath	84	\$84,000,000	BBB	Keeping up with increased demand	Add a new or enlarged service area
6	<b>DREAMMAKER BATH &amp; KITCHEN</b> Waco, Texas Doug Dwyer, President/Chief Stewarding Officer dreammaker-remodel.com	1999	<b>\$36,146,262</b> 1,200	\$36,146,262 Kitchen & bath	2	\$39,000,000	NARI, NAHB, NKBA	Generating leads for new business	—
7	<b>HANDYMAN CONNECTION</b> Cincinnati, Ohio Jeff Wall, CEO handymanconnection.com	1993	<b>\$32,229,879</b> 42,045	\$32,229,879 Improvement/replacement	1	\$30,000,000	BBB	Economic weakness in your service area(s)	Higher demand for small projects, under \$5,000 each

The *Qualified Remodeler* Top 500 includes the largest franchise home improvement organizations in the United States. Window World, with a nationwide network of 221 local dealers, is the No. 1 company on this Nationals List. For the past several years consecutively, the company has installed more than 1 million windows.

# 2020 Top Performers

by Project Category

TOP PERFORMER CATEGORY	2020 TOP 500 RANK	COMPANY/LEADERSHIP/WEBSITE	CATEGORY REVENUE	PERCENT OF TOTAL REVENUE	TOTAL REMODELING REVENUE	TOP CHALLENGE IN 2020
INSURANCE RESTORATION	1	<b>BELFOR HOLDINGS INC.</b> – belforusa.com Birmingham, Mich. – Sheldon Yellen, CEO	\$1,671,318,000	100%	\$1,671,318,000	Finding and hiring qualified employees
SIDING	2	<b>POWER HOME REMODELING</b> – powerhrg.com Chester, Pa. – Asher Raphael, Co-CEO	\$142,828,914	18%	\$793,493,969	Finding and hiring qualified employees
WINDOWS	1 (Nationals)	<b>WINDOW WORLD, INC.</b> – windowworld.com North Wilkesboro, N.C. – Tammy Whitworth, CEO/Chairman of the Board	\$789,527,373	85%	\$789,527,373	Finding and hiring qualified trade contractors
GUTTERS	3	<b>LEAFFILTER GUTTER PROTECTION</b> – leaffilter.com Hudson, Ohio – Jeff Beck, CEO/President	\$581,971,546	100%	\$581,971,546	Keeping up with increased demand
BATHS	2 (Nationals)	<b>RE-BATH, LLC</b> – rebath.com Phoenix, Ariz. – Brad Hillier, CEO	\$220,212,742	100%	\$220,212,742	Economic weakness in your service area(s)
BASEMENTS	8	<b>GROUNDWORKS</b> – groundworkscompanies.com Virginia Beach, Va. – Matt Malone, CEO/Founder	\$174,562,027	100%	\$174,562,027	–
WHOLE HOUSE	10	<b>SILVERLINING, INC.</b> – silverlininginc.com New York, N.Y. – Josh Wiener, President	\$122,087,995	85%	\$143,632,935	Economic weakness in your service area(s)
OUTDOOR LIVING	17	<b>SYSTEM PAVERS</b> – systempavers.com Santa Ana, Calif. – Larry Green, CEO	\$94,518,545	100%	\$94,518,545	Keeping up with increased demand
DECKS	52	<b>MIDTOWN HOME IMPROVEMENTS</b> – midtownhomeimprovements.com Wentzville, Mo. – Patrick Melson, President	\$8,366,954	29%	\$28,851,564	Keeping up with increased demand
SUNROOMS	18	<b>GREAT DAY IMPROVEMENTS, LLC DBA PATIO ENCLOSURES, STANEK WINDOWS &amp; HARTSHORN CUSTOM CONTRACTING</b> greatdayimprovements.com – Macedonia, Ohio – Michael Hoy, President/CEO	\$83,090,089	89.5%	\$92,838,088	Finding and hiring qualified employees
DETACHED STRUCTURES	32	<b>TREEIUM INC.</b> – treeium.com Valley Village, Calif. – Moty Ginsburg, CEO	\$4,465,264	10%	\$44,652,638	Increased competition
DOORS	22	<b>RF INSTALLATIONS, LLC</b> – rfinstallations.com Grand Prairie, Texas – James Norman, Vice President/COO	\$54,978,945	75%	\$73,305,260	Generating leads for new business
HANDYMAN	7 (Nationals)	<b>HANDYMAN CONNECTION</b> – handymanconnection.com Cincinnati, Ohio – Jeff Wall, CEO	\$17,726,433	55%	\$32,229,879	Economic weakness in your service area(s)
KITCHENS	27	<b>REBORN CABINETS</b> – reborncabinets.com Anaheim, Calif. – Anthony Nardo, CFO	\$27,555,379	50%	\$55,110,758	Finding and hiring qualified employees
LIGHT COMMERCIAL	48	<b>GARDNER/FOX ASSOCIATES, INC.</b> – gardnerfox.com Bryn Mawr, Pa. – Mark Fox, Principal	\$17,291,093	55%	\$31,438,351	–
ROOFING	19	<b>DABELLA</b> – dabella.us Hillsboro, Ore. – Donnie McMillan, Jr., CEO	\$43,257,920	50%	\$86,515,839	Finding and hiring qualified employees
ROOM ADDITIONS	43	<b>NORMANDY REMODELING</b> – normandyremodeling.com Hinsdale, Ill. – Andrew Wells, President/Owner	\$12,776,177	39%	\$32,759,428	Generating leads for new business

Each of the companies listed above was selected as a Top Performer of the Top 500 list in 2020. For each given category of projects—from basements to windows—the Top Performer generated the most remodeling revenue of that particular kind. All companies on the 2020 Top 500 list are ranked based on remodeling revenue generated during 2019.

# Index

Bold text indicates Top Performer/Nationals List

## #

1-800 Hansons .....	56
1st Choice Home Improvements, Inc. ....	71
1st National Roofing, LLC .....	67

## A

<b>ABC, INC. DBA/ABC SEAMLESS .....</b>	<b>57</b>
ABC of Nebraska .....	70
ABC Seamless of Billings, Inc. ....	77
ABC Seamless of Cheyenne .....	73
ABC Seamless of Fargo .....	66
ABC Seamless of Sioux Falls .....	74
A.B.E. Doors & Windows .....	76
Absolute Aluminum .....	61
Accord Restoration .....	66
A C Ernst Building Corporation Inc. ....	76
Acri Company .....	72
Adams + Beasley Associates .....	61
Advance Design Studio, Ltd. ....	67
Advanced Home Exteriors, Inc. ....	75
Advanced Home Technologies (dba AHT Wisconsin Windows) .....	72
Advanced Improvements, LLC .....	70
Advanced Window Systems, LLC .....	68
AES Buildersand Home Improvements, Inc. ....	74
Agape Construction Co. Inc. ....	68
A&I Fire and Water Restoration .....	60
Alco Products Inc. ....	73
Allen Construction .....	60
Allied Remodeling of Central Maryland .....	61
Allmaster Home Services .....	76
All Seasons Construction .....	73
All-Weather Window, Doors & Siding Inc. ....	76
Alure Home Improvements .....	57
American Design and Build, Ltd. ....	61
American Home Design, Inc. ....	60
American Home .....	70
American Home Remodeling, Inc. ....	67
American Vision Windows, Inc. ....	57
American Water Damage .....	70
American WeatherTechs, LLC .....	68
Amiano & Son Design-Build .....	73
Amstill Roofing .....	76
Anderson & Hammack Construction Company. ....	68
Anthony Slabaugh Remodeling & Design .....	77
Approved Contractor, Inc. ....	71
Aquaguard Waterproofing .....	67
Arete Renovators .....	77
Arnold's Home Improvement .....	73
Ashco Exteriors, Inc. ....	61
Aspen Exteriors, Inc. ....	61
Associates in Building & Design, Ltd. ....	72
ATI - Anaheim, Calif. ....	56
Atlanta Design & Build .....	75
Austin Gutterman Inc. ....	75

