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AUGUST  
2013

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# TOP 500 2013

The Original Ranking  
of the Nation's  
Largest Remodelers

# TOP 500 2013

## Perseverance and Change

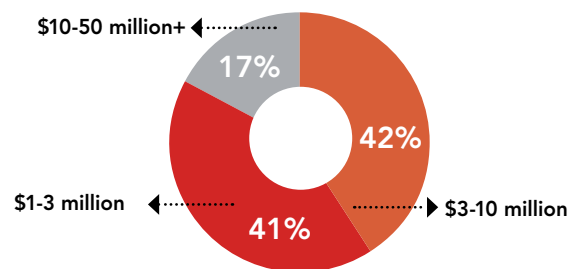
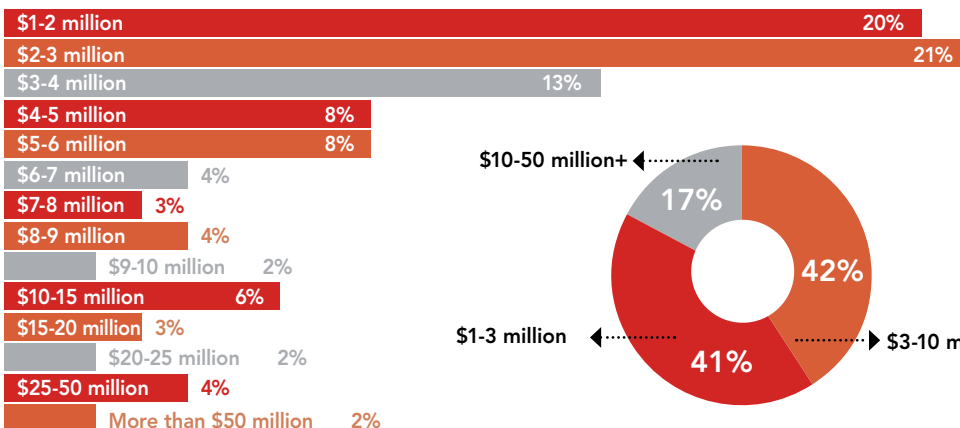
Remodelers carry on despite change, uncertainty and statistical quirks

By Kenneth W. Betz

**T**wo-thirds of this year's Top 500 reported at least some overall gross revenue gain in 2012 — and some reported substantial gains. At the same time, total revenue reported by all remodelers on the list dropped from \$7.98 billion in 2011 to \$6.76 billion in 2012. The total number of jobs reported in 2012, however, increased, suggesting what many remodelers have already said — larger numbers of smaller jobs. Whether the statistics have additional significance is unclear.

Nevertheless, the drop in remodeling revenue as reported by the Top 500 is counter-intuitive in light of reports of recovery in the residential remodeling business. Or perhaps it's only an anomaly peculiar to the Top 500 sample. Still, one can't help but remark, the latest revisions to the U.S. Census Bureau's recent-year estimates of home improvement spending in the C-30 Construction Spending series increased estimates of home improvement spending by 6 percent for 2011 (from \$114 billion to \$121 billion) and decreased spending over 10 percent for 2012 (from \$125 billion to \$112 billion).

### Revenue Ranges



### No Obvious Explanation

"At this time, there is no obvious explanation for why the revisions to the C-30 improvements data were so extreme this year," says research analyst Abbe Will, of Harvard University's Joint Center for Housing Studies.

