

YOUR BUSINESS

YOUR CLIENTS

YOUR TEAM

YOUR PROJECTS

Subcontractor vs. in-house

Use a buyer's guide to educate clients

Benefits of cross-training staff

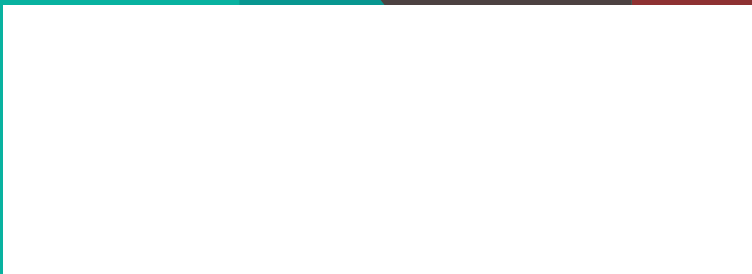
Historic remodeling with LEED

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YOUR TOOLBOX FOR SUCCESS

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OUR ANNUAL

LIST

OF THE BIGGEST
HOME IMPROVEMENT
COMPANIES
IN THE COUNTRY



remodeling

Largest remodeling & home improvement companies & franchisors

Remodeling sales in the U.S. peaked in 2007, then experienced a double-digit decline, bottoming out in the middle of 2010, according to the Harvard Joint Center for Housing Studies. Hardest hit were full-service remodelers, especially those offering design/build services. The effect of the recession, Joint Center senior fellow Kermit Baker says, was often to make big companies mid-size, mid-size companies small, etc.

In a report released earlier this year, the Joint Center predicted

a return to modest growth. “The broader housing market has been very resistant to recovery,” Baker says, noting that falling home equity, tight credit, and fewer home sales are affecting both new construction and remodeling.

One thing that hasn’t changed is the highly fragmented nature of this industry, with (according to the last census) on or around 800,000 contractors involved in home renovation, but comparatively few generating sales of \$1 million or more.

How It’s Done

Residential remodeling revenue data for the list is gathered from a Web-based survey jointly developed by REMODELING and its sister publication REPLACEMENT CONTRACTOR. Specpan, a consultancy and business data collection provider in Indianapolis, programmed and hosted the Web-based survey and collected and compiled the data.

Additional information was obtained by REMODELING and REPLACEMENT CONTRACTOR editors through survey mailings, phone calls, and public information sources.

| BY JIM CORY |

| WITH EDITORIAL INTERN MARIKO HEWER |

Full-Service Remodelers

FULL-SERVICE REMODELING companies can respond to any kind of renovation need that a homeowner may have. Some, like The Remodeling Co., in Berkley, Mass., build from architects' plans, others design their work in-house.

In the last three years, full-service remodeling companies have found themselves adapting to a market where even

large projects are, in the words of Barry Fennell, director of remodeling services for Wardell Builders, a custom home builder in San Diego, "dollar-driven." More competitors are bidding and budgets are tighter. "[Customers] want a mint on the pillow at the end of the day," Fennell says, "and that's what we have to deliver."

Revenue at The Remodeling Co. took a

steep drop in 2008 and 2009 — just over 50%. Owner Gary Moffie started a small-project division and took a close look at field and office operations to get more efficient. Right now Moffie expects to do more volume in 2011 — both large and small jobs — than he did before the recession. "The smaller [remodelers] have dropped out," Moffie says, "but the big players are still around."