## B

BACK Construction Co, Inc. ....	64
Bath Kitchen & Tile Center .....	64
B.A. Worthing Inc. ....	68
Bean Smart Builders, LLC dba B Smart Builders .....	74
Behr Construction Co. ....	72
<b>BELFOR HOLDINGS INC. ....</b>	<b>56</b>

Bella Brothers Construction, LLC. ....	73
Bellari Home Remodeling .....	61
Beltway Blinds .....	71
Bennett Builders & Remodelers .....	72
Bennett Contracting II, LLC .....	64
Best Window & Door Company .....	68
BH Design + Build .....	75
Blackdog Builders, Inc. ....	67
BNW Builders .....	67
Boardwalk Builders, Inc. ....	72
Booher Remodeling Company .....	72
Boulia Construction & Restoration .....	71
BOWA .....	57
Bowles Construction, Inc. ....	73
Bradsett Contracting .....	77
BRAX Roofing .....	70
Braymiller Builders of W.N.Y. Inc. ....	68
Brindisi Builders .....	71
Brothers Home Improvement, Inc. ....	64
Brothers Services Company .....	57
Budget Exteriors, Inc. ....	66
Building Company Number 7, Inc. ....	75
BulletROOF .....	64
Buresh Home Solutions .....	76
Burnett Home Improvement .....	73

## C

Cabinet Genies, Inc. ....	75
Calbath Renovations .....	68
Capizzi Home Improvement, Inc. ....	70
CareFree Home Pros, LLC .....	70
Carl's Fencing, Decking & Home Improvements .....	68
Carlson Exteriors .....	75
Carlson Homes Construction .....	75
Carolina Exteriors Plus, LLC .....	74
Carolina Home Remodeling .....	66
Carolina Windows & Doors, Inc. ....	67
Cascade Fence & Deck .....	74
Case Design/Remodeling, Inc. ....	57
Castle, The Window People .....	57
CAT Exteriors Inc. ....	64
CDS Contractors Inc. ....	66
CG&S Design-Build .....	67
Champion Window Mfg. & Supply Co. ....	56
Chapman Windows Doors & Siding .....	70
Chermak Construction, Inc. ....	72
Cipriani Remodeling Solutions .....	71
Clarke Contractors .....	64
Clear Choice Home Improvements .....	64
CMH Builders, Inc. ....	75
Comfort Window Co Inc. (Comfort Windows & Doors) .....	57
Complete Home Improvement/K2 Construction .....	71
Contract Exteriors .....	70
Copper Sky Renovations .....	72
Cousino Restoration .....	66
CQC Home .....	71
Craftmasters Remodeling, Inc. ....	74
Craftsmen Home Improvements, Inc. ....	70
Crane Builders, LLC .....	73
Creative Home Technologies LLC .....	70
Croom Construction Company .....	66
Cruikshank, Inc. ....	71
Custom Contracting, Inc. ....	71
Custom Design & Construction .....	74

## D

<b>DABELLA .....</b>	<b>57</b>
Dave Fox Remodeling, Inc. ....	66
DBAtlanta .....	74
DC Enclosures, Inc. ....	72

DD Ford Construction .....	66
Deck Creations, LLC .....	75
Design 1 Kitchen & Bath .....	73
Dexter Builders .....	68
DFW Improved .....	61
Dior Constructionm .....	72
Disaster Response .....	68
Distinctive Remodeling, LLC .....	74
Domus Constructors, LLC .....	72
D. R. Domenichini Construction .....	73
DreamHome .....	61
Dream Kitchens & Baths .....	77
<b>DREAMMAKER BATH &amp; KITCHEN .....</b>	<b>57</b>
Dreamstyle Remodeling .....	56
Duncan's Bath & Kitchen Center .....	77
Durante Home Exteriors .....	64

## E

Eakman Construction Company .....	68
Elite Remodeling .....	76
Emerald Breeze Services LLC dba Majors Home Improvement .....	73
EntryPoint Doors and Windows .....	72
Euro-Tech, Inc. ....	67
Excel Interior Concepts and Construction .....	76
Excel Windows .....	70
Exovations .....	61
Express Sunrooms of Charleston LLC .....	68
Exterior Medics, Inc. ....	61
Exterior Source .....	66

## F

FASWD LLC dba FAS Windows & Doors .....	64
FD Building Co. ....	71
Federalist Builders LLC .....	76
Feinmann Inc. ....	67
FHIA Holdings, LLC .....	56
FH Perry Builder .....	66
Fick Bros Roofing & Exterior Remodeling Co. ....	71
Finished Basements Plus .....	68
Fire Reconstruction Inc. ....	67
Firstcall, Inc. ....	68
Five Star Contractors, Inc. ....	68
Five Star Improvements Inc. ....	72
Five Star Restoration & Construction, Inc. ....	64
Fletcher Construction .....	70
Florida Catastrophe Corporation .....	64
Florida Window and Door .....	57
FOR Energy .....	64
Foster Remodeling Solutions, Inc. ....	71
Franzoso Contracting Inc. ....	66
Frey Construction & Home Improvement, LLC .....	66
Freyenhagen Construction .....	77
Frontier Basement Systems .....	68
F & S Building Innovations, Inc. ....	61

## G

Gallagher Remodeling, Inc. ....	77
<b>GARDNER/FOX ASSOCIATES, INC. ....</b>	<b>60</b>
Get A Grip Resurfacing .....	76
Giersten Company .....	61
Gilkey Window Company .....	61
Glick's Exteriors .....	74
G.M. Roth Design Remodeling, LLC .....	71
GR8WORK Builders, Inc. ....	72
<b>GREAT DAY IMPROVEMENTS, LLC DBA PATIO ENCLOSURES, STANEK WINDOWS &amp; HARTSHORN CUSTOM CONTRACTING .....</b>	<b>57</b>
Greater Dayton Construction .....	57
Great Lakes Home Renovaitons .....	66
Green Star Exteriors .....	64

Gregory Contracting Inc. ....	74
<b>GROUNDWORKS .....</b>	<b>56</b>
Gruver Cooley Corp. ....	74
Guardian Restoration Services, Inc. ....	73
Gulf Coast Restoration and Construction .....	72
Gulfside Windows & Doors .....	71
Gutter Helmet by Harry Helmet .....	57