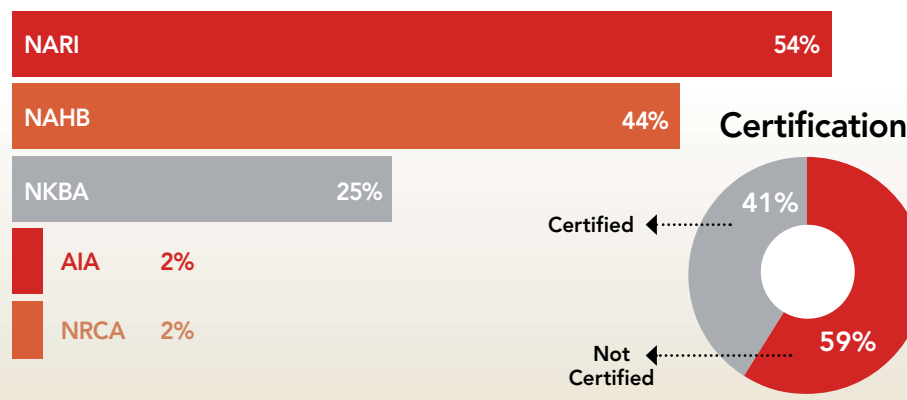
"Typically, these annual revisions are minimal and, in the past, changes were always in the same direction as the original estimates, often revising the whole series downward somewhat. This time, not only was the magnitude of the revisions sig-

nificantly larger than in recent years, but the direction of the revisions was extremely divergent from what could have been expected based on previous annual revisions," she continues on the Center's blog.

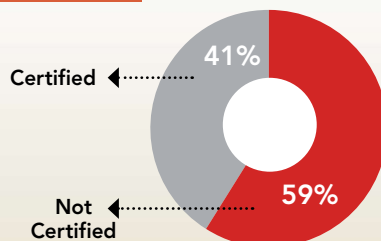
That puzzle aside, it is evident that some remodelers have made impressive gains, and, as a group predict 2013 revenues of \$10.4 billion, a \$3.5 billion increase compared to 2012. One remodeler, who didn't make the list, reports revenues for the first half of 2013 equals his revenue for all of 2012, putting him on track for inclusion in next year's list.

Overall, the picture painted by the Top 500 is one of companies that have been in business for an average of 25 years and have been in the same location for an average of 24 years — in other words, these are stable and established companies that have weathered the economic cycles of remodeling more than once.

### Professional Memberships (Multiple memberships make total more than 100%)



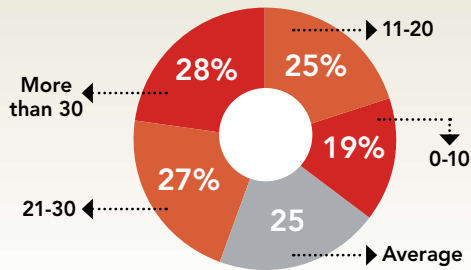
### Certification



### What They're Thinking

As evidenced by comments for random remodelers who are included in this year's Top 500, much has changed in the remod-

## Years in Business



eling industry, and those who have survived have changed with it. Consumer buying habits, which have been altered by the availability of Internet-based information, is one change many cite. Another change is a growing awareness of looming labor issues in the industry; an increasing number of remodelers expect to see a shortage of skilled labor in the near future, if they are not already experiencing it.

Following are some of the thoughts shared by this year's Top 500:

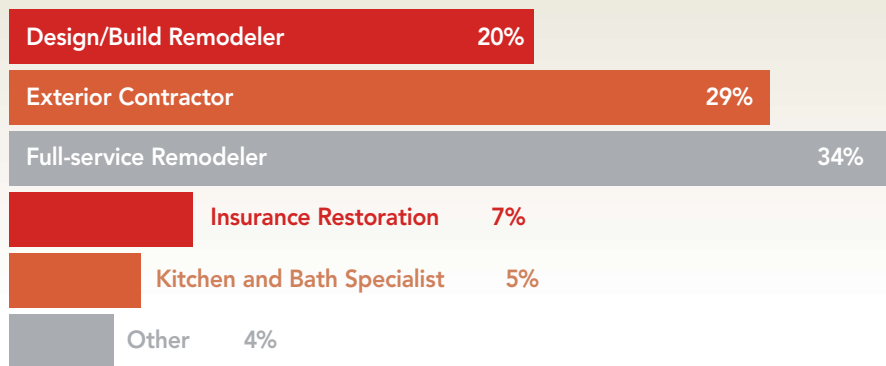
**Q: Has the remodeling business changed dramatically over the past several years, or do you feel this is just one more cycle in the series of booms and downturns that characterize the industry? Has the industry changed permanently, at least for the foreseeable future?**

I think the industry is the same but consumers have changed with the Internet. Each company must have a strong digital voice and identity online or else others will shape your online identity.

