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# Home Improvement Review

*Dedicated to our more than 800 satisfied customers over the last 25 years.*

Welcome to our first quarterly newsletter. All of us at Stebnitz Builders, Inc. are excited to be able to bring this to you. We've always felt that keeping in contact with all of our clients was important to us. We want to keep you informed about everything happening at Stebnitz Builders, Inc. If there are things that you would like to see more of in the newsletter, give us a call or write us and let us know. Again, we look forward to keeping in touch with everyone!

## Stebnitz Builders, Inc. remains area leader

For some of you, it's been a while since we last talked, and we want to apologize. Everyone at Stebnitz Builders, Inc. is excited to be celebrating its 25th anniversary this year. In twenty-five years, so much has changed, but more recently we have made some pretty big changes and we hope that these changes create an even better working environment for our new clients as well as the clients that have been with us over the many years.

One of the most obvious changes, is that we now have our own in-house marketing department. We felt this was necessary because we wanted to get our name out to more people as well as keeping in better contact with you. Our other goals are to become even more involved in the community with service programs and education programs.

We have also redesigned our showroom to better accommodate our clients. With new kitchen layouts and product displays, Stebnitz Builders, Inc. continues to be the only contractor able to offer this service to their clients. In fact, we sometimes even get our competitors' clients in to see our selections!

Stop by and visit us. **We'd love to see you again!**



*Dave (left) and Gary Stebnitz (right) discuss kitchen remodeling with potential clients in one of the many kitchen displays in the showroom.*

## Pursuing perfection by way of "The Roundtable"

In a continuing effort to better serve our clients, we have joined the Remodelers Executive Roundtable. RER is an organization which strives to improve the remodeling industry by holding seminars and discussion groups geared to better business practices.

Each roundtable group is comprised of about ten industry-related companies ranging from remodelers to subcontractors and suppliers. The groups meet at a different company, three times a year to analyze their business practices and give recommendations for improvements.

In May of 1996, the roundtable met for a few days in Delavan to critique Stebnitz Builders, Inc. To say the least, it was very interesting having the other twenty members ask a flurry of questions about our business and then anticipating their evaluation of our operations.

We are happy to report that the group had some very glowing reports on our operations, as well as a few items that needed to be addressed.

RER is organized by Linda Case and Victoria Downing, both national remodeling consultants.

# Project Focus

enced teams on the job of remodeling the house. According to Mike, remodeling a home while living an hour away required more than just good communication with the builder. "We immediately developed a relationship based on trust and understanding. They understood what we wanted and we trusted that they would make it happen," Mike explained.

The project included a complete interior and exterior remodel of the house. New electrical, heating/ air conditioning, and plumbing was installed to update all of their services to the most modern conveniences. A new roof and reinforcements added to the original chimney also made the Dobbins home a very attractive and pleasant place to live.

The house was completed in April and the Dobbins are all moved in and enjoying their new home-away-from-home. Stebnitz Builders, Inc. was not the lowest

bidder on Mike and Joanne's home, but according to Mike, Stebnitz's bid was definitely the best value. "We had a great working relationship. They bent over



After an exhaustive search for the perfect lake getaway, Mike and Joanne Dobbins, along with their adorable little girl Lauren, finally found what they had been looking for, an affordable house on a quiet lake. Only a few problems, the 80 year-old Delavan Lake house was missing a furnace and insulation and all the windows were the original single pane units.

Mike and Joanne loved the area, but the house needed a lot of work before they could move in and enjoy their time away. They started getting bids in September of 1996 from three remodelers in the area, including one from Stebnitz Builders, Inc. According to Mike, it was a "no-brainer."

"The other guys gave me a cover letter explaining what they were going to do to the house. That's it," Mike explained. "Gary gave us a detailed contract that explained what Stebnitz Builders was going to do and then he gave us detailed drawings so I could see what everything was going to look like, all the way down to what the bathroom cabinet layout would look like. I knew right away that I found the right guys."

Work began in December with gutting the house. We then put one of our experi-



backward to make Joanne and me happy. When we had a problem, there were no questions asked, they just fixed it. Plus, we were always made fully aware of the cost of our changes." Mike said.

Mike is so happy with his experience with Stebnitz Builders, he challenges the doubters to "Call me anytime!" Just call us, **(414) 728-8027, we've got his number!**

## 50/ 60/ 50 Program a huge success !

The recent community service project that was geared to helping senior citizens in the Walworth County area, saved people hours of work and hundreds of dollars.

