

Qualified Remodeler

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August 2016

TOP

500

2016

THE ORIGINAL
RANKING OF THE
NATION'S LARGEST
REMODELERS

TOP 500 2016

Back to Peak

Many remodeling and home improvement firms are back to peak levels experienced nearly a decade ago. This time, the growth is more intentional and purposeful.

By Patrick L. O'Toole, Editorial Director and Publisher

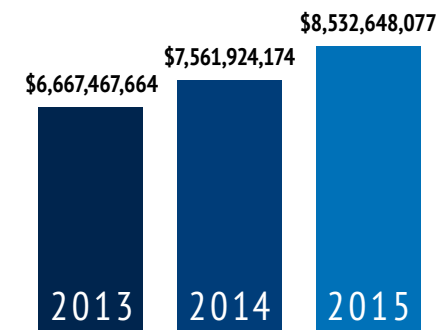
The country's largest 500 remodelers and home improvement companies — the QR Top 500 — are having a very good year. Combined gross revenue is \$8.53 billion, up \$970 million or 12.8 percent year-over-year.

With U.S. GDP increasing at only 1.2 percent annually, the robust growth of the Top 500 contrasts sharply with the broader economy. This stands to reason. Big firms, like the ones on the Top 500, are growth focused. They intend to get bigger faster.

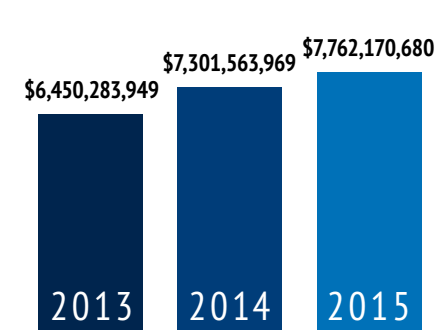
Power Home Remodeling, No. 4, is a good example. The 24-year-old exterior-replacement company tallied \$376 million in sales in 2015, up from \$301 million. And the top-line trajectory continues. Co-CEO Cory Schiller forecasts the company will likely hit \$425 million for 2016. It is the kind of dynamic growth that is only achievable with a combination of organic “same-store” growth along with new offices in new markets.

Schiller says the company is engaged in a “50-state strategy,” opening locations in Houston, Dallas and Denver this year. And, “in 2017, we’re poised to open up more

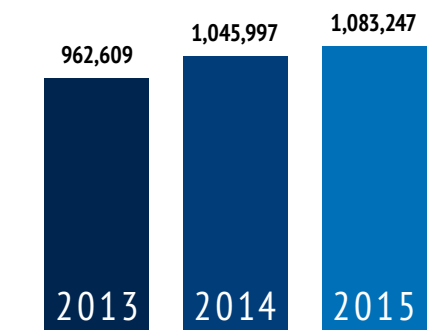
GROSS REVENUE 2016 Top 500 Year-Over-Year



REMODELING REVENUE 2016 Top 500 Year-Over-Year



REMODELING JOBS 2016 Top 500 Year-Over-Year



Source: Qualified Remodeler Top 500, August 2016

offices down south and in the Midwest until we reach every major city in the U.S.”

While all firms are not growing at the same clip as Power Home Remodeling and another fast grower, No. 2 Window World — which grew by \$58 million last year — strong growth is a theme across all segments and ranks of the QR Top 500.

Santa Barbara-based, full-service icon, No. 54, Allen Construction posted \$23.6 million in remodeling-only revenue, up \$3.5 million from the year prior. Company President Bryan Henson credits the company’s strong relationships with architects and interior designers who drive a stream of referrals year-after-year. “Their vote of confidence in our capabilities is tremendously meaningful to homeowners,” Henson notes. Satellite offices in Santa Ynez, Calif., and Los Angeles have also played a big part in Allen’s growth.

Likewise, Minneapolis-based No. 334, Vujovich Design-Build Inc., is experiencing 15 percent annual growth in recent years, finishing at \$3.67 million last year. More significantly, the company has been able to grow its gross profit by 20 percent annually, says company Owner/General Manager Ed Roskowski, CR. “Nothing new here; repeat clients continue as our greatest source of quality leads.” Internet leads are up, but the quality is not the same, he says.