— Scott Mosby, Mosby Building Arts, St. Louis (No. 85)

Although we believe the past several years to be a cycle in a series of booms and downturns, we believe this downturn was much harsher than any our industry has experienced before and has forced the industry to change and grow for the foreseeable future.

## Firm Description



— Trent Ketchum, project consultant, Fulford Home Remodeling, Swansea, Ill. (No. 463)

Clients are shopping price more, expecting we should still be happy to have work.

— Tom Reilly, Renovations, Your Complete Remodel Resource, Prescott, Ariz. (No. 416)

**Q: Some remodelers thrived and even grew in what have been called "difficult" times. What's different about these remodelers who have succeeded against the odds?**

We have consistently grown through the downturn by focusing on "needs" instead of "wants." We have become masters of aging in place and "moisture management," which is the repair and correction of water intrusion. Both of these services are need-based work that are less discretionary purchases.

— Scott Mosby, president, Mosby Building Arts, St. Louis (No. 85)

The difference between companies that failed and companies that survived and thrived was found in the ability to adapt and change. We found ourselves completing almost twice the number of jobs for the same dollar volume of sales.

This took much adaptation and change in both our sales process and production implementation to make ourselves profitable.

— Trent Ketchum, project consultant, Fulford Home Remodeling, Swansea, Ill. (No. 463)

**Q: What is the one most significant change in the market and/or how you do business?**

We are deeply entrenched in educating and training both consumers and employees about building science and the physics of highly technical systems in homes. Gone are the days of nailing things together because "that's the way we always did it."

— Scott Mosby, Mosby Building Arts, St. Louis (No. 85)

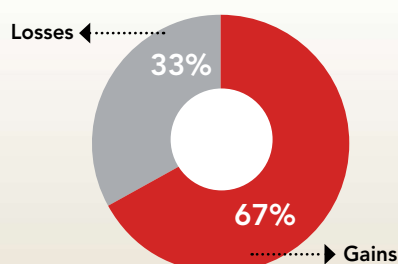
Over the past year the BOWA executive team has spent a significant amount of time revamping our road map for future growth. A key component of this plan is hiring several new project leaders over the next few years and empowering them with the tools and proven processes to build a territory. While residential remodeling executives are a natural fit, we have also broadened our search to include those with sales experience in ancillary industries, such as real estate or commercial construction, whom we can support with our in-house remodeling expertise and the necessary back-end functions of accounting and marketing.

— Joshua Baker, founder, co-chairman, BOWA, McLean, Va. (No. 34)

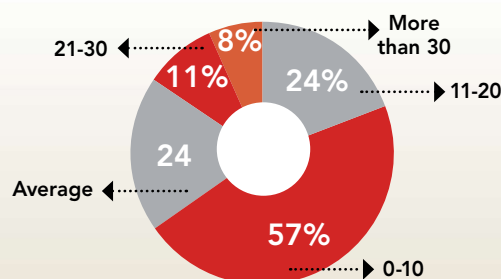
Today's customer wants to be involved so we involve them and make them our partners.