## H

<b>HANDYMAN CONNECTION .....</b>	<b>60</b>
Harrell Remodeling, Inc. ....	66
Harrison Construction, Inc. ....	76
Harth Builders .....	66
Hastings Management .....	72
Hawk Construction Inc. ....	76
HDR Remodeling, Inc. ....	75
Heidbreder Building Group, LLC .....	75
HighCraft Builders .....	71
Highland Design + Build .....	77
HIP Construction DBA Re-Bath of RI and Southern MA .....	67
Hi Tech Window & Siding Installations, Inc. ....	73
HIVEX Basement Finishing Co. ....	71
Hoffman Contracting, LLC .....	76
Holloway Company, Inc. ....	67
Holtzman Home Improvement .....	66
Home 2 Renovate, Inc. ....	74
HomeCraft Gutter Protection .....	67
Homefix Custom Remodeling .....	57
Home Performance Alliance .....	57
Home Quality Remodeling .....	67
HomeSealed Exteriors, LLC .....	68
Home Solutions of Iowa .....	67
HomeSpec BasementFix .....	68
HomeStar Remodeling .....	67
Home Town Restyling .....	67
Home Upgrade Specialist .....	76
Home Value Renovation, Inc. ....	64
Honest Abe Roofing .....	61
Honey Do Men .....	76
Horizon Construction & Remodeling .....	72
Hulco, Inc. ....	66
Hurst Design Build Remodel .....	70
Huseby Homes, LLC .....	70
Husker Hammer Siding Windows & Roofing .....	74

## I-J

IBS, LLC (Re-Bath - Boise, Spokane, Portland) .....	68
Innovative Construction Inc. ....	75
Innovative Home Concepts, Inc. ....	70
Innovative Kitchen & Bath .....	70
Install America .....	61
Interiorworx, LLC .....	72
Iron River Construction .....	73
Jabs Construction, Inc. ....	77
Jackson Design and Remodeling .....	61
Jacob Family Enterprises, Inc. ....	67
Jancewicz & Son .....	68
J.C. Restoration, Inc. ....	60
Jeff Home Improvements Inc. ....	75
Jerry Harris Remodeling .....	71
JM Construction LLC .....	74
John F. Murphy Construction Company Inc. ....	75
John H. Allen Construction Company .....	77
J&R Construction Services, Inc. aka J&R Construction .....	76
JRP Design & Remodel .....	68
J Schwartz, LLC Remodeling & Fine Home Building .....	77
JS Design + Build, Inc. ....	74



# Leadership Is Key to Thriving Amid Change

“In times of change, it is the learned who are at risk, for they live in a world that no longer exists.” – Eric Hoffer

by Dave Yoho



**WHAT** do those who own, manage or lead home improvement companies have to look forward to? And what will be needed to fulfill the challenges of thriving, not just surviving, in this new and ever-changing environment?

In many organizations, after a thorough evaluation, someone is selected to perform leadership tasks that are necessary for the success of the company. Later, that same individual may leave the organization, voluntarily or otherwise, because some aspect of their leadership performance did not meet the needs of the organization. Frequently, that same individual moves on to another organization and, for whatever reason, meets the needs of the new employer. This is even more complicated when the leader is an owner and cannot abandon the responsibility without grooming someone from within the company or searching outside of it.

This latter process can be analyzed by examining the phrase, “Whatever happened to what’s his name?” This exclamation is recited often without understanding the real reasons for the perceived failure of the person who wore the mantle of leadership.

## Organizational Strengths and Weaknesses

In many organizational structures, there are those who function with a perceived high level of performance; yet those individuals may lack certain behavioral practices that would enhance their value to the organization even more while creating greater job satisfaction for themselves.

Moreover, those individuals, by not recognizing their low efficiency in certain areas, may be denying those they work with and themselves the benefit of self-actualization (achieving one’s full potential). Dr. Abraham Maslow describes this concept in his groundbreaking study of The Hierarchy of Needs.

## Failure Is Often an Unintended Consequence

As an example, frequently a failing leader is identified as someone with a history that possessed certain skills or behavior, which was perceived as beneficial to the job description. The same individual may function with low skill levels in other areas of behavior such as tolerance, empathy, negotiating skills or the ability to resolve conflicts. Most organizations have experienced similar circumstances. More may face these circumstances in this new critical business environment, yet neither they nor those who supported the selection sought methods to identify and then work at improving a specific skill set or methods for improving performance in given tasks or specific circumstances.

All of the latter led to the creation of the Leadership and Competency Evaluation (LACE), which is not a test. There is no pass or fail implied in its usage. However, it was developed to enable owners and management to develop an honest assessment of their current competencies and leadership qualities. The ultimate outcome of which can provide an opportunity for the individual or organization to develop a plan where certain skills below an acceptable range can be implemented, modified or augmented. The plan of action may vary, and future evaluations will determine progress.

## Leadership and Competency Evaluation

An action plan for increased efficiency becomes specific to an individual’s method of being trained.

Based on the responses received to the LACE questionnaire, an individual’s report will indicate their current level of development in 25 personal skills. Addressing the degree of competence for these 25 personal skills enables organizations and individuals to create programs to enhance performance. The individual’s development of these personal skills is categorized in three levels: Well Developed, Moderately Developed and Needs Development.

## Reviewing and Evaluating Such a Report

- An individual needs to examine the completed report with an open mind. If an individual thinks they do not have areas of performance to improve, they need time to reflect on the benefits of increasing certain skills. Some low competencies may even surprise individuals, until they accept them as an opportunity for personal growth.
- It isn't necessary for individuals to strengthen every competency immediately. Consider first the competencies that are most beneficial to your/their current career track for focused development.
- Those in management or human resource development should be open for discussion regarding the report, thus they will aid individuals in developing a plan.
- It is often helpful for individuals to journal (keep records of goals and day-to-day accomplishments).
- Typically, owners or upper management will view those being selected for leadership with a desire to improve their skill set positively and may be able to contribute valuable ideas and direction for the journey of personal and professional growth.
- Remember, the essential purpose of the LACE evaluation is to enable individuals or organizations to develop an honest assessment of current competencies, measured against fulfillment requirements for individuals or organizations.

Twenty-five competencies are considered key behavioral practices, which contribute to professional performance. (You can see a chart of all 25 in the online version of this article.) These become valuable assets to increase the level of job satisfaction. An individual's responses to the LACE questionnaire indicates their current level of development in each of these 25 areas.

## Communication Skills (Purposeful Goals)

This competency evaluates the extent to which you listen, respond and provide genuine feedback to others in order to strengthen relationships. This evaluation asks the question, "How effective are you at maintaining open and honest dialogue with colleagues, fellow employees, superiors, customers and strangers in your network in order to establish efficient communication channels?"

## Recommendations for Overall Improvement

Low scorers need to spend time collecting useful data, information and studies on communication

skills, then carefully assess methods of implementation for themselves and those they may train as a means of opening up general communication channels and building relationships. It can also be used as a format when initiating relationships with new contacts and relative strangers.

## Ways to Strengthen or Improve Communication Skills

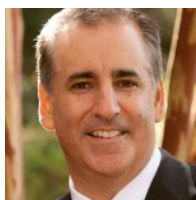
Give others time to finish speaking before forming your own reply in your conversations. Ask questions to broaden your understanding of the issue. Listen, maintain your focus and concentrate as much as possible.

