

CALLEN Connection

FEBRUARY 2017

"Even though there was a glitch in the door order, I was always confident that it would be resolved without any problems. I was not disappointed. The installers did a wonderful job on the window and on the doors, with excellent workmanship on both. Christopher and Allen did a great job keeping me informed of schedules and resolving the door issue."

- Judy B., South Milwaukee

Kitchen Remodel Has Plenty of Style

After eight years of talking about remodeling their kitchen and improving the overall floor plan of their Waukesha home, homeowners Liz and Dave decided the time had come.

Besides the awkward layout, Liz disliked her cramped laundry room/mud room combination, a dining area that wouldn't accommodate large gatherings, and a kitchen that wasn't easy to move around in and lacked storage space.

After talking with several remodeling companies, they decided on Callen with designer Marie Owens. "Marie had the best ideas and understood what I was saying," Liz said. "I didn't like my island and I had nowhere to put food. I didn't want a big table in the kitchen; I didn't need it because the dining room was close by, but I did want a snack bar and a peninsula."

Marie's solution was eliminating a patio door and replacing it with an outswing door and glider window. The kitchen counters could then be extended as well as accommodating a peninsula and snack bar with seating.

With space gained from the old dining room, a large walk-in pantry was created. Mission-style cabinets, granite countertops, and natural hickory flooring were selected. The subway tile backsplash behind the slide-in stove is accented with a mosaic of smaller tiles. A movable island in darker wood is a focal point as well as a custom-designed range hood hand crafted from wood.

The homeowners had many heirloom pieces they wanted included in the overall design. Especially meaningful to Liz was an antique coffee pot. "I always imagined a coffee bar designed around it," she said. "Marie did that too. The things I always thought about, she made it happen for me."

Other elements of the first floor redesign included relocating the



laundry room, upgrades to the mud room with a closet, cabinetry, countertops, and a bench, enlarging the front entryway by removing a closet, and making the dining area more spacious with better use of living room/family room space.

"It's beautiful and everybody that comes in says 'wow!'" Liz said.

.....Callen Earns Awards From GuildQuality and Infinity® from Marvin®.....

At Infinity from Marvin's 2017 annual retailer event, Callen was recognized as a Top 10 Infinity retailer, and also earned Infinity's coveted Ambassador Award.

To achieve a spot as a Top 10 Infinity retailer, Callen sold and installed more Infinity products than over 125 other retailers across the US.

The Infinity from Marvin Ambassador Award is given annually to one Infinity retailer. In order to earn the exclusive Ambassador Award, a retailer must always be willing to assist Infinity in a variety of areas. This includes participating in Infinity events, traveling to other retailers to share best practices and help build their Infinity business, hosting regional events, and contributing to the development of new tools and programs. Callen was recognized for going above and beyond as an ambassador for Infinity in 2016, and continues to be a top performing Infinity retailer.

The company also received the 2017 Guildmaster Award from GuildQuality for demonstrating exceptional customer service within the residential construction industry.

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(l-r) Tom Goldsmith, Director of Sales & Marketing Infinity from Marvin; Mike Wood, CR, Callen Sales Manager; Christi Pryor, Callen Marketing Manager; Christopher Wittmann, CR, Senior Sales Representative - Exterior Products; and Dan Marvin, Owner Infinity from Marvin.

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Callen Earns Awards continued....

Out of 600+ eligible applicants, Callen is one of 300+ businesses within the residential construction industry recognized by GuildQuality for consistently delivering superior customer care, as the company received a recommendation rate of 90% or above from their customers surveyed by GuildQuality.

In addition, GuildQuality and Infinity from Marvin recognized Callen as a top customer service leader within the replacement window industry.

GuildQuality partnered with Infinity from Marvin to power the 2017 Infinity from Marvin Service Excellence Award that recognizes professionals among all Infinity retailers who demonstrate the highest level of commitment to service excellence.

Out of all eligible applicants, Callen is recognized by GuildQuality and Infinity from Marvin for consistently delivering an

exceptional customer experience, as Callen achieved a 98% recommendation rate from the customers GuildQuality surveyed. The construction industry as a whole reports a 65% customer recommendation rating on average.

"We are tremendously honored to receive this recognition from two such respected organizations as GuildQuality and Infinity from Marvin," said Phil Callen, owner. "The commitment to customer service is a hallmark of each Callen employee, a reflection not only on the way we do business, but on the products and services we provide to southeastern Wisconsin homeowners. For more than 30 years, we've worked with our thousands of clients to create the home they desire with our unique approach to service. We will continue to strive to provide the best in service to match the high quality products that we install in a professional manner."

Callen Needs You!

- Over the past few years, we have had great success in recruiting Callen customers and friends to serve as "Callen Ambassadors/Promoters."
- These individuals work at various home improvement shows and events, including the Wisconsin State Fair, promoting the benefits of completing a home improvement and remodeling project with our company.
- If you or you know of anyone that is friendly, energetic, and interested in a seasonal, part-time, paid position, please contact Christi Pryor, Marketing Manager, at 414-529-5509 or christi.pryor@CallCallen.com.



We Put the "Wow" in Home Remodeling

Main Office & Full-Line Muskego Showroom
S63 W13131 Janesville Rd.
Muskego, WI 53150
414-529-5509
www.CallCallen.com

Home Exteriors by Callen Showroom
Sendik's Towne Centre
19115 W. Capitol Dr., Suite 102
Brookfield, WI 53045
414-529-5509

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**A NEWSLETTER FOR CALLEN CUSTOMERS.
YOUR BUSINESS IS GREATLY APPRECIATED!**

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EMAIL UPDATES AVAILABLE

Callen continues to offer updates via e-mail to customers. If you'd like to receive these periodic updates on events, new products, and home improvement tips, please visit the callcallen.com homepage to sign up. Also, visit Callen on Facebook, Pinterest, Houzz, and follow Callen on Twitter!

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THANK YOU TO ALL CUSTOMERS WHO HAVE DONE BUSINESS WITH CALLEN OVER THE PAST 30 YEARS!

Keep Current with the Callen Blog

Each week, a Callen associate posts a blog on an area of Callen's specialization in the home improvement and remodeling industry.

We encourage you to visit CallCallen.com and click on the Blog icon on the home page to not only see the newest blog, but review past blogs, as the content is divided by product category for ease in finding the topic you want to review.



Earn Cash with Your Referral

- Would you like a little extra spending money? Would you like to win an iPad? At Callen, we're making it really easy for you to earn cash. Here's how it works:
 - For every referral you provide that meets with a Callen representative for a home improvement or remodeling project, you will receive a \$50.00 Visa debit gift card.
 - When the referral results in a purchase, you will receive an additional \$100.00 Visa debit gift card.
 - As an added "thank you," you will be entered into a semi-annual prize drawing for a chance to win an iPad.
- For complete program details, contact Christi Pryor at 414-529-5509 or christi.pryor@CallCallen.com.*



Out & About - You'll find Callen at the following area events:

93rd Annual Realtors Home & Garden Show:

Friday, March 24 – Sunday, March 26, and Wednesday, March 29 – Sunday, April 2, State Fair Park Exposition Center.

Stop by to see us to talk about how we can assist you with your next home improvement or remodeling project.