Some remodelers are enjoying the growth but are less optimistic about the road ahead. Respected suburban Washington, D.C., professional David Merrick, CR, says his firm, No. 359, Merrick Design and Build, grew to \$3.35 million in 2015. This year, however, he is scaling back to \$2.5 million in order to focus on increasing profit margins and to batten down the hatches during what is a tumultuous election year.

“The economy is doing much better, and we’ve recovered to previous highs in real estate and stock values, but I don’t see the confidence that should be accompanying these highs,” Merrick explains. “I believe there is a sense

among clients that it could all go south at the drop of a hat, and that is reason for caution.”

Like many successful remodelers, referrals remain the lifeblood for Merrick, but Internet leads, particularly from websites like Houzz.com, are having a positive impact. “The leads that come in are not as strong as referrals, but we do get work from them,” Merrick says.

THE CHALLENGE OF HIRING AND RETAINING

Although stronger demand is driving remodeling and home improvement to new heights, a consistent limitation cited by many is the availability of qualified sales personnel and project managers. By far, the toughest business challenge faced by remodelers is how best to attract, hire and retain top talent.

Roskowski says his firm, Vujovich Design-Build, works directly with a local trade school to recruit new production staff, which is important because most of his team is in their 50s and his company is growing. Retention is less of a problem for Roskowski because the company chooses a compensation approach few would offer: Fully 30 percent of the Vujovich’s net profit are distributed to its employees at the end of each year. This is backed by shared financials. “We have never had issues retaining good people,” he says.

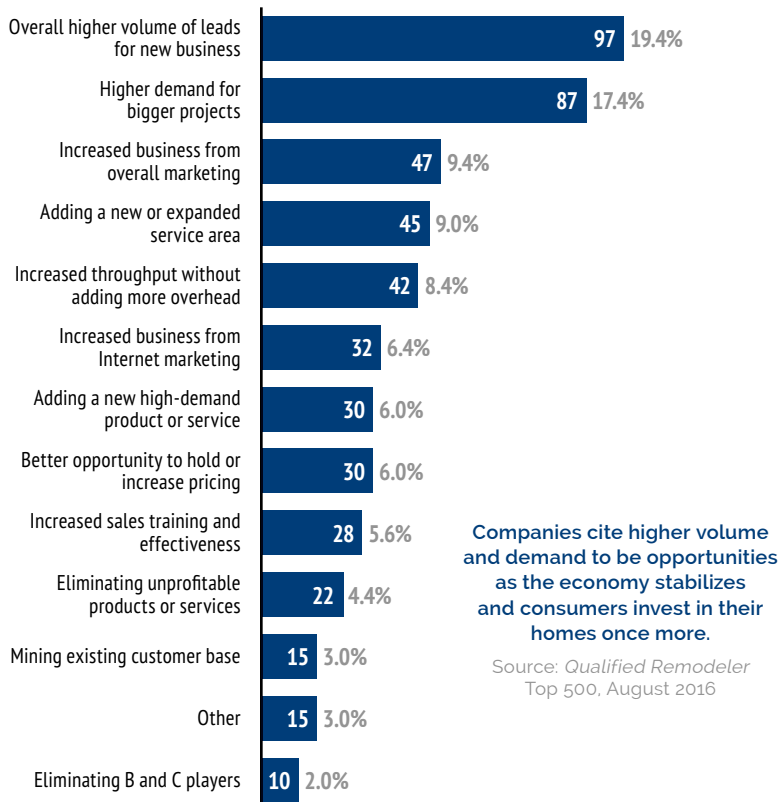
To Earl Rahn, CEO of No. 29 NewSouth Window Solutions, attracting and retaining business partners and employees has always been a key business driver. According to Rahn, who opened several new locations in its home state of Florida, the company’s extensive advertising presence “seems to attract people in sales and management,” he says.