- Experiment with different communication methods so you can appeal to a wider range of people.
- Recognize that your actions are likely to speak most loudly when you are communicating to others.
- Practice varying your personal communication approaches to suit the situations that you encounter.
- Avoid complex, jargon-based or overly technical words or phrasing that will make it difficult for your audience to understand or to act upon your message.
- Watch for small or subtle changes in the mood of the speaker or the way in which things are said in words or behavior.
- Concentrate as much as possible on what the other person is saying, and not on thinking about your next response.
- Summarize what you think you heard from time to time to be sure that you have heard them properly, and reassure them that you did. Consider phrases such as, "Could you please repeat that?" or "Tell me more."
- Make a conscious decision to talk substantially less and listen more. Learn to smile, nod or look quizzical when appropriate.
- Deliver your message using a pace and style that is comfortable for others.
- Suggested reading: *Power Linguistics* or *Neurolinguistics Programming*.

Note: Email [admin@daveyoho.com](mailto:admin@daveyoho.com) for a sample of what this report looks like and how the ideas built within it can be addressed in today's complex business world. **QR**



*Dave Yoho Associates is the oldest (since 1962), largest and most successful consulting firm representing the remodeling and home improvement industry. It is credited with the introduction of Step Selling—Post Negative Suggestion, The Total Offer Concept and Right vs. Left Brain Selling to the industry. The firm has a staff of account executives who consult for large and small retailers, manufacturers and service providers. For more information, email [admin@daveyoho.com](mailto:admin@daveyoho.com) or visit [www.daveyoho.com](http://www.daveyoho.com).*



# Managing Through Change Requires Quality Input

by Scott Siegal

**THINGS ARE CHANGING** so fast from week to week, and there is so much uncertainty right now. We don't know what's going to happen. Will the virus go away and life goes back to normal? Is it going to continue like this? Are we going to have another shutdown? Are we going to have more stimulus money? Are people going to stop spending money?

The uncertainty leads you to second guess the right thing to do. In March, when we shut down and everyone was pretty scared, my first reaction for my roofing company, Maggio Roofing, was to cut expenses to preserve cash flow. My gut reaction was to start the cuts with marketing since it's one of the largest expenses, and I thought people would stop spending money during a pandemic.

Sales and leads in the months of March and April slowed down, which reinforced the decision to cut marketing costs. As the shutdown went on, I continued to speak with CCN members; and it became apparent that consumers were starting to purchase again, and things were going to be very busy, so we reinvested in marketing.

It dawned on me that if I didn't have a network to access, what would I have done? Would I have called my competitors to see what they're doing?

The other day I got a call from another contractor who was asking about my metrics for pay-per-click. He didn't know if his costs were out of line or his results were good enough. How would anybody know? Ask your marketing vendors? You pay them to handle social media and paid search. Are they going to tell you they're failing? When trying to make a decision about where to invest, how much to invest and changing vendors or strategies, it's essential to have certain benchmarks to compare your metrics.

## Shortcutting Trial and Error

Benchmarking for us morphed into a strategic-planning session with other contractors (in other markets). We started to ask each other questions such as, "Which technology

solutions work for contractors of my size and market?" There are many different CRM options, virtual sales tools and project planning software products on the market. When you don't talk to other people, you don't see the little things that make a huge difference.

One case in point: I started performing virtual sales calls myself, just to see how it would work. The results were good. I was closing deals, but not as well as I was expecting, nor as much as I could sell in person. I

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couldn't put my finger on what was wrong. Then I got on the phone with a member in Boston who told me that when he did presentations online, he found that he needed to get to the price much faster than when he was presenting in person. People's attention spans are not what they used to be, and they are even shorter when meeting virtually.

I started thinking of ways to shorten our process for our standard follow-up call. I found the "intro" portion to our sales process a little cumbersome when presenting online. The content is still great, but we had to get it across to prospects much quicker. I watched what my salespeople at Maggio Roofing were doing and also spoke with John Martindale about what Brothers Services' salespeople were doing on their sales calls. We realized

that it takes salespeople an average of 10 minutes to get through the first pass of the presentation. Ten minutes is a long time online, and even they were getting it wrong.

The beginning of any presentation is crucial to getting a sale. It's the "why" behind the process, but that's hard to convey quickly when you have a prospect in front of you asking, "How much is it going to cost, and why can't you lower your price?"

At Maggio, this led to us producing a short video that, in less than two minutes, covers the entire first part of the presentation. Afterwards, the salesperson can jump right into answering the questions. After testing the video-then-Q&A process, we found that it was not only successful with the prospects, but salespeople liked it because it made their job much easier. Now, as owners, we don't have to worry about whether salespeople are getting the "why" right. Once they play the video, the salesperson can transition right into answering the questions using their own answer materials. This has resulted in higher customer satisfaction regarding our sales process, as well as increased closing ratios.

That idea only came about because I spoke with one of my colleagues and discovered that Maggio needed to speed up its process. This will be one of the things we're going to pass on to others. You don't have to be a statistician or a Ph.D. in math to know that one little change may pay for whatever it costs to be a part of a professional network like CCN and others.

Never underestimate the power of networking with others in your field. Even for contractors who have been in it for a long time, with changes happening so quickly and new people coming into our industry, there is always something new to learn and implement. **QR**

*Scott Siegal is the owner of Maggio Roofing in Washington, D.C., and also owns the Certified Contractors Network. You can learn more about CCN by going to the website [contractors.net](http://contractors.net).*

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# Flooring That Blurs the Lines

Hardwood flooring's visual appeal can come with maintenance challenges. New wood-look options in vinyl, ceramic and engineered materials provide high-performance alternatives.

by Chuck Ross

**WHEN** it comes to living area and bedroom flooring, the choice used to be much simpler for homeowners: carpet or hardwood. Today, those buyers face a broad spectrum of options—with a concomitant range of acronyms and abbreviations—and many of those products seem to blur the line between formerly clear-cut categories. However, one characteristic of this otherwise shifting market seems to be holding steady: While hardwood sales might be static to slipping, consumer interest in hardwood looks remains as strong as ever.

## Where We Are Now

Understanding today's flooring market is obviously complicated by the impacts of the COVID-19 pandemic. The uncertainty created by the unknowns

related to homeowner budget makes it much more difficult to forecast future growth or decline from trends spotted before the pandemic began. However, the most recent full-year figures, which track sales from 2018, provide a starting point, at the very least.

Residential building products analysts with Catalina Research note the U.S. hardwood flooring market—which also includes engineered wood—fell by 3.7 percent in 2018. While other economic factors, including a slower homebuilding market, played a role in this decline, the growing popularity of luxury vinyl tile (LVT) and other more waterproof materials also pushed hardwood sales down. Laminate flooring, once a leading lower-cost hardwood alternative, is facing even harder headwinds, dropping 6.7 percent in 2018. Remodelers are big players in both these markets, according to Catalina, accounting for more than 75 percent of laminate flooring sales and about 50 percent of hardwood during that year.

In terms of current conditions, Steve Stocki, marketing manager with LL Flooring, the company previously known as Lumber Liquidators, says he's seen business pick up again after the initial shutdowns the nation weathered in March and early April. "We saw a little bit of a lag in March, but it's stayed pretty steady. We've seen business hold relatively strong."

Yon Hinkle, product management vice president with Armstrong Flooring, says the initial slowdown his company experienced is now history. "We never saw a complete grind to a halt," he says, noting that DIY-inclined homeowners helped keep business going during the time professional construction went offline. "A lot of that has started to pick up. Construction, in general, is active even in states where restaurants and bars aren't fully open."

