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August 2015

Top
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2015

THE ORIGINAL RANKING
OF THE NATION'S
LARGEST REMODELERS

Top 500

Increased Elevation

The remodeling market as viewed through the lens of the 2015 Top 500 has left the runway seeking higher elevations as firms across all segments and most regions see growth ahead.

By Patrick L. O'Toole, Editorial Director

It will be a long time before anyone forgets the business-cycle trough of a few years ago. It was long enough and deep enough to leave a mark. That's why so many remodelers are enjoying this current gradual, sustained lift in the economy. By contrast, a sharp upturn would, frankly, be unwelcome.

It is already difficult to attract good new employees and trade contractors. (See the Top Challenges chart on p. 25.) And a sharp upturn would also exacerbate a growing concern about higher prices for building materials. Gradual economic growth is good and offers the opportunity for dynamic growth in many cases. That is why this jumbo jet comprised of 500 remodeling companies — the Top 500 — is feeling so bullish. They have just cleared the runway and (knock on wood) are heading for a comfortable cruising altitude.

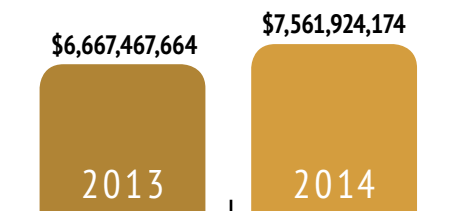
THE GRADUAL upturn has given most firms on the Top 500 room to spend more on marketing, drive more leads and convert more leads for, in many cases, larger average jobs. The stats bear this out. Year-over-year, firms listed on the 2015 Top 500 grew their dollar volume of remodeling revenue by 12.8 percent (see the chart, at right). Meanwhile, the number of completed jobs grew by 8.3 percent. Revenue outpaced job growth, which translated to bigger jobs and

better margins versus the same jobs from the year prior. These are the headlines. But the story of the Top 500 list is best told through the individual stories of remodelers serving vastly different segments and geographies.

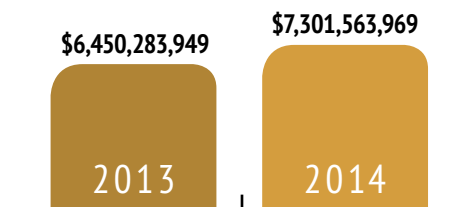
Stephen C. Gidley, CGR, CAPS, a member of the advisory board of this magazine did not experience the same type of year that many companies clearly did. A design/remodeling institution in Fairfield County, Conn., Gidley's firm, ranked No. 418, went from \$2.6 million in revenue to \$2.1 million in consecutive years. The revenue drop experienced while serving the gilded communities of Stamford and New Canaan seem highly incongruous with a strong stock market and high home values. But according to Gidley, his clientele is subject to a distinctly more global view. Slowdowns in China and Europe have the financial community on edge. Hiring on Wall Street has slowed dramatically, and the backlog of unsold homes in Stamford sat at 350 this July where the normal level is 275. There is a 13-month supply on the market.

On top of it all, a change of presidency coming in 2016 also has a stultifying effect on his clients. Gidley says his 40-plus years' experience tells him the phone will ring again this fall and to an even greater extent in the spring. Remodeling, he says, will only achieve full recovery in his region after next year's presidential election.

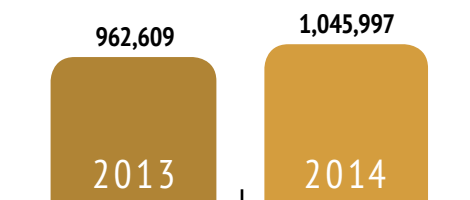
GROSS REVENUE 2015 Top 500 Year-Over-Year