Similarly, Cleveland-based No. 16 company, Universal Windows Direct, is a big marketer with ambitious plans. The company, which grew from \$42 million to \$51 million last year, is hiring a recruiting manager this year to handle emerging staff requirements. “With the plan to grow in effect, we must find great people along the way,”

500 FEEDBACK: BIGGEST CHALLENGES IN 2016



500 FEEDBACK: BIGGEST OPPORTUNITIES IN 2016



says Michael Strmac, owner and co-founder of Universal. “We have been blessed by low turnover and have been able to promote from within our company.”

In growing from \$11 million to \$13.9 million last year, San Diego’s Jackson Design & Remodeling, No. 77, has also built a bigger platform for future topline expansion, says CEO Todd Jackson. The firm has gone from 44 to 65 employees in just one year. “We’ve added a human resources administrator who developed several integrated resources — including advertising, social media, industry networking and college recruitment — for finding talented team members,” Jackson explains.

MORE FOCUS AND CONTROL

Perhaps the most noteworthy difference between today’s remodeling peak and the one experienced a decade ago is two-fold. First, while today’s underlying demand for remodeling and home improvement is strong, it is not an obscene, cash-out, refinance-driven bubble. Second, the winners today are long-time pros who, chastened by the downturn, are managing and controlling their upside. With numerous regulatory and staffing headwinds, today’s market is tough, even punishing on the average Chuck-in-a-truck.

Gary Allen, owner of No. 338 company, Allen Kitchen & Bath based in Madison, Wis., typifies today’s remodeling market winner. His company is up to \$3.6 million in sales from \$3.3 million, and he’s doing it via a very nuanced marketing mix that includes home shows, Facebook advertising and uber-targeted postcard mailings, Allen explains. The postcard effort is backed by specific digital landing pages for each card in a three-mailing series. It has given the company a 30 percent increase in appointment requests from its revamped website.

Ray Wiese, owner of No. 375, The Weise Company in Sherborn, Mass., is seeing growth in job sizes post contract signing. “Clients are adding onto projects before and during the budget process and upgrading many allowance items,” Wiese says. “We are experiencing growth and have elevated our team internally to allow for a scalable plan that maintains our quality experience. As business picks up, more remodelers should focus on the projects at hand without grabbing too much work. That can easily create slippage and mean less profit for more work.”

Even fast growers like NewSouth Windows are enjoying the opportunity to grow in a methodical fashion. The company breaks ground on a new 232,000-sq.-ft. factory this fall with plans to open locations in Fort Lauderdale, Fla., in 2017; Bonita Springs, Fla., in 2018; and Jacksonville, Fla., in 2019, says Earl Rahn. “Controlled growth is the name of the game for NewSouth Windows for the next three to four years. We are growing geographically and we must make certain we can keep up with the demand for our products.” | [QR](#)