### Carpet Sheds Market Share

The COVID-related slowdown certainly did not have an impact on consumer tastes that are moving increasingly away from carpet and toward more hard surfaces. "Definitely hard surfaces, in general, are continuing to be more popular than carpet," says Adam Ward, senior product director for Mohawk Industries wood and laminate flooring lines, adding the importance of organic looks to today's shoppers. "Hardwood and wood looks are really driving the market. As people are updating their homes, they're ripping up the carpet and putting in hard surfaces."

Stocki says he's seen similar trends continuing. "Carpet has continued to be on the decline over the past three to five years, if not longer than that, as hard-surface products continue to increase," he says, including the broad range of hardwood, laminate and vinyl and tile in this category.

In terms of finishes, he says the neutrals that have conquered walls and furnishings are also an increasingly popular flooring option. "We're still continuing to see color tones in grays and the onset of beiges, which have started to come back a bit," he says, noting that the particular species of a wood product is often less important than its appearance.

"Each customer can be different—some come in looking for a particular wood species, but the others come in saying they're looking for particular colors," he says. "It's really just the overall look of the completed project."



At the higher end, Ward says consumers are moving away from some of the exotic wood varieties that were popular 10 to 15 years ago. "Oak is driving the market right now," he says, though in lighter finishes than have been seen in the past. "It's kind of like cotton—it's a timeless choice, and you can do a lot with it."

"Five to 10 years ago, very dark chocolate browns, darker colors, were really popular; and what you've seen is that go to really light now," he says. "Natural white oaks, whitewashed oaks, light grays, are really popular on the market right now. It's more the coastal, beach-y vibe, Bohemian vibe—that's really where the market has gone."

However, as much as they might appreciate the aesthetics of these new, more casual wood looks, not all homeowners want to achieve them with actual solid hardwood. As Laura Grill, senior manager for product development with Daltile Corp., notes, a number of motivators can move fans of

With the same proprietary core technology used in its laminate and engineered bamboo products, **LL FLOORING's** AquaSeal 72 Engineered Hardwood offers water protection for up to 72 hours. Natural Hickory planks are shown here, and they're available in lengths up to 72 inches.

**Circle 5 on inquiry card**



RevWood Plus laminate flooring from **MOHAWK INDUSTRIES** incorporates the company's Hydroseal technology to coat joints in the click-to-assemble planks for added water resistance. It's shown here in the Urban Mist Maple finish from the Hartwick collection. **Circle 6 on inquiry card**

wood's natural aesthetic to consider other materials designed to mimic its appearance.

"When consumers begin looking at non-wood materials, they are wanting to address several issues," she says. "They are wanting a material that performs better than hardwood in wet areas; they want to avoid the color fading, damaged boards or wear marks that hardwood exhibits over time; and in today's germ-aware world, they are also looking for a more hygienic, yet still easy-to-clean product."

Additionally, homeowners might be looking for longer and wider planks than are widely available in solid hardwood. The wide-plank floors one might see in a New England antique home simply are hard to replicate affordably. Those planks were milled from old-growth trees, while today's commercial milling operations generally depend on younger forests. Trying to get wider planks out of skinnier trees can result in warping problems over time.

"With a solid hardwood, if you get much wider than 5 or 6 inches, you could start running into issues, product performance issues," Ward says. "The nature of that wood is not to lay flat."

### Engineering a Solution

Engineered wood is often the first option consumers look at, if solid hardwood isn't an option. Engineered products feature a top, veneer layer of solid wood attached to a base that is generally thin, crossed layers of plywood that have been fused together. Some makers may use their own, proprietary base materials. This flooring is usually less expensive than solid hardwood because it's mostly plywood or a composite.

Engineered wood also can offer some installation advantages over solid offerings. For example, hardwood is not recommended for below-grade, basement use because the added humidity in these settings could lead to warping. Engineered products, however, might be appropriate below-grade with appropriate barriers in place because their cross-laminated base offers more stability. Engineered planks also are shipped pre-finished, and some feature click-in-place, floating installation options.

LL Flooring's AquaSeal line offers an example of the latest approaches to engineered hardwood. Featuring what the company calls a special core technology—which is also used in its laminate and engineered bamboo products—the flooring offers water protection for up to 24 hours.

Laminate flooring is another more affordable hardwood alternative and, as with many of today's non-wood options, manufacturers have made strides in addressing previous homeowner pain points. As the name implies, laminates are layered products with a moisture-barrier base topped by a core of, typically, medium-density fiberboard (MDF). Then a high-resolution image layer creates the wood grain appearance and is fused together with melamine resin. A clearcoat wear layer on top can include additional melamine resin for added protection.

While first-generation laminate flooring didn't always live up to expectations, manufacturers have made great strides over the last 10 to 15 years. For example, Mohawk is billing its RevWood Plus as a waterproof product due to advances the company has made to limit water's ability to penetrate the MDF core. Now, the top image and resin layer wraps over the top edge of individual planks, and a hydrophobic sealant coats the joints in the click-to-assemble system. Additionally, those joints are very tight once the floor is completed, giving moisture very little access to penetrate. As a result, finished floors are actually more water-resistant than the individual boards on their own.

"We've seen very good consumer and retailer interest in the product," Ward says. "We've grown it from 13 SKUs to over 70 SKUs."

### Vinyl Takes a Step Up

Vinyl flooring also has made great strides in the last 15 years or so. Once relegated to builder-grade kitchens, bathrooms and laundry rooms, the material has been reborn in the new categories of luxury and engineered vinyl tile. Those who might have grown up with vinyl tile and sheet products stamped in 1970s-style harvest gold florals will be surprised to see how realistically these new products simulate natural wood's grain and varied hues.

"Some people can't tell the difference between a manufactured product and solid hardwood," says Stocki, noting that this natural wood look comes at substantial savings over the real thing. "You can get the look of wood in your entire home."

According to Stocki, luxury vinyl tile (LVT) is comprised of a thin layer of virgin vinyl that's topped with a high-resolution image and then covered with a wear layer that offers strong protection against damage. Engineered vinyl tile (EVT) adds a core layer providing added strength. "It adds another layer of stability," Stocki says. "You can roll a grand piano across it and not have any issues."

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## "SOME PEOPLE CAN'T TELL THE DIFFERENCE BETWEEN A MANUFACTURED PRODUCT AND SOLID HARDWOOD."

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Steve Stocki, LL Flooring

Armstrong's Hinkle notes that although both of these products are affordable alternatives to hardwood, their visual appeal punches above their weight when it comes to homeowner interest. Bevels, non-repeat patterns and other touches have opened both LVT and EVT products to high-end projects.

"Ten years ago, you wouldn't have seen a \$1 million home with luxury vinyl," he says. "Now it's not unusual to see such a home with luxury vinyl being the go-to flooring. That shows you how things have shifted in terms of the overall value curve of the products."

Armstrong's Empower Plank flooring offers an example of how LVT and EVT products can blur previously clear lines between materials such as vinyl and porcelain and ceramic tile. It features design and wear layers like other vinyl products, but the engineered core is actually magnesium based. This provides stability and durability and makes the planks a good option in high-moisture areas.



Emerson Wood tile from **DALTILE** features a wire-brush effect over the graining to create an impression of age and authenticity. The tile's StepWise technology creates greater slip resistance in both interior and exterior applications.