— Peter Ciaraldi, Professional Building Services by PMC, Salem, N.H. (No. 493)

## Revenue Gains/Losses, 2012 over 2011



## Years in Location





# Top Performers

TOP PERFORMER CATEGORY	NATIONAL RANK	COMPANY	CATEGORY REVENUE	PERCENT OF TOTAL REVENUE	TOTAL 2012 GROSS	2013 FORECAST
INSURANCE RESTORATION	1	<b>BELFOR USA GROUP INC.</b> — Birmingham, Mich. Sheldon Yellen belforusa.com	<b>\$1,260,000,000</b>	100	\$1,260,000,000	\$1,280,000,000
WINDOWS	3	<b>WINDOW WORLD INC.</b> — North Wilkesboro, N.C. Tammy Whitworth windowworld.com	<b>\$367,743,507</b>	89	\$413,194,952	\$435,000,000
BATHROOMS	8	<b>BATH FITTER</b> — Lewisberry, Pa. Martin E. Gross bathfitter.com	<b>\$77,482,666</b>	100	\$77,482,666	\$91,857,400
SUNROOMS	4	<b>CHAMPION WINDOW MFG. &amp; SUPPLY CO. LLC</b> — Cincinnati James Mishler championfactorydirect.com	<b>\$58,438,852</b>	28	\$208,710,185	\$234,030,000
ROOFING	5	<b>POWER HOME REMODELING GROUP</b> — Chester, Pa. Corey Shiller powerhrhg.com	<b>\$55,257,047</b>	33	\$167,445,597	\$210,000,000
GUTTER PROTECTION	12	<b>LEAFGUARD BY BELDON INC.</b> — San Antonio Chris Edelen leafguardgutter.com	<b>\$45,686,959</b>	90	\$50,763,288	\$60,000,000
SIDING	9	<b>ABC INC., DBA ABC SEAMLESS</b> — Fargo, N.D. Gerald W. Beyers abcseamless.com	<b>\$39,637,469</b>	63	\$62,916,617	\$64,900,000
DOORS	15	<b>RF INSTALLATIONS LLC</b> — Grand Prairie, Texas James R. Norman rfinstallations.com	<b>\$32,551,689</b>	87	\$37,458,790	\$38,219,997
WATERPROOFING	23	<b>MID-ATLANTIC WATERPROOFING</b> — Columbia, Md. Edwin Fennell basements.com	<b>\$31,061,004</b>	100	\$31,061,004	\$36,000,000
HANDYMAN	20	<b>HANDYMAN CONNECTION</b> — Blue Ash, Ohio Jeff Wall handymanconnection.com	<b>\$26,656,380</b>	80	\$33,320,476	\$29,000,000
WHOLE HOUSE	46	<b>ASPIRE DESIGN INC.</b> — Phoenix Steve Shuler aspiredesigncenter.com	<b>\$18,791,738</b>	100	\$18,791,738	\$18,000,000
KITCHENS	43	<b>KITCHEN MAGIC</b> — Nazareth, Pa. Brett Bacho kitchenmagic.com	<b>\$18,567,248</b>	95	\$19,544,472	\$21,450,000
BASEMENT FINISHING	6	<b>FOUR SEASON'S HOME SERVICES</b> — Crestwood, Ill. David Musial fourseasonshomeservices.com	<b>\$16,555,418</b>	15	\$110,369,456	\$118,000,000
LIGHT COMMERCIAL	32	<b>GARDNER/FOX ASSOCIATES INC.</b> — Bryn Mawr, Pa. Brook Gardner gardnerfox.com	<b>\$12,406,722</b>	52	\$23,859,080	\$23,000,000
ROOM ADDITIONS	6	<b>FOUR SEASON'S HOME SERVICES</b> — Crestwood, Ill. David Musial fourseasonshomeservices.com	<b>\$11,036,946</b>	10	\$110,369,456	\$118,000,000
DECKS	6	<b>FOUR SEASON'S HOME SERVICES</b> — Crestwood, Ill. David Musial fourseasonshomeservices.com	<b>\$11,036,946</b>	10	\$110,369,456	\$118,000,000
OUTDOOR LIVING	34	<b>BOWA</b> — McLean, Va. Lawrence Weinberg/Joshua Baker bowa.com	<b>\$3,470,550</b>	15	\$23,137,000	\$33,258,000

Top Performer status is determined by the dollar volume of work performed in that category, calculated on percentages reported by the listee.