RANK	COMPANY / LEADERSHIP	YEAR FOUNDED	2015 REMODELING REVENUE	2015 GROSS REVENUE	NO. OF EMPLOYEES	LOCATIONS	ASSOCIATION MEMBERSHIP	PROFESSIONAL CERTIFICATIONS	TOP OPPORTUNITY IN 2016
			JOBS	REMODELING SEGMENT FOCUS					
328	ADVANCED RENOVATIONS, INC. – Charlotte, N.C. Duane Johns – advancedrenovations.com	1997	\$3,800,000 45	\$3,800,000 Design/build remodeler	15	1	★	★	Eliminating B and C players
329	THE KINGSTON GROUP – Nashville, Tenn. Ricky Scott – buildkg.com	2007	\$3,749,107 30	\$3,749,107 Design/build remodeler	12	1	★	★	Increased throughput without adding more overhead
330	KITCHEN KRAFT – Columbus, Ohio Jim Deen – kitchenkraftinc.com	1995	\$3,745,944 147	\$3,745,944 Kitchen & bath specialist	11	2	★	–	Higher demand for bigger projects
331	SIEDLECKI CONSTRUCTION CO., INC. – Jersey City, N.J. Bogdan Siedlecki – siedleckiconstruction.com	1993	\$3,699,574 15	\$4,206,827 Full-service remodeler	17	5	–	★	Higher demand for bigger projects
332	HOME IMPROVEMENT SELECT – Maryland Heights, Mo. Howard Slaven – homeimprovementsselect.com	2013	\$3,680,862 372	\$3,680,862 Full-service remodeler	42	1	★	★	Overall higher volume of leads for new business
333	SKYLINE RESTORATION, INC. – Blue Island, Ill. Doug Burton – skylinedki.com	2001	\$3,671,041 591	\$3,671,041 Insurance restoration specialist	32	2	★	★	Adding a new high-demand product or service
334	VUJOVICH DESIGN BUILD, INC. – Minneapolis, Minn. Ed Roskowski, CR – vujovich.com	1977	\$3,665,064 86	\$3,665,064 Design/build remodeler	14	1	★	★	Higher demand for bigger projects
335	INTERIORWORX, LLC – Phoenix, Ariz. Steve Shuler – interiorworx.com	2014	\$3,664,700 550	\$26,772,738 Full-service remodeler	95	5	★	★	Adding a new high-demand product or service
336	VIRTUS FAMILY OF COMPANIES – Woodstock, Ga. John Gwaltney – outbackdeck.net	2012	\$3,621,000 152	\$3,621,000 Exterior/replacement contractor	15	1	★	–	Eliminating unprofitable products or services
337	ADVANCE DESIGN STUDIO, LTD. – Gilberts, Ill. Todd & Christine Jurs – advancedesignstudio.com	1992	\$3,619,060 90	\$3,619,060 Design/build remodeler	21	1	★	★	Better opportunity to hold or increase pricing
338	ALLEN KITCHEN & BATH – Madison, Wis. Gary Allen – allenkit.com	1980	\$3,602,794 367	\$3,602,794 Kitchen & bath specialist	21	2	★	★	Higher demand for bigger projects
339	WINDOWS PLUS – Cincinnati, Ohio Richard Young / Dennis Morris – windowpluscincinnati.com	1982	\$3,557,877 600	\$3,557,877 Exterior/replacement contractor	6	1	★	–	Increased business from Internet marketing
340	STROBEL DESIGN BUILD – St. Petersburg, Fla. Don Strobel – strobeldesignbuild.com	1982	\$3,550,521 35	\$3,604,521 Design/build remodeler	12	1	★	★	Overall higher volume of leads for new business
341	BETTER BUILDERS – Seattle, Wash. Walter (Bill) Babb – betterbuilders.com	2009	\$3,537,738 164	\$4,093,235 Design/build remodeler	15	2	★	★	Overall higher volume of leads for new business
342	SCHROEDER DESIGN/BUILD, INC. – Fairfax, Va. Andrew Schroeder – schroederdesignbuild.com	1986	\$3,525,000 38	\$3,525,000 Design/build remodeler	16	1	★	★	Higher demand for bigger projects
343	SMITH, THOMAS & SMITH, INC. – Bethesda, Md. Thomas Brown – smiththomasandsmith.com	1960	\$3,523,099 495	\$3,523,099 Design/build remodeler	17	1	★	–	Overall higher volume of leads for new business
