

# CalLEN Connection

NOVEMBER 2018

The crew that replaced our gutters did a great job in very uncomfortable weather. I'm very pleased and grateful. Callen did everything they said they would do, with no problems.

- Robert H. Brookfield

## Happy Holidays!

As Thanksgiving is upon us, all of us at Callen thank you for your continuing support.

In this season of thanks, we have many things for which we are grateful. You, our client, make our jobs worth doing and the opportunity to serve you gives us joy every day of the year. We are so appreciative of your business and humbled by the trust you've shown in our company.

May you and your family be filled with happiness, joy, wealth, and prosperity and your home filled with love. From all of us at Callen, have a Happy Thanksgiving and an enjoyable holiday season.

### The Callen Team



## Tips on How to Safely Hang Holiday String Lights

"The holiday season is upon us and many homeowners will engage in the time-honored tradition of decorating the exterior of their homes with string lights," said Christopher Wittmann, CR, exterior product specialist with Callen Construction in Muskego, a full service and award-winning remodeling company. "Although this annual ritual can help put you in the holiday spirit while contributing to a beautifully lit and festive neighborhood, it is a task that presents a few risks of which homeowners should be aware."

Before you set foot outside and begin hanging the first set of string lights on the exterior of your home, it's important to examine the lights themselves. Be sure to unravel any knots in the strings of the lights prior to heading out the door. This will save you time and energy while on the ladder. Additionally, it's important to plug the lights into an outlet and check for any flickering lights, burned out bulbs, or exposed wiring before hanging them. "These issues can be indicative of electrical problems, which could culminate into a fire hazard," said Wittmann. Furthermore, you want to ensure that the extension cords you use to connect different sets of lights together are intended for outdoor use. It's important to inspect your ladder as well to be sure that it's in excellent condition. Always place your ladder on even ground and never reach further than the length of your arm.

Once you have established that all of your sets of lights are in working order and that your ladder is safe and sturdy, you can begin hanging the lights. "The best method entails feeding the lights through plastic clips, as the clips can be securely attached to the gutters, eaves, or shingles, depending on your home style," said Wittmann. Plastic clips are safe to use and simple to attach and remove. Plus, they're inexpensive and are sold at most major hardware and department stores. "Never use staples or nails, as both can leave behind perforations that moisture can creep into, subsequently damaging your roof," he said. "Moreover, if the nails or staples pierce the wires of the lights, electrical malfunctions are likely."



Although decorating your home for the holiday season can be a joyous occasion, no one looks forward to taking them down. Still, removing the string lights from your home is inevitable, and it's especially important to be cautious when doing so. "Always be sure to remove each plastic clip one at a time, instead of tugging on the lights themselves, otherwise you run the risk of damaging the roof or the lights," said Wittmann. "Practicing added caution during removal is a cost-effective and time-saving approach in the long run."

Homeowners should always be safe when decorating the exterior of their homes with string lights for the holidays. This includes inspecting your lights before and taking the necessary precautions during both setup and removal," said Wittmann. "These safeguards not only allow you to safely use outdoor lights, but they also allow you to express your creativity so that you, your family, and passersby can fully appreciate and admire your home this holiday season."

## Callen to Host Santa December 1



Callen will welcome Santa Claus to its Sendik's Towne Centre location, 19115 W. Capitol Drive, Suite 102 in Brookfield on Sat., Dec. 1, from 10 a.m. - 2 p.m.

Free and open to the public, children 11 and under accompanied by an adult will be able to enjoy complimentary cookies and hot chocolate, participate in a coloring contest, make holiday crafts, visit with Santa, and take a picture. Adults are asked to bring a camera to take their child's photo, as photography services will not be available.

For more information, call Callen at 414-529-5509.



## What Our Customers Say

"Their attention to detail, pride in workmanship, as well as a genuine concern for our satisfaction, was evident. They sought out our opinion and listened to our suggestions or concerns. They truly worked with us as opposed to "just getting the job done."

- Roberta & Daniel L., Waterford

"Having hired other contractors before and had poor work done and very poor customer service, I was truly amazed with Callen's commitment to the customer. Even though my project was relatively small, I was treated like it was the most important job for them. This type of service doesn't happen with contractors, but I now know it does for Callen."

- Tracy & Nick S., New Berlin

"I was most satisfied. The staff was very knowledgeable and I was amazed at how neat they were to start with and how they cleaned everything up. It looked like they weren't even here. They're a great company to work with!"

- Judy M., Brookfield

"Thanks for our beautiful bathrooms. We are really "WOWED" by them! We have a couple other projects we may be considering in the future. We'll "CALL CALLEN!"

- Dean & Patricia S. - Cedarburg

## 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.



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

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US POSTAGE  
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MILWAUKEE, WI  
PERMIT NO. 1382

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Kitchens  
Bathrooms  
Lower Levels  
Interior Living Space

### 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!

## 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:

#### MBA Home Building and Remodeling Show:

Friday, January 11 - Sunday, January 13, State Fair Park  
Exposition Center

#### Racine Home Expo:

Saturday, February 23 - Sunday, February 24, Festival Hall

#### 57th Annual NARI Milwaukee Home Improvement Show:

Friday, February 15 - Sunday, February 17, State Fair Park  
Exposition Center

#### 95th Annual Realtors Home & Garden Show:

Friday, March 22 - Sunday, March 24, and Wednesday, March 27 -  
Sunday, March 31, 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.