**Q:** In response to changing conditions, have you done something in your business, good or bad, that you thought you would never do?

Yes, we used to discuss the dream, the uncertainty of the design, and allow scope and budget growth. Now, we identify goals, budgets and specific design options right up front. We then perform within specific ranges according to our up-front agreement. We used to sell uncertainty, and now it's certainty we deliver.

— *Scott Mosby, Mosby Building Arts, St. Louis (No. 85)*

Continuing education is critical to differentiating ourselves — we substantially increased the frequency, formalized it and made all technicians take business training. The customer benefits from a more well-rounded staff member.

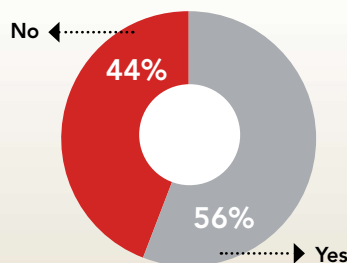
— *Peter Ciaraldi, Professional Building Services by PMC, Salem, N.H. (No. 493)*

**Q:** What is the No. 1 challenge or issue facing the remodeling industry, (regulation, financing, labor, economics, etc.), and what needs to be done?

I would say the No. 1 issue facing the remodeling industry today is complacency. It is too easy to forget what we all have just gone through and go back to bad old habits.

— *Trent Ketchum, project consultant, Fulford Home Remodeling, Swansea, Ill. (No. 463)*

## Showrooms



The most pressing issue facing remodeling today is the lack of young people entering the industry. Labor shortages are being reported all over the country by my peers. With the rebound in full swing in most areas, remodelers are finding it difficult to find workers. I'm afraid that until we change the perception of a remodeling career, this will continue to haunt us. I, for one, am proud to be a remodeler.

— *Paul L. Sullivan, CGR, CAPS, CGP, president, The Sullivan Co. Inc., Newton, Mass. (No.397)*

Inflation in the cost of materials. Costs have risen significantly over the past 18 months. Also our prospects have unrealistic expectations as to what can be done with their budget so a lot so education has to occur while we're working with them.

