

CalLEN Connection

AUGUST 2017

Home Show Visit Leads to Renovated Exterior

Jill and Steve Z. of Wind Lake visited the 2017 Milwaukee NARI Home Improvement Show at State Fair Park looking to get estimates on new siding.

"We had done some research on some of the available products and we wanted to go with either LP Smartside or James Hardie," Jill said. "We walked the entire show floor and set up four appointments."

Adam Glende of Callen was the last appointment of the four to visit the Wind Lake home. "We liked Adam right off the bat, as he was down to earth and not pushy," she said. "After completing all the appointments, we chose LP Smartside based on the research we did and Adam's recommendations. We couldn't be happier with the choice."

The home now features LP Smartside engineered wood siding in 7" boards in Misty Shadow, while the Shake material is Harbor Grey. In addition, white LP window and door trim was installed, along with 5" white seamless gutters.

"We wanted to work with Callen because we liked Adam and we liked that Callen offered a 3D model so we could envision what we were choosing and not have it be a surprise once it was on our house," Jill said. "We also liked that Callen was local and in our community."



While Callen's price was not the lowest, Jill was happy that they were able to find a price to work with. "Callen also had a lifetime warranty that none of the other contractors had," she said.

With the heavy spring rain, the project got off to a bit of a late start. "Once we started, it was exciting to see the dramatic change," Jill said. "The crew (Derek, Brandon, and Bill) that worked on our house was one of the most professional we have worked with. They were prompt, polite, and hard workers who were very clean. Everyday when they left, there was never a mess. Their workmanship was superb!"

During the project, the crew found that one of home's basement walls was caving in and they alerted Jill and Steve. "We were able to have the problem fixed and continue with the work," she said. "I think anyone else would have just finished their job and moved on. Callen was so easy to work with."

Jill and Steve really like the way their house turned out. "We are so glad we choose Callen and will definitely use them on other projects we may have," she said. "We have had people walking by or driving by in a boat stop to tell us how much they like the transformation. The town assessor even thought it was a new house."

"Choosing LP Smartside and Callen really changed the look of our house. We love it!"

Employee Spotlight – Thom Kohlbeck

Thom Kohlbeck, a resident of Germantown, joined Callen as an Exterior Sales Representative earlier this year.

A native of Bay View, he attended the University of Wisconsin – Whitewater and Ealing College in London, majoring in English with a Public Relations and Speech Communications minor. Thom has more than 25 years experience in consultative sales, working mainly for major technology companies.

He wanted to break away from the large corporate culture and sought work with a reputable, locally based company in hopes of finding a more fulfilling career. Thom's personal interest in home improvements and quality workmanship brought him to Callen. "Everything I have experienced with Callen has been second to none," he said. "You don't thrive or survive in this industry for over 30 years if you aren't doing the right things for your customers."



Specializing in windows, entry and patio doors, skylights, roofing, siding, soffits/fascia, gutters and gutter protection systems, Thom has completed Marvin's Infinity Fiberglass Replacement Window training conducted by Marvin representatives.

"My focus is on helping customers find the right solutions for their exterior home remodeling needs," he said. "I like to approach my customers in a consultative, low-pressure way. I look at things from the homeowner's viewpoint and strive to find a solution that will resolve the customers' situation."

During his free time, Thom is an avid fisherman and outdoorsman, plus he enjoys spending time with his wife and their five children. He enjoys attending his kids sporting events, local festivals and concerts, and vacationing at the family's summer cabin in Northern Wisconsin.

"I was most satisfied with their willingness and ability to work with me on my ideas. It wasn't as if they felt that they could only do the designs that they were familiar with. We actually talked through the design process, so it ended up being a blend of our ideas, and I appreciated that."

Amy W., West Allis

"The installation crew was exceptional. My experience was excellent!"

Kathy & Cliff W., Brookfield

Earn Cash with Your Referral



Congratulations to Kathy and Bob Hoffmeier of New Berlin, winner of an iPad, for being selected at random from those that made a referral to Callen during the first half of 2017.

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.



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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.



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

Bark 'N Brew:

Saturday, August 26 - Sunday, August 27; 11 am - 5 pm both days;
Hart Park, 7201 W State Street, Wauwatosa

Brookfield Village Farmers Market and Corn Roast:

Thursday, September 21, 2 p.m. - 7 p.m.,
18725 W. Hoffman Avenue, Brookfield -
\$1.00 for an ear of roasted corn.

Muskego Fall Fest:

Saturday, October 7, Noon - 7 p.m.,
Lincoln Point Shopping Center, 563 W13694 W. Janesville Road

Milwaukee NARI Home & Remodeling Show:

Friday, October 13 - Sunday, October 15, State Fair Park Exposition Center.

74th Annual Holiday Folk Fair International:

Friday, November 17 - Sunday, November 19, 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.