



HOME IMPROVEMENT REVIEW



Dedicated to our more than 1,000 satisfied clients over the last 32 years.

volume 8 issue 2 winter 2004

PRINCIPLES

Dave Stebnitz
Dan Stebnitz

SALES & BRAND MANAGER

Chris Stebnitz

REMODELING CONSULTANTS

Lisa Bunne
Larry Ockelmann
Ron Halsted
Norma Huisheere
Scott Nass

ADMINISTRATIVE STAFF

Judy Mulder
Mary Stickney

MEMBERS OF:

National Association of
the Remodeling Industry
(NARI)

National Association of
Home Builders (NAHB)

Wisconsin Builders
Association (WBA)

Wisconsin Remodelers
Council (WRC)

Lakeland Builders
Association (LBA)

Remodelers Executive
Roundtable (RER)

The Most Wonderful Time of the Year

Merry Christmas!

I trust this holiday season finds you and your family happy, healthy and excited about the opportunities family gatherings and time with friends can bring. It truly is MY "most wonderful time of the year" as my family and I are able to visit loved ones we don't regularly see.

This issue of *Home Improvement Review* is a special one as we look into the inner workings of our invaluable team of Lead Carpenters and reveal why they are the difference between a successful project and an outstanding experience.

Also in this issue, you'll see what we have been working on since we received feedback from our clients on just how Stebnitz Builders performed as their partner in home improvement.

Lastly, we offer you an

inside look at the most recent training system implemented at Stebnitz Builders. Our goal is to constantly find ways to better serve our clients and we started with our sales team. Take a look at what we are working on, now!

We don't say this nearly often enough, but your referrals are the backbone of Stebnitz Builders, Inc. We are honored when you refer those you care most about to us. Please know we will treat them with the same dignity

and professionalism we have shown you. Thank you.

I hope you enjoy this issue of *Home Improvement Review* and invite you to contact us with any comments or suggestions.

May you and yours have a blessed Christmas and happy new year.

Sincerely,
Chris Stebnitz

Get Involved Now – It Feels Great!

For over 32 years, our family and Stebnitz Builders, Inc have understood just how vital it is to have a healthy community. It is up to us to help make a meaningful difference in its improvement. Every part of your donations of time, creativity and financial support improve someone's day.

At this time of the year, it is always easiest to think of those less fortunate, but to remain focused on that year-round takes even more determination.

(continued on back cover)

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What Our Clients are Saying

We always appreciate the wonderful notes we receive regularly from our clients. Just recently we received this note from Harry Dolan and we wanted to share it with you.

October 12, 2004

Dear Chris:

I should have written this letter months ago when my home was completed.

I want to tell you what a terrific job Stebnitz Builders did on gutting and rebuilding my home in the Knollwood Subdivision. My request was that the job start after September 15, 2003 and be completed by March 15th, 2004. We didn't want to lose the season.

Stebnitz Builders kept to the schedule and would have finished by March 15th if Mary and I didn't keep adding to the scope of the job. They finished a month later. Dan Stebnitz, Larry Ockelmann and Scott Nass were a great team. The workmanship is absolutely first-class and the cost of the extras was in line. I'm a commercial real estate developer who deals with a lot of contractors and their subs and I know only too well that a contractor can get unfair when it comes to extras. Stebnitz was always fair.

Larry took a personal interest in the project and was full of good suggestions to improve it. Scott is a perfectionist and carried out the plans and changes professionally.

We've been here 25 years and hope for another 25. We love our "new" house and hope you'll use us as a reference for prospective clients.

Sincerely,

Harry Dolan
President
Dolan Associates, Ltd.

You Spoke—We Listened

We recently asked our clients to give us feedback on several aspects of Stebnitz Builders and their experiences with us on their home improvement projects. We sincerely appreciate your feedback and embrace your comments.