— *Patrick Finn, Patrick A. Finn Ltd., Palatine, Ill. (No. 441) | QR*

RANK	COMPANY	2012 REMODELING GROSS SALES 2012 REMODELING JOBS	2013 REMODELING GROSS SALES FORECAST	2012 GROSS SALES FOCUS	NUMBER OF EMPLOYEES	YEARS IN THE BUSINESS	ASSOCIATION MEMBER	CERTIFICATION	AWARDS	COMMUNITY SERVICE
465	<b>DUNCAN'S BATH &amp; KITCHEN CENTER</b> — Poland, Ohio Thomas Duncan letduncandoit.com	\$1,444,229 123	\$1,850,000	\$1,740,403 Full-service Remodeler	17	57	★	★		★
466	<b>AMERICAN QUALITY EXTERIORS INC.</b> — Bethany, Okla. Dan VanZandt americanqualityexteriors.com	\$1,432,109 189	\$3,000,000	\$1,432,109 Exterior Contractor	13	30	★		★	
467	<b>AMERICAN HOME CENTER INC.</b> — Beltsville, Md Robert Willett ahc-inc.net	\$1,428,580 347	\$1,500,000	\$1,436,908 Exterior Contractor	7	32	★	★		
468	<b>CRINER REMODELING</b> — Newport News, Va. Robert Criner crinerremodeling.com	\$1,421,000 37	\$1,900,000	\$1,421,000 Full-service Remodeler	11	36	★	★	★	★
469	<b>FINISHED BASEMENTS PLUS</b> — Wixom, Mich. Stephen Iverson finishedbasementsplus.com	\$1,411,081 41	\$1,800,000	\$1,441,081 Design/Build Remodeler	10	10	★	★	★	★
470	<b>CANYONIDE ENTERPRISES INC. DBA: ABC SEAMLESS SIDING</b> — Jerome, Idaho Rick Featherston jeromeabcseamless.com	\$1,403,475 667	\$1,600,000	\$1,403,475 Exterior Contractor	17	29	★	★		★
471	<b>PARAGON INSTALLERS</b> — Rutherford, N.J. Tom Hemmerle paragoninstallers.com	\$1,402,945 98	\$2,000,000	\$1,688,488 Full-service Remodeler	14	5	★	★		
472	<b>BRIGHTON HOME PRODUCTS</b> — Chicago Martin S. Draths III brightonhomeproducts.com	\$1,400,000 265	\$1,500,000	\$1,400,000 Full-service Remodeler	7	58	★		★	
473	<b>INNOVATIVE HOME CONCEPTS INC.</b> — Crystal Lake, Ill. Rhett Wilborn InnovativeHomeConcepts.com	\$1,391,075 201	\$1,500,000	\$1,391,075 Exterior Contractor	13	8	★	★	★	★
474	<b>HOMESPEC</b> — Ypsilanti, Mich. Craig Ceccarelli basementfix.com	\$1,380,914 1,024	\$1,800,000	\$1,380,914 Other	26	17	★	★		
475	<b>RISHERMARTIN FINE HOMES</b> — Austin, Texas Jeremy Martin/Chris Risher rishermartin.com	\$1,372,068 7	\$3,000,000	\$3,444,047 Full-service Remodeler	5	3	★	★	★	
476	<b>PFEIFER BUILDING CO. INC.</b> — Peachtree City, Ga. Duane Pfeifer pfeiferbuildingco.com	\$1,369,000 58	\$1,500,000	\$1,369,000 Full-service Remodeler	5	16	★			★
477	<b>HOFFMAN BUILDERS INC.</b> — Maumee, Ohio Eric Hoffman hoffmanbuildersinc.com	\$1,360,648 14	\$1,600,000	\$1,360,648 Full-service Remodeler	6	25	★			
478	<b>RKD CONSTRUCTION INC.</b> — Valrico, Fla. Ron Drummonds rkcdconstruction.net	\$1,358,552 30	\$1,250,000	\$1,358,552 Full-service Remodeler	4	23	★		★	★
479	<b>THE CLEARY CO.</b> — Columbus, Ohio George Cleary clearycompany.com	\$1,353,436 45	\$1,800,000	\$1,627,187 Design/Build Remodeler	8	19	★	★	★	★
480	<b>J. ALLEN SMITH DESIGN/BUILD</b> — Ijamsville, Md. Jesse Smith jasdesign-build.com	\$1,349,793 18	\$1,700,000	\$1,349,793 Design/Build Remodeler	7	8	★		★	★
481	<b>DILLON CO.</b> — Saint Joseph, Mo. Randy Rowland dilloncompany.com	\$1,326,783 33	\$1,445,322	\$1,889,432 Full-service Remodeler	19	39	★			★
