

CALLLEN Connection

AUGUST 2018

“The way the product changed our living room, it is magnificent and upgraded our home tremendously. I am most satisfied with the change in our home and I am very pleased with it. We would do anything with Callen Construction again without even thinking about going elsewhere.”

- Pat & John F., Milwaukee

The Gem of the Block



For John and Kristine of Waukesha, the goal for their remodeling project was to have the home stand out, making it the gem of the block. The desire was to give the home a modern appearance with hints of Craftsman-style, while being low maintenance.

“John had seen Callen’s work on other homes in his area, and one in particular stood out from the rest of the homes, and he wanted his house to be that home on their block,” said Christopher Wittmann, CR, exterior product specialist for Callen. “The house had great lines to it, but the owners thought it was boring, especially in the original colors, as the home had different shades of brown throughout.”

The new design features different color siding, trim, soffit, and fascia, with the addition of Versetta Stone to accentuate certain sections of the home. To highlight the stone installed on the front side of the house and garage, outdoor lighting was installed to illuminate these areas.

LP Smartside siding in a dark gray tone was installed, along with LP trim boards in white. For the soffits, an aluminum product with the look of stained wood was used in conjunction with hidden continuous intake venting and the new white seamless gutters, downspouts and fascia trim provided a nice contrast.

The home also features new Infinity from Marvin Fiberglass Replacement Windows. A new Waudena Millwork front entry door that has a decorative glass design and dentile shelf at the top was added, and the steel door was factory stained to match the home’s other wood tones.

Another component of the remodeling project was updating the look of the garage. The homeowner had a new wood grain garage door installed, while Callen installed the shake siding by LP Smartside along with LP trim installed on the gables to bring focus to this part of the structure.

“John was particular about how he wanted things to be done and he believed Callen was the right company to use,” said Christopher. “We are particular in how we work, so it was a good fit.”

The fit was quite evident based on the relationship that developed between John and Kristine with Callen’s lead siding installer Derek Harcus.

“We knew what we wanted when we designed the home, but things change when construction starts,” said John. “You start asking yourself things like, ‘Is that right?’ or ‘How will that work?’” One concern was the LP Smartside trim, as the owners were not familiar with it. “What about the width?” John remembers thinking. “How’s it going to look?”

The homeowners had wanted to order Boral Versetta Stone light boxes to match the house, but they were too small for the lights they already owned. “Derek had the idea to create light boxes out of the LP trim,” John said. “It worked out great!”

“After asking Derek all these questions and him coming up with great solutions every time, Kristine started saying, ‘Just trust Derek.’” John said. “So, it became a thing and we had a T-shirt made for him. Derek is very inventive and he found a way to create just the look we wanted.”

“John and Kristine knew what they wanted, but they did not know how to get there. We worked with them to make sure their vision transformed into a functional and beautiful end result,” said Derek Harcus, a lead siding installer for Callen. “There were several modifications needed. When you are replacing old materials but wanting to keep the home’s original look, there are going to be adjustments. I think we were able to overcome the issues and achieve a beautiful and modern outcome.”

One such issue was on the back of house, as the roof around the chimney chase was deteriorated, which necessitated repairing the decking surrounding this area along with replacing some roof shingles.

“The remodel worked out even better than anticipated. We knew the house was going to have a unique look, and I believe we achieved the objective of having it be the best-looking house on the block,” Christopher said.

John and Kristine have already referred Callen to family and friends, and they are looking forward to using Callen in the future on installing a new roof and adding Gutter Topper to the home.

“This project has become one of my favorites,” Christopher said. “I believe it is truly a standout home.”



Employee Spotlight – Heather Brannan

Heather Brannan joined Callen as a designer in July 2018.

She resides in her hometown of South Milwaukee, where she earned an Associate's Degree in Drafting and Design with an emphasis in Architecture from ITT Tech.

With her lifelong passion for architecture combined with more than six years of remodeling industry experience, Heather truly enjoys transforming homeowner's dreams into reality. "Based on information collected from the initial consultation in Callen's Muskego showroom and a following home visit, I will create 3D designs, construction drawings and assist with material selections to bring those dreams to life," she said. "After the project starts, I visit the project sites and maintain daily communication between project manager and homeowners to insure a smooth and enjoyable remodeling experience."

In her remodeling career, Heather has won a Wisconsin Remodeler Award and a Contractor of the Year Award at the national level. She has participated as an exhibitor at local home improvement and remodeling shows and has been a guest on the WISN-AM 1130 "Remodeling Show."

Away from the office, she enjoys spending time with family, playing sports, vacationing, attending concerts and festivals, camping, fishing, gardening and cooking



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.



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

Callen Referral Winner Announced



Congratulations to Marlene and George B. of Waukesha, winner of an iPad, for being selected at random from those that made a referral to Callen during the first half of 2018.

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 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:

NARI Milwaukee Home & Remodeling Show:
Friday, October 1 – Sunday, October 14, 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.