REMODELING REVENUE 2015 Top 500 Year-Over-Year

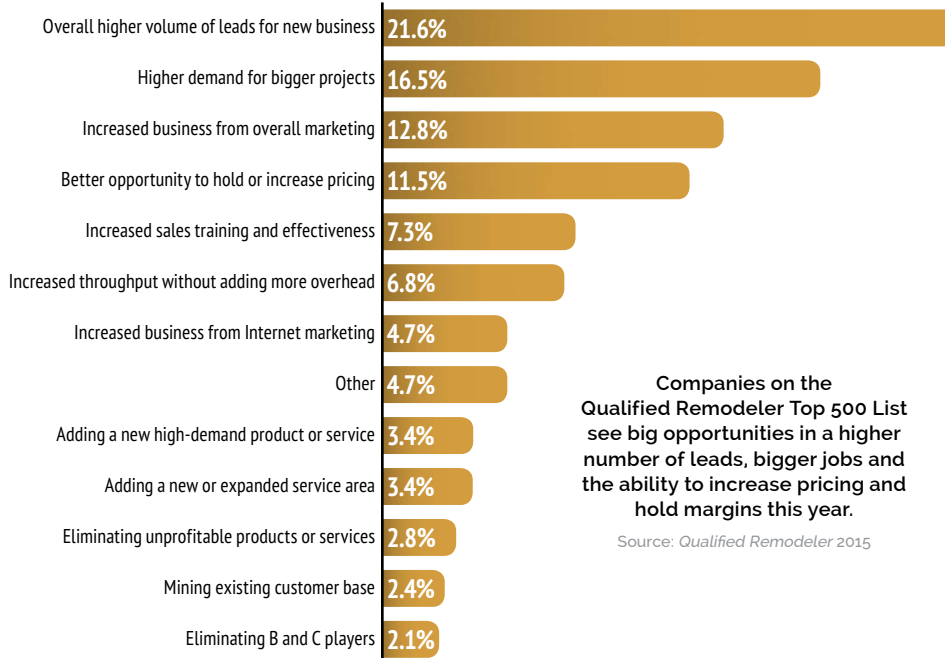


REMODELING JOBS 2015 Top 500 Year-Over-Year

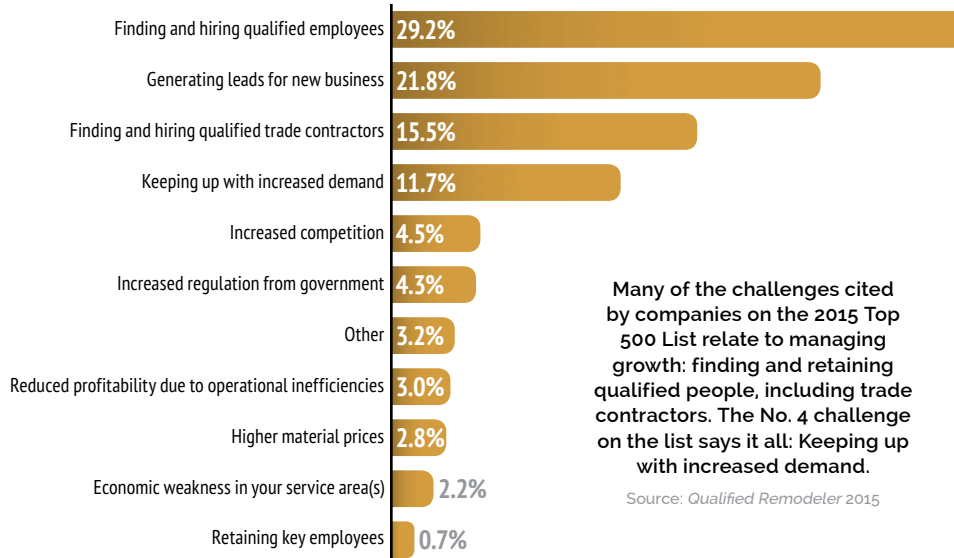


Source: Qualified Remodeler 2015

BIGGEST OPPORTUNITIES AMONG TOP 500



BIGGEST CHALLENGES AMONG TOP 500



“The Dow is working to people’s benefit; that is where they put all of their money. So the pendulum swings in that direction. And they have done well in this market,” Gidley explains. “People have plenty of money. It is not like the wealth has left the area. But they are sitting on the sidelines waiting for real estate to rebound. People are depriving themselves now, but they can’t do that forever.”

A SECOND company, serving the exterior replacement and home improvement market, is having a distinctly different experience in Florida, where it set up shop in 2009. Earl Rahn and Daniel Ochstein for many years were executives with Champion Window Mfg. & Supply Co., No. 5 on the 2015 Top 500 until it was purchased by a private equity firm. After post-acquisition

tenures with Champion, the partners were bound by a two-year noncompete in states with Champion locations. They decided to move to relatively virgin territory for replacement windows, Tampa, where they launched NewSouth Window and a separate manufacturing business, DOERS Window Mfg. Today, NewSouth Window is No. 47 on the Top 500 with revenues of \$23.1 million on 2,155 jobs. The firm now has 125 employees and is operating in four Florida markets — Orlando, Tampa, Bradenton-Sarasota and West Palm Beach.

“One year from this month, we will open Fort Meyers and Naples in southwest Florida, and two years from now we will go into Fort Lauderdale, which is Broward County,” Rahn says. “Then we will see what happens next. Dan has his eye on southeast Georgia, Jacksonville and Charleston.”