**Circle 7 on inquiry card**

### Wood-Style Tile

Of course, ceramic and porcelain tile are inherently waterproof as well as resistant to mold and mildew. Daltile's Grill says wood's natural aesthetic is proving increasingly popular in her company's ceramic and porcelain offerings. While marble looks are still in high demand among tile shoppers, wood patterns are "neck-and-neck" in popularity.

"Wood-look tiles are some of Daltile's top sellers," she says. "Today's advanced digital printing and structural technologies are so sophisticated that they enable creation of a wood look/feel that is so authentic, it is hard for many consumers to discern what is installed tile and what is the natural material."

Like vinyl, porcelain and ceramic flooring has traditionally been regarded as best suited for baths, kitchens and other damp/wet locations. Aside from areas in the Southeast and on the West Coast where Spanish housing styles often feature terra cotta flooring, however, tile hasn't been recognized as high-spec enough for a home's main living areas. Grill says she's been seeing those previous assumptions slip away.

"Wood-look tile is definitely making its way into the main living spaces, where consumers may have used real hardwood or carpet in the past," she says. "Wood-look planks are available in all of today's most on-trend hardwood designs. Very popular right now are visuals that offer natural light browns infused with gray, as well as the look of time-worn, gently weathered or lightly distressed hardwood."

Grill offers Daltile's Emerson Wood as an example of this trend toward mixed neutrals. The product is available in three extra-long plank sizes and features a wire-brush effect over the graining for an authentic-looking weathered appearance. **QR**

# What's New



## Sealant able to withstand large amount of movement

**TITEBOND** presents DuraMaster, a water-based elastomeric sealant with 100 percent joint movement capability. DuraMaster has earned the highest ASTM C-920 rating for sealant performance—Class 100%. The rating affirms that DuraMaster can handle movement of 100 percent expansion and 50 percent contraction, making it resilient enough to handle high amounts of movement. The sealant offers fantastic adhesion to most common building materials including vinyl, metal, glass, wood, PVC, concrete, aluminum and all types of siding.

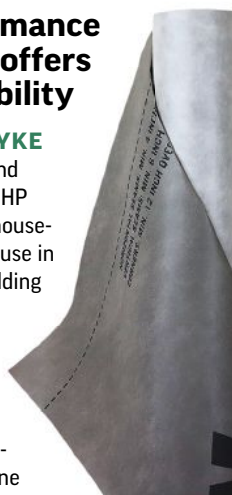
**Circle 8 on inquiry card**

## High-performance housewrap offers better durability

**BENJAMIN OBDYKE**

announces a new and improved Flatwrap HP high-performance housewrap. Designed for use in non-absorptive cladding applications, or in conjunction with a rainscreen for other applications, it offers superior durability via a trilaminate polypropylene substrate. The trilaminate design protects the water hold-out layer from damage during installation. Flatwrap HP can be installed as an air barrier and is also breathable with an ideal perm rating between 10 and 20 perms, per building science research.

**Circle 9 on inquiry card**



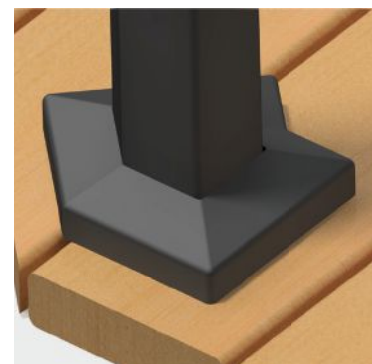
## Front doors embrace current trends, popular colors

**PELLA** revamps its entry door collection, taking the most popular fiberglass and steel front-door styles and curating them into a single portfolio: Pella Entry Doors. The simplified fiberglass and steel entry-door collection is a result of market research that addresses ongoing trends as well as conversations with Pella customers and the company's sales team. To drive entry-door design even further, Pella partnered with Sherwin-Williams Design House to create a palette with popular neutral and bold colors. **Circle 10 on inquiry card**

## Termination post, plate cover expands railing line

**FEENEY** adds to its DesignRail aluminum railing system with the Quick-Connect Termination Post and 45 Degree Base Plate Cover. The Quick-Connect Termination Post features patented automatic-locking Quick-Connect fittings, which are preloaded into a strip embedded within the post and secured via a lock ring at each fitting for a low-profile aesthetic. The 45 Degree Base Plate Cover is a two-piece, fastener-free cover that conceals the lag screw heads and post base plate to provide a seamless finish.

**Circle 11 on inquiry card**



## Decking profile assists with fasteners, installations

**KEBONY** re-engineers its Kebony Deck Board with a new profile to accommodate four different varieties of fasteners and installation methods: Step-Clip for Kebony, which uses easy to install strips to minimize the time and labor spent fastening the deck; the Fastenator Hidden Fastening system by DuraLife, hidden fastener clips that secure the deck without screwing into the board's face; the Pro Plug System by Starborn, which affords positive lateral connection through the face along with a smooth, uniform surface; and stainless steel screws.

**Circle 12 on inquiry card**

## Exterior coating sheds dirt upon contact with water

**SHERWIN-WILLIAMS** enhances Emerald Rain Refresh Exterior Acrylic Latex with Self-Cleaning Technology, an innovative coating designed to be self-cleaning by shedding dirt upon contact with rain or water. Emerald Rain Refresh gives both professionals and homeowners a simple and convenient solution to maintain clean exteriors for a freshly painted look all year long. The new coating—leveraged from the manufacturer's Loxon Self-Cleaning Acrylic Coating—has optimal application properties, simplifying the painting process for all experience levels. **Circle 13 on inquiry card**



## Vertical siding helps create board-and-batten look

### LP SMARTSIDE

Smooth Finish Vertical Siding complements the LP SmartSide Smooth Finish Narrow Trim to offer a durable board-and-batten aesthetic. The smooth-finish vertical siding is pre-primed for exceptional paint adhesion. LP SmartSide Smooth Finish Vertical Siding comes in 16-foot lengths to reduce horizontal joints and allows for fewer seams, faster installation and less jobsite waste. The product delivers a board-and-batten aesthetic in a smooth finish while providing the protection of LP's proprietary SmartGuard manufacturing process.

**Circle 15 on inquiry card**



## Linear drain minimizes height for curbless shower

**INFINITY DRAIN** further simplifies the shower installation process with its new Site Sizable Low Profile Linear Drain. The drain's lower profile helps minimize the floor height needed to achieve a curbless entry. In addition to its lower profile, the PVC channel option has been designed with a new "mortar lock" to ensure that it stays positioned firmly in the mortar bed floor. Sold as a complete kit, Site Sizable linear drains enable modifications to the length and outlet placement to be made on site.

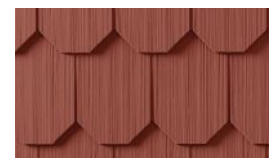
**Circle 14 on inquiry card**



## Composite cladding captures high-end aesthetics

**ALSIDE** launches the ASCEND Composite Cladding System, a solution that brings together beauty, simple installation and a low-total installed cost to create compelling value. With tall exposures and the deeply grained look of real wood, ASCEND captures a high-end aesthetic. Available in an array of 20 fade-resistant colors, the virtually maintenance-free finish is backed by a lifetime limited warranty. Its design enables quicker and easier installation than that of fiber cement, engineered wood and other composite panels.