The consensus we received from our clients was that timeliness on projects was a high priority for them. The results showed that Stebnitz Builders was successful in that category. A few people had additional suggestions and we have heard their concern. We continue to work to streamline our systems to cover all scenarios and situations that may arise.

Thanks to your feedback, we have made it our mission to return calls to all clients within 24 hours. Some of the other changes include increased communication with our production department throughout the project and a faster turnaround on changes to the original project scope.

We again want to thank everyone for their contributions. Your willingness to share your thoughts and concerns is helping us to become a better company for you. Our promise to you is that we will continue to listen to your input and work to improve.

SBI Lead Carpenter System. Great systems and great teams

Dedicated project management.

At Stebnitz Builders, we subscribe to the Lead Carpenter System of completing a project. When we assign each client their own personal lead carpenter, he stays focused on the quality of the project, the timeline and the budget through to completion.

Improved communication.

The buck stops here with the Lead Carpenter! Typically supported by a laborer or production carpenter, our Lead Carpenters communicate daily with the client. They know the details of the job prior to its start. They coordinate and communicate with all tradesmen and suppliers, keeping the project

on task and on schedule. They are artists AND craftsmen, knowledgeable in the unique dynamics of converting a client's home to match their current and future needs.

To date, Stebnitz Builders has 7 Lead Carpenters on staff with over 42 years of experience in our system. These Lead Carpenters make up one-half of the field crew with Production Carpenters and Laborers as a critical link in the system's support base.

The benefits of the Lead Carpenter System are a vital part of the success of Stebnitz Builders and the projects we complete. But the professional Lead Carpenters we are fortunate enough to have on our team are the biggest reason for this system's success.

Sales Certification Training

We are very excited to announce the kick-off of the Stebnitz Builders sales training program beginning this month.

What's involved?

Our sales team is coming together with carpenters, managers and office staff to identify every significant opportunity Stebnitz Builders has to help a client. From the first call or first visit to our showroom all the way through the project and beyond, we will have a standard that every sales representative will understand how to achieve and surpass.

Why is this important to you?

Consistency is key. Every client deserves the very best experience when they work with Stebnitz Builders and understanding what it takes to make that experience great is an important step. Training our sales team to live our promise to you is paramount to succeeding in this belief. With proper training and evaluation, we can assure all of our clients experience an enjoyable project.

Upcoming Events

March 12 & 13 is the Lakeland Builders Association New Home and Remodeling Expo at the Elkhorn Area High School. This has been a wonderfully attended event where we have met many of our current and past clients. The Expo offers a great opportunity for homeowners to gain valuable information on home renovation and maintenance issues. With over 75 companies involved, nearly every topic is covered.

We look forward to seeing you there and meeting new potential clients throughout the Expo. Look for additional information in the Walworth County Week and on 104.5 WSLD as the date draws near. We will be located on the end of the center row in booths 64 and 68 – directly next to the beautiful center courtyard display. If you are interested in attending, call, write or email me and I would be happy to send you complimentary tickets to the Expo.

YES... Please check the appropriate box(es)

Please contact me regarding the following project(s):

I would like more FREE issues of Home Improvement Review.

I would like this topic covered in Home Improvement Review:

Contact me at:

Name: _____

Address: _____

Phone: Home: _____ Work: _____

National Recognitions



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Get Involved Now *(continued)*

Some of the activities Stebnitz Builders has chosen to become active in include United Way, Leukemia Society, SMILES, Muscular Dystrophy Association, The National Fire Safety Council, local churches and our own 50/60/50 program aimed at providing free home maintenance assistance to senior citizens in our community. We continue to challenge ourselves and the members of our staff to find new ways to reach out to those in need.

Please consider giving back during this holiday season, and join us in remaining committed year-round to helping others. With even the smallest effort by all, we can be instrumental in creating change, one day at a time for everyone.

We want to hear from you!
Please complete the reverse side of this card,
then detach and return to us. Thanks!

Stebnitz Builders, Inc.
1102 Ann Street
Delavan, WI 53115

**Place
Stamp
Here**



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