The key for the NewSouth team has been the receptivity of Florida homeowners to the message that new windows are just as important in warm weather climates as they are in cold weather climates. In addition, new codes are driving awareness for the need to switch to high-impact windows.

“In Florida today you have a need for hurricane windows. And then you have the need for energy efficiency,” Ochstein notes. “On July 1, Florida put in effect the model energy code. Those are the two underlying drivers for windows now, so our timing could not have been better.”

The company also has found that a combination of traditional marketing on television, radio and newspapers combined with a robust Web presence has been effective in communicating the company’s message says Amy Rahn, the company’s director of marketing. “The timing was perfect in the fact that energy efficiency was really getting a foothold in the fenestration business here. They were also ready for the factory-direct model.”

TWO MODELS — one replacement, the other full-service and design/remodel — in two very different regions show different outcomes. That is the story of this 2015 Top 500 list as it is in most years — big-picture growth with lots of local and segment nuance. The remodeling market is growing and the following list is a composite view of the market. | **QR**

RANK	COMPANY/LEADERSHIP	2014 REMODELING REVENUE	2014 GROSS REVENUE	SHOWROOM	ASSOCIATION MEMBERSHIP	PROFESSIONAL CERTIFICATIONS	TOP OPPORTUNITY IN 2015
		JOBS	REMODELING SEGMENT FOCUS				
396	American Quality Exteriors – Bethany, Okla. Donald Wilson – americanqualityexteriors.com	\$2,223,233 282	\$2,223,233 Exterior/replacement contractor	★	–	–	Adding a new or expanded service area
397	Schorr Construction, Inc. – Verona, Wis. Randy Schorr – schorrconstruction.com	\$2,216,796 115	\$2,216,796 Design/build remodeler	–	★	★	Increased throughput without adding more overhead
398	Janacek Remodeling – Rogers, Ark. Tim Janacek – JanacekConstruction.com	\$2,209,237 128	\$2,209,237 Design/build remodeler	–	★	★	Overall higher volume of leads for new business
399	Save Energy Company – Petaluma, Calif. John Gorman – saveenergyco.com	\$2,200,881 –	\$2,403,678 Windows and doors	★	★	★	Adding a new high-demand product or service
400	Evo Design Center – Huntington Station, N.Y. Perry Reinstein – evoconstruction.com	\$2,200,344 56	\$4,237,696 Full-service remodeler	★	★	★	Higher demand for bigger projects
401	Slavin Construction – Elmira, N.Y. Joe Slavin – SlavinConstruction.com	\$2,198,455 265	\$2,198,455 Full-service remodeler	★	★	★	Higher demand for bigger projects
402	C&R Remodeling – Salem, Ore. Doug Lethin – RemodelSalem.com	\$2,192,343 70	\$2,884,611 Design/build remodeler	★	★	★	Overall higher volume of leads for new business
403	Blue River Cabinetry Kitchen & Bath – Bakersfield, Calif. Annette Mercado – brckitchenbath.com	\$2,174,977 73	\$2,174,977 Kitchen & bath specialist	★	★	★	Increased throughput without adding more overhead
404	Strobel Design Build – St. Petersburg, Fla. Don Strobel – strobeldesignbuild.com	\$2,168,198 28	\$2,201,104 Design/build remodeler	★	★	★	Higher demand for bigger projects
405	J. Schwartz, LLC – Malvern, Pa. Joe Schwartz – jschwartzconstruction.com	\$2,165,315 12	\$2,165,315 Full-service remodeler	–	★	★	Overall higher volume of leads for new business
406	All-Weather Window, Doors & Siding, Inc. – Mission, Kan. Doug Bennett – allweatherkc.com	\$2,164,225 1,497	\$2,164,225 Exterior/replacement contractor	★	★	★	Increased throughput without adding more overhead
407	3 Generations Improvements, Inc. – Folsom, Calif. Jeremy Owens – 3ghomeimprovements.com	\$2,154,000 91	\$2,154,000 Exterior/replacement contractor	–	–	–	Better opportunity to hold or increase pricing
408	Amiano & Son Construction, LLC – Tabernacle, N.J. Louis Amiano – amianoandson.com	\$2,134,750 21	\$2,145,250 Design/build remodeler	★	★	★	Higher demand for bigger projects