**Circle 16 on inquiry card**



## Third-generation siding debuts new colors, shapes

**CERTAINTEED** introduces the next generation of its Cedar Impressions siding: Double 7-inch 3G Straight Edge Perfection Shingles and Cedar Impressions accent panels, offered in new colors and shapes. The 3G profile is engineered to provide superior aesthetics, simplified installation and enhanced performance. New features include slanted, tapered gaps with a deeper shadow, high-definition texture and an offset corner to replicate a woven appearance. The new double-course panel provides more coverage and requires fewer fasteners than single-course siding.

**Circle 17 on inquiry card**

# Kitchen



## Dishwasher eliminates soaking, scrubbing, pre-rinsing

The **MAYTAG** dishwasher with Dual Power Filtration puts an end to pre-work at the sink by eliminating soaking, scrubbing and pre-rinsing. The dual power filtration combines 100 percent microfiltration and a four-blade stainless steel chopper in one machine, allowing the dishwasher to filter out then disintegrate any food in its path. The PowerBlast cycle uses high-pressure jets, increased water temperatures and hot steam to scour away stubborn foods, and the PowerDry option provides 60 percent better drying.

**Circle 18 on inquiry card**



## Faucet provides easy access to safe, filtered water

The **AMERICAN STANDARD** Filtered Kitchen Faucet makes access to filtered water for drinking or cooking easy and convenient via the push of a button on the spray head, while also reducing the lead (99.7 percent), chlorine (96.9 percent) and Class I particulates (92.6 percent) that can affect water quality. Its innovative design features two separate water channels to ensure the regular tap water has no chance of mixing with the filtered water, and to allow the filter to be installed above-deck in the countertop or inside the cabinet wall.

**Circle 19 on inquiry card**



## Ceiling hood helps remove impurities, reduce noise

**FABER** adds to its product line with the High-Light ceiling hood, a pro motor 36-inch hood that comes in stainless steel or white matte. The flush ceiling unit has been engineered with a strong and durable metal motor, and the perimetric aspiration forces air through narrow slots around the perimeter to help remove impurities, improve energy efficiency and decrease noise levels. LED lighting illuminates any cooking surface while remaining energy efficient. Other features include four-speed digital capability, dishwasher-safe mesh grease filters and a remote control.

**Circle 20 on inquiry card**



## Faucet kills viruses, bacteria within just seconds of contact

The Aqualogic Ozone Faucet by **LENOVA** is a conventional hot and cold faucet line that is also an ecologically safe way to clean food and any other water-safe surface without any chemicals or chemical residue. Available as a standard single-hole or pull-out side spout, the faucets feature a small, thin ozone generator that uses regular house current to economically and naturally produce ozone water. The Aqueous Ozone produced is a powerful, clinically proven and extensively tested broad-spectrum microbiological agent that kills viruses, bacteria, mold, yeast and algae within seconds of contact.

**Circle 22 on inquiry card**



## Commercial-style range offers new expressive hues

**KITCHENAID** introduces its color-forward Commercial-Style Range Collection, which features a dual-fuel range and a gas range. The collection empowers creativity in the kitchen by providing home cooks with more color capabilities than before. The collection includes nine expressive colors—Avocado Cream, Imperial Black, Ink Blue, Milkshake, Misty Blue, Passion Red, Scorched Orange, Yellow Pepper and Stainless Steel—to complement a kitchen's aesthetic. The colors were carefully selected by the same color and design experts behind the brand's Stand Mixers and other countertop appliances.

**Circle 21 on inquiry card**

# Lighting



## Touchless sensors deliver room-dimming control solution

**LEVITON** announces a new line of smart touchless wallbox occupancy sensors designed for easy, out-of-the-box operation, minimizing contact and simplifying installation. The sleek design of Smart Wallbox Sensors—paired with a wide range of features—allows for energy savings,

local control and code compliance. The Smart PIR Dimming Wallbox Sensor, which includes a 24-volt low voltage model, combines occupancy/vacancy sensing with dimming and daylight response to enhance energy savings and tailor operation to meet the needs of each application.

**Circle 23 on inquiry card**

## Rounded shape inspired by beauty of dandelions

**SCHONBEK LIGHTING** presents Esteraceae, a rounded shape that seems to blossom with a multitude of sparkling polished crystals, inspired by the gossamer ball of a dandelion. Each stem emerging from the center of the orb is topped with a hand-finished metal floret pinned with faceted crystal that shimmers beautifully in reflected light. Finishes include Heirloom Bronze, Antique Silver, Jet Black, White Lustre and Polished Stainless Steel. Crystal options include Spectra Crystal as well as Crystals from Swarovski.

**Circle 24 on inquiry card**



## Spotlights help improve functional task lighting

**BUSTER + PUNCH** launches the EXHAUST Collection, a range of trailblazing spotlights inspired by motorbike exhausts and designed to elevate functional task lighting. Each spotlight is fitted with a beautifully machined, solid metal baffle that captures light and creates a delicate metallic glow while also emitting a precise, non-glare, directional spotlight. The range features a new linear knurl pattern and signature torx screws to ensure it is unmistakably Buster + Punch.

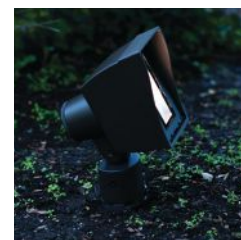
**Circle 25 on inquiry card**



## Germicidal UV fixtures disinfect surfaces, areas

**COOPER LIGHTING SOLUTIONS** combines its customized fixture solutions with proven germicidal ultraviolet light (GUV) technology to help create safer spaces for retail, workspaces, restrooms, food service and hospitality. A non-visible light in the light spectrum, GUV has been proven effective in killing bacteria, mold, and fungi, as well as inactivating viruses. As a business unit of Signify, Cooper is integrating Signify's expertise and leadership in UV lighting into applications that bear Cooper's hallmarks of customization and flexibility.

**Circle 26 on inquiry card**



## Adjustable luminaire brightens exterior spaces

**WAC LANDSCAPE LIGHTING** introduces the Landscape Adjustable Beam Wall Wash Luminaire, which is engineered to illuminate an exterior space with integrated LED modules for maximum energy efficiency. Made of tough die-cast brass or aluminum construction, the Adjustable Beam Wall Wash provides a lumen output ranging from 200 to 1550 lumens with a range of 3 to 25 watts of LED power, with on-board integral brightness control. Choose from 2700K or 3000K color temperatures and 12-volt or 120-volt system options.

**Circle 27 on inquiry card**

# Tools

## Cordless framing nailer delivers fire rate similar to pneumatic

**MILWAUKEE TOOL** expands its line of cordless nailing solutions from frame to finish with its first cordless framing nailers, the M18 FUEL 21° Framing Nailer and the M18 FUEL 30° Framing Nailer. Delivering the power to sink nails in engineered lumber, the framing nailers can fire up to three nails per second with no gas cartridges required. To keep users productive, a best-in-class fire rate delivers a fire rate similar to pneumatic. The nailers have also been optimized with the size necessary to fit between studs and a balanced weight to limit fatigue.

**Circle 28 on inquiry card**



## Auto-feed screw system boosts consistency, productivity

**SENCO** re-engineers its line of DuraSpin auto-feed screw systems with features to improve user productivity and consistency while eliminating jams and misfires. The new DuraSpin products—the DS222-18V, DS225-18V and DS322-18V—are designed with specific applications in mind, from drywall installation to higher torque projects such as flooring, decking and metal framing. The tools are smaller and lighter and share an enhanced feed system, brushless motor, removable feed system for reversing or finishing screws, universal nosepiece for drywall and wood, and the latest Li-Ion battery technology.