344	CLASSIC HOME IMPROVEMENTS – Escondido, Calif. John Crocker – choosechi.com	2011	\$3,520,513 158	\$3,520,513 Full-service remodeler	19	1	★	★	Increased business from overall marketing
345	GLICKMAN DESIGN BUILD – Rockville, Md. Russ Glickman – glickmandesignbuild.com	1975	\$3,511,743 25	\$3,511,743 Design/build remodeler	9	1	★	★	Higher demand for bigger projects
346	KASPER CUSTOM REMODELING – Dallas, Texas Stephen Kasper – kaspercustomremodeling.com	2003	\$3,503,444 29	\$3,503,444 Full-service remodeler	8	1	★	★	Overall higher volume of leads for new business
347	ADVANCED IMPROVEMENTS LLC – Mystic, Conn. David Preka – advancedimprovementsllc.com	2002	\$3,487,888 146	\$4,351,110 Design/build remodeler	39	2	★	★	Other
348	NUSS CONSTRUCTION COMPANY, INC. – Marlton, N.J. Robert Carp – nussconstruction.com	1967	\$3,445,634 279	\$3,445,634 Full-service remodeler	23	1	★	★	Better opportunity to hold or increase pricing
349	UNITED INSTALLS, LLC – Erlanger, Ky. Josh Appelman – united-installs.com	2012	\$3,427,217 2,500	\$3,427,217 Full-service remodeler	30	2	★	–	Adding a new high-demand product or service
350	ASSOCIATES IN BUILDING & DESIGN, LTD – Fort Collins, Colo. Bob Peterson – abd-ltd.com	1990	\$3,410,885 34	\$4,751,274 Design/build remodeler	11	1	★	★	Higher demand for bigger projects
351	RISHERMARTIN FINE HOMES – Austin, Texas Chris Risher – rishermartin.com	2010	\$3,405,899 6	\$3,438,184 Full-service remodeler	7	1	★	★	Higher demand for bigger projects
352	BELLA BROTHERS CONSTRUCTION, INC. – Bensalem, Pa. Thomas Denicolo – bellabrothers.com	2004	\$3,403,104 152	\$3,403,104 Design/build remodeler	22	3	★	–	Higher demand for bigger projects
353	CQC HOME – Durham, N.C. Kenneth Combs – cqchome.com	2007	\$3,400,000 240	\$3,400,000 Design/build remodeler	28	1	★	★	Eliminating unprofitable products or services
354	REBATH OF AUSTIN – Austin, Texas Joshua Agrelius – rebathofaustin.com	2014	\$3,398,247 218	\$3,398,247 Kitchen & bath specialist	21	1	★	–	Higher demand for bigger projects
355	JUST RIGHT CLEANING AND CONSTRUCTION, INC. Moses Lake, Wash. – Ben Justesen – jrconline.com	1987	\$3,397,259 439	\$3,464,865 Insurance restoration specialist	25	3	★	–	Other
356	DESIGN 1 KITCHEN & BATH LLC – Bedford, Mas. Patrick Small – design1kb.com	2007	\$3,391,192 78	\$3,391,192 Kitchen & bath specialist	5	1	★	★	Better opportunity to hold or increase pricing
357	HOMESPEC BASEMENTFIX – Ypsilanti, Mich. Craig Ceccarelli – basementfix.com	1994	\$3,384,865 1,639	\$3,384,865 Exterior/replacement contractor	42	1	★	–	Overall higher volume of leads for new business
358	RWC WINDOWS, DOORS & MORE – West Caldwell, N.J. Anthony Giampapa, III – rwcnj.com	1959	\$3,382,195 155	\$3,382,195 Full-service remodeler	7	1	★	★	Overall higher volume of leads for new business
359	MERRICK DESIGN AND BUILD INC – Kensington, Md. David Merrick – remodelwithmerrick.com	1989	\$3,356,017 179	\$3,356,017 Design/build remodeler	18	1	★	★	Better opportunity to hold or increase pricing
360	RI KITCHEN & BATH – Warwick, R.I. Steve St. Onge, CGR, CAPS – rikb.com	1989	\$3,354,237 118	\$3,626,412 Design/build remodeler	17	1	★	★	Higher demand for bigger projects