482	<b>GOLDEN RULE BUILDERS INC.</b> — Catlett, Va. Joel Barkman goldenrulebuilders.com	\$1,326,230 33	\$1,189,000	\$3,806,796 Design/Build Remodeler	17	25	★	★	★	★
483	<b>H&amp;W CUSTOM BUILDERS INC.</b> — El Cajon, Calif. Robert Holland	\$1,321,468 40	\$1,500,000	\$1,321,468 Full-service Remodeler	7	17	★	★	★	★
484	<b>BUILDING LAB INC.</b> — Oakland, Calif. Stephen Shoup buildinglab.com	\$1,310,000 10	\$2,395,000	\$1,845,307 Design/Build Remodeler	12	12	★	★	★	★
485	<b>SPLASH KITCHENS &amp; BATHS LLC</b> — LaGrange, Ga. E. DeForest Winslow splashkitchens.com	\$1,310,000 42	\$1,500,000	\$1,310,000 Kitchen and Bath Specialist	7	5	★	★	★	
486	<b>WEST CONSTRUCTION LLC</b> — Avon Lake, Ohio Michael D. West westconstruction.net	\$1,307,513 62	\$1,500,000	\$1,375,598 Full-service Remodeler	11	34	★		★	★
487	<b>FIRST RESTORATION SERVICES</b> — Fletcher, N.C. Chris Silliman firstrestorationwnc.com	\$1,303,482 95	\$1,500,000	\$4,146,000 Insurance Restoration	26	26				★
488	<b>LATALA HOMES INC.</b> — Campbell, Calif. Paul Latala latalahomes.com	\$1,302,293 12	\$1,750,000	\$1,302,293 Full-service Remodeler	8	7				
489	<b>RAYMAC REMODELING</b> — Cumming, Ga. David McDonald raymacremodeling.com	\$1,295,000 43	\$2,400,000	\$1,295,000 Design/Build Remodeler	6	15	★	★	★	
490	<b>RENOVATE INC. (A KENNER BASED FIRM)</b> — Kenner, La. Nick F. Castjohn renovateinc.com	\$1,285,646 64	\$1,350,000	\$2,025,642 Full-service Remodeler	9	32	★	★		★
491	<b>HOBART BUILDERS INC.</b> — Columbus, Ga. Howard Bartlett hobartbuilders.com	\$1,262,873 32	\$1,300,000	\$1,262,883 Full-service Remodeler	6	30	★	★		★
492	<b>MRF CONSTRUCTION INC.</b> — Tacoma, Wash. Michael R. Fast mrfconstruction.com	\$1,237,000 12	\$1,000,000	\$1,237,000 Design/Build Remodeler	7	22	★	★	★	★
493	<b>PROFESSIONAL BUILDING SERVICES BY PMC</b> — Salem, N.H. Peter Ciaraldi professionalbuildingservices.com	\$1,221,358 48	\$1,500,000	\$1,221,358 Design/Build Remodeler	13	11	★		★	★
494	<b>ENGSTROM SIDING &amp; WINDOW CO.</b> — Siren, Wis. Judy Engstrom engstromsidingandwindow.com	\$1,220,526 385	\$1,300,000	\$1,220,526 Exterior Contractor	12	27	★			★
495	<b>SOUTHLAND DEVELOPMENT SERVICES</b> — Peachtree Corners, Ga. Eric Koehler southlanddevelopmentservices.com	\$1,217,778 50	\$1,300,000	\$1,217,778 Full-service Remodeler	2	5				
496	<b>DARRELL BURKE CONSTRUCTION CO. /REBATH</b> — Battle Creek, Mich. Darrell J. Burke darrellburke.com	\$1,203,146 298	\$1,640,000	\$1,203,146 Full-service Remodeler	12	55	★	★	★	
497	<b>OAK DESIGN &amp; CONSTRUCTION</b> — Oak Park, Ill. David C. Brady oak-design.com	\$1,161,427 47	\$1,500,000	\$1,161,427 Design/Build Remodeler	6	34	★	★	★	★
498	<b>HDR REMODELING</b> — Berkeley, Calif. Philip Anderson hdrremodeling.com	\$1,156,907 23	\$1,207,600	\$1,312,851 Design/Build Remodeler	10	25	★		★	★
499	<b>GRIGGS BUILDING AND DESIGN GROUP</b> — Midland, Mich. Daryl Griggs griggsbuilding.com	\$1,150,777 70	\$1,700,000	\$1,150,777 Design/Build Remodeler	9	26	★	★	★	★
500	<b>O'SULLIVAN INSTALLS</b> — Billerica, Mass. Tim O'Sullivan osullivaninstalls.com	\$1,146,936 152	\$1,650,000	\$1,146,936 Exterior Contractor	2	5			★	