Close to 60 seniors were able to take advantage of free work and materials last April. Stebnitz Builders, Inc., in conjunction with Barker Building Supply of Delavan established the inaugural 50/ 60/ 50 program. The event set out to lend assistance to seniors with home maintenance concerns. The first fifty people, sixty years and older, to redeem the coupon, were eligible for \$50 worth of home maintenance work free.

Most of the jobs that people had completed were gutter cleanings, window maintenance, roof repairs, door adjustments, painting, installing a mailbox and even removing a woman's newspaper from the roof of her house. Almost all of the jobs that were completed fell within the \$50 limit, eliminating any costs to the customers.

That didn't stop some of them from trying though. We actually had to argue with one woman who insisted that we accept something for our work. We eventually persuaded her that if spending money for her gutter cleaning was absolutely necessary, she should send it to the local homeless shelter instead of giving it to us.

We have truly realized the power of giving, through the program. The amount of thank-you cards we have received has really given us a great feeling.

Our hope is that this will become an annual event and that through the involvement of other contractors, we might be able to help even more people every year.

**Watch for next year's program and if qualified, we would love to help - especially our loyal clients! For more information, give us a call at (414) 728-8027.**

# Household Tips

*As soon as all the snow melted from the roof tops, many of our clients asked us, "How can you tell when your shingles need replacing? This has become such a common question that we wanted to give our clients a checklist to identify an old, faulty roof.*

## ***The age of your shingles:***

*Most shingles installed in the last 15 to 20 years are 20-25 year shingles. The safest bet is to have your shingles checked about five years prior to the shingles' life expectancy.*

## ***Curled shingles:***

*Old shingles will typically "curl" and not lay flat. Shingles that curl are in a brittle state and have lost their seal to the roof. This is an open invitation for water to enter your home. A new roof will have a flat look to its shingles. When shingles go bad, you will start to see ripples across the roof.*

## ***Missing shingles:***

*Missing shingles are a definite sign that **your roof needs immediate attention**. If your roof isn't fully covered, water will find its way into your home and cause expensive damages.*

**If your shingles are in need of a check-up, call us right away at (414) 728-8027 for a FREE inspection of the condition of your roof.**

## ***Reader Response Card***



**Please check the appropriate box(es):**

- Please contact me regarding the following project(s)

\_\_\_\_\_  
\_\_\_\_\_

- I would like to continue receiving *Home Improvement Review* **free**.

- I would like to see a topic covered in *Home Improvement Review* concerning the following subject

\_\_\_\_\_

Phone: Home: \_\_\_\_\_ Work: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

***Watch for our next newsletter. It should be arriving to your home in November. It will be featuring more home tips, our latest project and employee highlight. We welcome any comments, call (414) 728-8027.***

**Stebnitz Builders, Inc.**  
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## 5 Steps to a Successful Remodeling Project

*Answering these five questions before starting home improvement project will dramatically increase the success rate of your plan. Not knowing the answers to these questions could lead to a costly mistake.*

### **Objective:**

*-What do you want to have when everything is completed and can this contractor do what you want him to do?*

### **Design:**

*- How do you want everything to look? Will this contractor give you drawings, elevations and floor plans to make sure that what they will be doing will look like you want?*

### **Builder:**

*- What type of company do you feel most comfortable working with? Will they treat your home with the same amount of care that you do?*

### **Closing:**

*- Does the contract fulfill your objectives for starting the project in the first place? Are all the costs clearly laid out, eliminating any hidden upcharges?*

### **Value:**

*- Value is far different than price. Price only reflects a dollar amount. What you receive for that dollar, including guarantees, experience, quality products and client loyalty, is value.*



## Focus On Greg Meuller: *Stebnitz Builders, Inc.* *Lead Carpenter*

We at Stebnitz Builders, Inc. are very fortunate to have some of the area's finest craftsmen on our staff and Greg Meuller has proven to be an invaluable asset to the company.

As an established craftsman, Greg started with us in 1992 and quickly became an excellent lead carpenter, handling details

on the job site as well as managing his crew of carpenters. Greg has always kept a great working relationship with the clients he works with and regularly receives requests from previous clients to handle their new projects.

Many of you have had Greg at your home and can attest to his fine attention to detail. To this day, he prides himself on

treating the job as if it were his own.

Over the years, Greg has become an integral part of the success of Stebnitz Builders, Inc. and deserves all the recognition and praise he receives.

**Thanks Greg, we couldn't have done it without you!**

### *Reader Response Card*



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**Place  
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