JRP Design and Remodel, Inc.	62
J.S. Brown Company, Inc.	64
Just Right Cleaning and Construction, Inc.	69

K

Karp Associates, Inc.	64
Kasper Custom Remodeling	69
Kaz Companies, Inc.	58
KBF Design Gallery	66
K-Designers	48
Key Exteriors	72
K&H Home Solutions, Inc.	58
Kirkplan Kitchens	58
Kitchen and Bath, Etc	70
Kitchen And Bath On The Isle	73
Kitchen Kraft	69
KITCHEN MAGIC	48
Kitchen Saver	54
Kliethermes Homes & Remodeling, Inc.	72
KM Builders	64
KMD Construction, LLC	58
Kopke Remodeling & Design	71
K & P Enterprises, Inc.	60
KRT Construction	73
Kuhn Construction, Inc.	74
K&W Interiors	70
KY Re-Bath	66

L

Lakeside Exteriors, Inc.	62
Landis Architects/Builders	58
Larson Siding and Windows	64
Lars Remodeling & Design	56
Latala Homes, Inc.	60
Leading Renovations, Inc.	74
LeafFilter North, Inc.	46
LeafGuard of Indiana LLC	70
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LEI Home Enhancements	48
Leingang Group, Inc.	
dba Leingang Home Center	58
Lester Development	56
Litchfield Builders, Inc.	72
Living Home Construction	74
Living Improvements	73
Lloyd Construction, Inc.	64
Lone Star State Construction	66
LOS GATOS ROOFING	54
Lynnrich Seamless Siding, Windows & Doors	70

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Mad City Windows	48
Magee Construction Company	66
Majors Home Improvement	70
Mark Kaufman Roofing Contractor, Inc.	64
Marrokal Design & Remodeling	54
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McBride Construction, Inc.	74
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Medina Exteriors & Remodeling	
dba Simply Distinct Kitchens & Baths	72
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Metropolitan Bath and Tile, Inc.	52
MGD Design/Build Co.	73
MID-ATLANTIC WATERPROOFING	48
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Miller Custom Exteriors	62

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MOSAIC Group [Architects and Remodelers]	64
Mosby Building Arts	54
Mr. Build, Inc.	70
Mr. Contractor, Inc.	66
Murphy Bros. Design Build Remodel	66
Murphys Windows & Sunrooms, Inc.	66

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New Jersey Siding & Windows, Inc.	66
New Outlooks Construction Group, Inc.	65
NewSouth Window Solutions, LLC	48
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Northwest Exteriors, Inc.	48
NOVA Exteriors, Inc.	65
Nu Look Home Design, Inc.	48
Nuss Construction Company, Inc.	69

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Oak Grove Construction Services, Inc.	62
O C Remodelers, Inc.	73
Olson & Jones, Inc.	70
Owings Brothers Contracting, Inc.	58
Owl Remodeling	72

P

Pacific Builders	72
Pacific Homeworks, Inc.	46
Paragon Remodeling, Inc.	56
Paramount Builders, Inc.	52
Paul Davis Restoration, Inc.	46
PBS Contractors	60
Peoria Siding & Window Company	60
Perez Design Build Remodel LLC	66
Perfect Choice Exteriors LLC	60
Peterberg Construction, Inc.	56
PH Alliance	66
Phil Beaulieu & Sons Home Improvement, Inc.	66
Pizzo Contracting, Inc.	56
PJ Fitzpatrick, Inc.	48
PK Construction LLC	54
Platinum Remodeling and Handyman Services	72
Platt Builders, Inc.	58
Pond Roofing Company, Inc.	60
Power Home Remodeling	46
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Prairie Home Alliance	52
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Premier Restoration, Inc.	64
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Quality Craftsmen LLC	73
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Quantum General Contractors, Inc.	58
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Reborn Cabinets, Inc.	52
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Remodeling Concepts, LLC	70
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dba ReBath of Illinois	70
Renewal by Andersen of Central PA	48
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Repairs Unlimited, Inc.	52
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Revolution Design and Build	73
RF INSTALLATIONS, LLC	46
RFM Construction Inc. dba The Patio Kings	73
RI Kitchen & Bath	69
RisherMartin Fine Homes	69
Rock and Tait Exteriors	65
Royal Windows & More	54
RSU Contractors	62
Rusk Renovations, Inc.	52
Russell Roofing	56
RWC Windows, Doors & More	69

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Saltaire Construction Co.	56
SCC Solar Energy, Inc.	72
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Schorr Construction, Inc.	72
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Smith, Thomas & Smith, Inc.	69
So Cal Contractors and Remodeling, Inc.	62
Solarshield Home Improvement and Renewal By Andersen	74
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Southland Development Services	73
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Taitco/ Tait Roofing, Inc.	74
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The Experts In Room Additions & Remodeling, Inc.	74
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Thompson Creek Window Company	46
Thorson Restoration and Construction, LLC	66
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