

CALLLEN Connection

APRIL 2017

"I was very impressed with how the crew prepared my house and themselves to install windows. Not one speck of dust was left behind. This was a good 'first job' with Callen and I am confident I will do business with them again. They were very professional. We were glad we picked Callen."

-Cindy & Paul L.,
Brookfield

Is It Time to Replace Windows?

Warm weather really calls to attention the many things that need to be done to keep the exterior of the home in good condition. Homeowners often find that when they tackle that spring cleaning chore of window washing, they run into problems. Mainly, they can't open the window properly, find that the "fogging" can't be removed by cleaners, and discover the wood frames are showing signs of rot.

The following are other signs that it's time to consider window replacement.

• **Sticking windows:** Difficulty opening and closing or windows are painted or nailed shut and impossible to open. This is the most obvious sign you need a window replacement.

• **Windows that need to be propped open:** The balance is the mechanism that keeps the window up when you open it. When the balance fails, the window no longer remains up when opened and can slam shut, posing a serious safety hazard.

• **Condensation/Fogging:** This is a sign that water vapor or even rain or ice is able to penetrate the seal. When you see damp spots by the seal after a storm, this is a sign the window is losing its ability to be a barrier between the external elements and your home.

• **Noise:** Hearing the sounds of traffic, noisy neighbors, or even the sounds of nature.

• **Drafts:** You should never feel or notice cold air seeping in. Your cooling and heating systems will have to work harder to compensate for infiltration, resulting in higher energy bills.

• **Warping:** Wood windows can warp as a result of exposure to moisture of the elements. Poor seals can lead to flooding in rain events, diminished durability, and even window failure.

• **Hardware:** Rusty, too tight, or too loose.

• **Single-Pane Windows:** Old single-pane windows are not constructed to keep out drafts and damaging UV rays.



• **Appearance:** Chipping, deterioration, water stains, or an outdated style that doesn't blend well with the rest of the house.

"Choosing replacement windows is an important decision because you want your new windows to not only save money and keep your home free of drafts, but also you want them to be easy to clean and operate, be virtually maintenance free, durable, and enhance the home's beauty and character," said Brad Flannigan, exterior product specialist for Callen.

Installation options include both full frame replacement and insert replacement. With a full frame installation, the entire window, sashes, frame, stops, and interior casing are removed down to the framing studs. Full frame replacement allows for a complete restoration of the opening and addresses any problems that may be occurring behind the casing.

An insert installation starts with the sashes and stops of the existing window being removed, while the interior casings and frame of the existing window stay and the new window is installed into the frame of the existing window.

"When choosing a replacement window, visiting a showroom is very helpful because you can get an idea of the professionalism of the staff and the scope of options available – not just what you may view in a sample book, but in actually seeing how it looks. I have found that some homeowners want a certain style of window, but after visiting our showroom and seeing all the options, often ask if they can change out a casement window for an awning, or a double-hung for a glider. The answer is yes – the possibilities are numerous," Brad said.



Easter Bunny Visits Callen Muskego April 8



The Easter Bunny paid Callen's Muskego showroom a visit on Sat., April 8.

The event featured photo opportunities and fun family events, including an Easter coloring contest for a Toys R' Us gift card, an Easter egg hunt for children 10 and under, and complimentary refreshments.



"Our annual Easter gathering is a great opportunity for families to enjoy fun Easter traditions in one place," said Christi Pryor, Callen marketing manager. "Each year, we join with the families of Callen staff and our past clients, as well as new friends who bring their families to celebrate the holiday. It's a great way for Callen to give something back to the friends and communities we cherish here."

Save the Date – 10th Annual Refashion for Life

The 10th annual "Refashion for Life" will be held Wednesday, August 23, from 5:30 p.m. – 10:00 p.m. at Callen Construction's Muskego Showroom and company grounds, S63 W13131 Janesville Rd. The charity event will once again benefit CommonGround Ministry/Elena's House, with Callen serving as the event's presenting sponsor.

"Refashion for Life" will feature a fashion show combining the newest looks in early and late fall apparel with fashionable products for the home, including countertops, tile, cabinetry, windows, flooring, and hardware.

In addition to the runway show, there will also be a raffle as well as silent and voice auctions featuring entertainment and sporting tickets, boutique certificates, and more. Saz's Catering will provide small plate appetizers and

desserts, with music by the Mr. Lucky Light Syndicate. There will also be a dance showcase in the showroom and on the runway stage by Fred Astaire Dance Studios professionals.

Tickets are \$40 and will go on sale in June at www.refashionforlife.com. For more information, call 414-529-5509 or email info@refashionforlife.com.



Callen Receives 2017 Pulse of the City 5-Star Rating, Customer Service Award

Callen has earned a five-star rating and received the 2017 Pulse of the City News Award for excellence in customer service.

'We genuinely care for people, our customers, and their homes.' We adhere to the philosophy 'Quality Craftsmanship Works.'

"This is the fourth consecutive year Callen has been honored by Pulse of the City News," said Phil Callen, owner. "From our designers to project managers and all of our installers, Callen staff is dedicated to surpassing our customer's expectations on each project we complete. We endeavor daily to embody the Callen Promise –



The Pulse of the City News' rating system recognizes companies in the building and construction industry that combine superior construction products and services with excellent customer focus. The review takes into account information from a multitude of online and other sources and follows a proprietary protocol for analysis.

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.



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

PRSRT STD
US POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 1382

We Put the "Wow" in Home Remodeling

Main Office & Full-Line Muskego Showroom
563 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

- | | |
|---------------------------------|--------------------------------------|
| Replacement Windows & Skylights | Siding |
| Bow & Bay Windows | Overhang & Trim |
| Entry & Patio Doors | Storm Windows & Doors |
| Roofing | Gutters, Downspouts & Gutter Topper® |
| Attic Insulation | Attic Conversions |
| Kitchens | Closet Organizers |
| Bathrooms | Interior Living Space |
| Lower Levels | |

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, on Pinterest, and on Houzz, plus follow Callen on Twitter.

facebook.com/CallenConstruction twitter.com/CallenDesignGal pinterest.com/CallCallen houzz.com/pro/CallCallen



**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.



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.



"I am most satisfied that they did what they said they were going to do and were on time."

-William H., Franklin

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

Milwaukee NARI Tour of Remodeled Homes:

Saturday, May 20 – Sunday, May 21: Kitchen Remodel – 520 W27386 Fenway Drive North, Waukesha

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