**Circle 31 on inquiry card**

## Fall-protection products help improve jobsite safety

**WERNER** adds to its portfolio of fall-protection products with upgraded anchors and drop safety equipment. The two new anchorage connectors (Bull Ring Anchorage Connector and D-Ring Anchorage Connector) provide more options for working on both wood and metal structures. Both are reusable and rated with a minimum breaking strength of 5,000 pounds. The drop safety products (Tape Measure Jacket, Drill Jacket and Smartphone Jacket) help to keep a worker's most-commonly used tools safely tethered to them, preventing drops and enhancing productivity.

**Circle 29 on inquiry card**



## Roofing nailer optimized for small jobsite applications

**DEWALT** announces the 20V MAX 15° Coil Roofing Nailer, another addition to its 20V MAX System, which features over 200 products. Optimized for small jobsite applications, the cordless nailer is ideal for service and repair jobs, small production work, flashing and shingling around windows, skylights and vents. It drives 500 nails per charge and can fire up to three nails per second. It also includes features standard among pro-grade corded equipment, such as bump actuation mode and tool-free depth adjustment for precise nailing.

**Circle 30 on inquiry card**



## Self-feed bits enhance quality, performance of cordless drills

**DIABLO** introduces its SPEEDemon Self Feed Bits to address a number of problems users have with traditional self-feed bits and hole saws, such as inefficient, slow, short life span and battery charge longevity. Designed for use in a cordless drill, SPEEDemon Self Feed Bits eliminate the feed screw issues, and they are created by a manufacturing process that enhances their performance, quality and longevity. There are nine SPEEDemon Self Feed Bits, ranging from 1 inch to 3 inches. Each includes a replacement feed screw and Allen key.

**Circle 32 on inquiry card**

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Fiberson	74	100
Ford Trucks		2
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Jeld-Wen Corporation	73	99
Mark E Industries	45	14
Maze Nails	60, 69	58-59, 97
NanaWall Systems, Inc.	56	37
Nationwide Industries / RailFX	44	13

PRODUCTS	CIRCLE NO.	PAGE NO.
Alside	16	91
American Standard	19	92
Armstrong Flooring	4	86
Benjamin Obdyke	9	90
Buster + Punch	25	93
CertainTeed	17	91
Cooper Lighting Solutions	26	93
Daltile	7	89
Dekton by Cosentino	3	18
DEWALT	30	94
Diablo	32	94
Faber	20	92
Feeney	11	90
Infinity Drain	14	91
Kebony	12	90
KitchenAid	21	92
Lenova	22	92
Leviton	23	93

ADVERTISER	CIRCLE NO.	PAGE NO.
Nationwide Protective Coating Mfg.	71	97
ODL	50	21
Pella	57	40-41
Petersen Aluminum	65	96
Progressive Insurance	46	15
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Re-Bath	48	17
Royal Building Products	58	46-47
Sentrel Bath Systems	54	32
Service Nation Alliance	63	69
SoftPlan Systems Inc.	66	97
Tapco / Boral	43	11
The Best Postcards		Insert
Therma-Tru Doors	61	62-63
VERSATEX Building Products, LLC	55, 62	33, 65
WalzCraft Industries	72	97
Wausau Supply	51	22-23
Wellborn Cabinet, Inc.	41	6-7

PRODUCTS	CIRCLE NO.	PAGE NO.
LL Flooring	5	87
LP SmartSide	15	91
Maytag	18	92
Milwaukee Tool	28	94
Mitsubishi Electric Trane HVAC US (METUS)	1	18
Mohawk Industries	6	88
Pella	10	90
RDI	33	98
Schluter-Systems	34	98
Schonbek Lighting	24	93
SENCO	31	94
Sherwin-Williams	13	91
Sierra Pacific Windows	2	18
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WAC Landscape Lighting	27	93
Werner	29	94

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# Remodelers' Choice



The following product received the most reader inquiries from the May/June issue of *Qualified Remodeler*:

## RDI

RDI, the pro dealer arm of Barrette Outdoor Living, offers customers an easy solution for creating an outdoor oasis with its Outdoor Shower Kits. The back-to-nature haven is especially smart for those who have a pool or live by a beach or lake, and it is also handy for rinsing off a dog or muddy tools after gardening.

Sold un-assembled, Barrette's vinyl shower kits come with all the hardware needed, are easy to install and can complement any home exterior. Posts install over wooden 4- by 4-inch posts for a strong and secure installation.

With multiple kit options to choose from, contractors can create the design and configuration that suits the outdoor lifestyle and landscaping needs of their customer. Just choose the basic enclosure kit with two walls or a combo kit with a gate door.

Outdoor Shower Kits are made from low-maintenance vinyl that is easy to clean, durable and long-lasting. A lifetime limited warranty ensures the outdoor shower will stand the test of time.

For more information, visit [www.rdirail.com](http://www.rdirail.com) or circle 33 on inquiry card.

The following product received the most pageviews on *QualifiedRemodeler.com* during May/June:

## SCHLUTER-SYSTEMS

Schluter-Systems introduces Schluter-DESIGNBASE-SL, a top-set wall baseboard that provides a unique alternative to traditional baseboards. Because it is made of metal, DESIGNBASE-SL provides added durability and won't crack or shrink over time, eliminating a common problem with many baseboards.

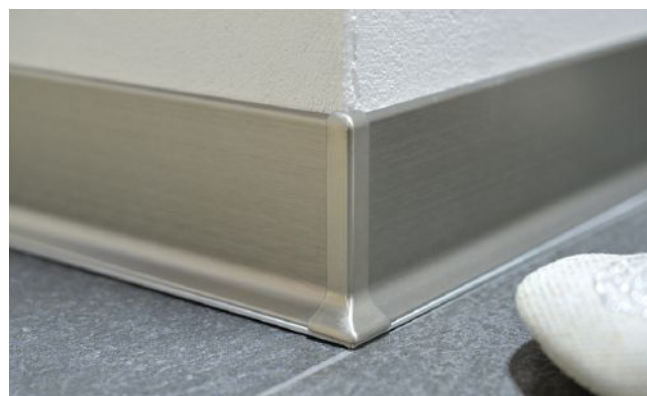
Made without the anchoring leg used on traditional Schluter profiles and trim pieces, DESIGNBASE-SL is designed to be installed after the floor and is suitable for use over any type of new flooring surface. The cove-shaped base sits on top of the floor and is attached to the wall using a suitable adhesive, such as Schluter-KERDI-FIX.

The design offers a few notable advantages, starting with fast and easy installation. Because it sits on top of the finished floor, it is also ideal in situations where the floor is still in good condition, but the baseboard needs to be replaced. DESIGNBASE-SL also offers cost savings when compared with custom-fabricated baseboards.

DESIGNBASE-SL features a clean, polished look in anodized aluminum with a satin finish or a brushed stainless steel appearance, as well as color-coated aluminum in matte white. Two different heights are available: 2 inches (60 mm) and 3 inches (80 mm).

An optional sealing lip accessory is offered to protect the floor/wall transition from moisture penetration and to reduce the transmission of impact sound.

For more information, visit [www.schluter.com](http://www.schluter.com) or circle 34 on inquiry card.





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