409	Strite design + remodel – Boise, Idaho Robert Mundy – stritedr.com	\$2,131,652 62	\$2,131,652 Design/build remodeler	–	★	★	Overall higher volume of leads for new business
410	Reel Construction, Inc. – Sparks, Nev. Dennis Caviglia – reelconstructioncompany.com	\$2,116,404 151	\$2,116,404 Insurance restoration specialist	–	★	–	Overall higher volume of leads for new business
411	RFMC Construction, Inc. & The Patio Kings – Fresno, Calif. Rick Musto – rfmcinc.com	\$2,115,077 56	\$2,115,077 Full-service remodeler	★	–	–	–
412	Wadden Construction – Herndon, Va. Robert Wadden – waddenconstruction.com	\$2,112,123 120	\$2,112,123 Insurance restoration specialist	–	★	–	Increased business from Internet marketing
413	A1 Construction & Designs, Inc. – Los Angeles, Calif. Ron Friedman – A1constructiondesigns.com	\$2,100,000 20	\$3,200,000 Full-service remodeler	★	–	–	Better opportunity to hold or increase pricing
414	Wood Wise Design & Remodeling – Raleigh, N.C. Hank Wall – woodwisedesign.com	\$2,090,925 14	\$2,090,925 Design/build remodeler	★	★	★	Increased business from overall marketing
415	Stephen C. Gidley, Inc. – Darien, Conn. Stephen Gidley – scgabc.com	\$2,080,256 150	\$2,080,256 Full-service remodeler	–	★	★	Better opportunity to hold or increase pricing
416	The Sullivan Company, Inc. – Newton, Mass. Paul Sullivan – thesullivanco.net	\$2,069,685 139	\$2,104,994 Full-service remodeler	–	★	★	Adding a new or expanded service area
417	MARK IV Builders, Inc. – Cabin John, Md. Mark Scott – markivbuilders.com	\$2,067,707 12	\$2,067,707 Design/build remodeler	–	★	★	Higher demand for bigger projects
418	Monarch Siding & Windows, Inc. – Papillion, Neb. Tom Galgerud – monarchsiding.com	\$2,058,181 219	\$2,058,181 Exterior/replacement contractor	★	★	★	Eliminating unprofitable products or services
419	Lenz Contractors, Inc. – San Antonio, Texas John Lenz – lenzcontractors.com	\$2,050,000 34	\$8,200,000 Design/build remodeler	★	★	–	Overall higher volume of leads for new business
420	Kliethermes Homes & Remodeling, Inc. – Columbia, Mo. Cale Kliethermes – kliethermes.com	\$2,027,848 76	\$3,731,286 Design/build remodeler	–	★	★	Increased throughput without adding more overhead
421	Dream Design Builders – San Diego, Calif. Jay Riordan – dreamdesignbuilders.com	\$2,024,191 24	\$3,027,274 Design/build remodeler	★	★	★	Source and hire quality individuals.
422	Bath Creations – Vandalia, Ohio Craig Peterson – mybathcreations.com	\$2,020,232 268	\$2,020,232 Kitchen & bath specialist	★	★	★	Adding a new or expanded service area
423	The Cleary Company – Columbus, Ohio George Cleary – clearycompany.com	\$2,012,560 35	\$2,032,371 Design/build remodeler	★	★	★	Higher demand for bigger projects
424	Greenway Renovations & Custom Homes – Dallas, Texas Joshua Varnado – greenwaycustomhomes.com	\$2,000,000 15	\$3,000,000 Full-service remodeler	–	★	★	Overall higher volume of leads for new business
425	Carlson Homes Construction, LLC – Scottsdale, Ariz. Gary Carlson – carlsonhomesscottsdale.com	\$1,989,097 14	\$1,989,097 Full-service remodeler	–	–	–	Increased throughput without adding more overhead
426	Distinctive Remodeling Solutions, Inc. – Roswell, Ga. Mark Buelow – distinctiveremodeling.net	\$1,974,382 21	\$1,974,382 Design/build remodeler	★	★	★	Increased business from overall marketing
427	Key Exteriors – Fort Wayne, Ind. Bill Kesterkey – keyexteriors.com	\$1,965,222.66 359	\$2,008,201 Exterior/replacement contractor	★	–	–	Increased business from overall marketing
428	RisherMartin Fine Homes – Austin, Texas Chris Risher – rishermartin.com	\$1,944,325 7	\$2,763,699 Full-service remodeler	–	★	★	Improve customer service
429	Premier Builders and Remodeling, Inc. – Williamstown, N.J. Scott Cooper – pbrbuilders.com	\$1,930,102 46	\$1,930,102 Design/build remodeler	–	★	★	Overall higher volume of leads for new business
430	Burgin Construction, Inc. – Santa Ana, Calif. Brad Burgin – burginco.com	\$1,930,000 22	\$1,930,000 Design/build remodeler	–	★	★	Better opportunity to hold or increase pricing

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