	COMPANY	LOCATION	2010 REVENUE	NO. OF JOBS	AVG. JOB SIZE	2011 REVENUE*	TYPE OF WORK
1	Aspire Design	Phoenix	\$46,848,682	4,259	\$11,000	\$48,000,000	wh
2	Alure Home Improvements	East Meadow, N.Y.	38,652,291	1,767	21,874	38,000,000	wh · e · kb · bt · a · sr · h · o
3	SilverLining Interiors	New York	32,000,000	27	1,185,185	35,000,000	wh · e · kb · bt · a
4	Case Design/Remodeling	Bethesda, Md.	22,693,080	2,406	9,432	25,000,000	kb · bt · a · sr · h
5	Dewson Construction Co.	Wilmington, Del.	20,000,000	60	500,000	20,000,000	wh · e · kb · bt · a · sr · h · o
6	BOWA Builders	McLean, Va.	17,817,454	28	375,000	15,000,000	wh · e · kb · bt · a · sr · h · o
7	Normandy Builders	Hinsdale, Ill.	17,673,115	163	108,424	20,000,000	wh · e · kb · bt · a
8	Neil Kelly Co.	Portland, Ore.	16,354,926	1,065	15,095	20,210,000	wh · e · kb · bt · a · sr · h · o
9	Greater Dayton Building and Remodeling	Beavercreek, Ohio	16,030,159	653	34,225	16,500,000	wh · kb · bt · a · sr · h · o
10	Marrokal Design & Remodeling	San Diego	15,356,028	101	153,496	17,700,000	wh · kb · a · o
11	Gardner/Fox Associates	Bryn Mawr, Pa.	14,592,821	309	47,225	15,000,000	wh · kb · bt · a · sr · o
12	Total Remodeling	Union, N.J.	14,359,209	871	16,486	16,000,000	wh · e · kb · bt · a · sr · h · o
13	F.H. Perry Builder	Hopkinton, Mass.	12,343,687	10	1,250,000	11,000,000	wh · kb · a · h
14	Canyon Construction	San Francisco	9,600,000	82	118,000	12,000,000	wh · e · kb · bt · a · sr · h
15	Croom Construction Co.	Vero Beach, Fla.	9,500,000	31	196,000	7,500,000	wh · kb · a
16	BOA Construction	Denver	9,360,772	155	60,392	9,000,000	wh · e · kb · bt · a · h
17	Rusk Renovations	New York	9,155,644	12	868,145	12,000,000	wh
18	Welsh Construction Remodeling Co.	Baltimore	9,094,437	825	11,024	12,000,000	kb · bt · a · sr · ow
19	Mosby Building Arts	St. Louis	8,492,000	475	10,225	9,600,000	wh · e · kb · bt · a · sr · h · o
20	H.A.S. Construction	Culver City, Calif.	8,410,000	189	49,312	9,150,000	wh · e · kb · bt · a · sr · h
21	Harrell Remodeling	Mountain View, Calif.	8,266,026	59	75,978	9,000,000	wh · kb · bt · a · sr · h
22	Callen Construction	Muskego, Wis.	8,152,000	804	10,139	7,500,000	wh · e · kb · bt · a
23	Pine Street Carpenters	West Chester, Pa.	8,012,241	109	73,507	8,100,000	wh · kb · bt · a · o
24	Sun Design Remodeling Specialists	Burke, Va.	7,700,000	50	125,000	8,400,000	wh · kb · bt · a · sr
25	Jericho Home Improvements	Kansas City, Kan.	7,500,000	450	16,660	12,000,000	wh · kb · bt · a
26	Callier & Thompson	Manchester, Mo.	7,300,000	150	40,000	8,400,000	kb
27	American Design and Build	Bel Air, Md.	7,179,294	913	7,800	8,000,000	wh · e · sr
28	Allen Associates	Santa Barbara, Calif.	7,043,076	139	60,000	7,500,000	wh · e · kb · a · sr · h
29	Lars Construction	La Mesa, Calif.	7,011,027	67	100,000	8,000,000	wh · kb · a
30	Matarozzi/Pelsinger Builders	San Francisco	7,000,000	12	583,333	8,000,000	wh · e · kb · bt · a · sr
31	CG&S Design-Build	Austin, Texas	6,902,999	76	84,601	7,400,000	wh · e · kb · a · sr · h
32	Modern Remodeling	Manassas, Va.	6,772,762	312	21,710	7,500,000	wh
33	Francis Harvey & Sons	Worcester, Mass.	6,590,411	472	15,467	5,250,000	wh · kb · bt · a · sr · h · o
34	Budget Exteriors	Bloomington, Minn.	6,385,451	1,233	5,179	7,023,966	wh · e

Bold=REMODELING Big50; 2011 Revenue(P)=projected; **wh**=whole-house remodeling; **kb**=kitchen & bath remodeling/additions; **a**=additions; **r**=roofing replacement; **w**=window & door replacement; **s**=siding replacement; **bt**=basement finishing; **sr**=sunrooms/screen rooms/solariums; **ir**=insurance restoration; **c**=contents & cleaning; **h**=handyman; **cl**=commercial; **dk**=decks; **o**=other, includes: accessibility; custom homes; electrical; energy audits/retrofits; fire protection; fireplaces; full design; flooring; gutters; historic restoration; home theater; HVAC; insulation; landscaping; masonry; outbuildings; outdoor living; painting; patios; plumbing; pools; porches; solar installation; seismic retrofits; waterproofing; wine cellars

[REMODELING 550] FULL-SERVICE REMODELERS

	COMPANY	LOCATION	2010 REVENUE	NO. OF JOBS	AVG. JOB SIZE	2011 REVENUE*	TYPE OF WORK
223	Creative Spaces	Berkeley, Calif.	\$1,239,000	17	\$100,000	\$1,000,000	wh · kb · a · h
224	Geiger-Phillips	Wellfleet, Mass.	1,237,338	8	100,000	1,600,000	wh · e · kb · bt · a · h
225	Anderson-Moore Builders	Winston-Salem, N.C.	1,230,000	136	9,000	1,400,000	wh · kb · bt · a · sr · h
226	Insignia	Barrington, Ill.	1,228,127	30	40,938	3,000,000	wh · e · kb · bt · a · h
227	Atlanta Design & Build	Marietta, Ga.	1,215,542	32	39,387	1,600,000	wh · kb · bt · a · sr
228	Lambert & O'Neill	Charlotte Harbor, Fla.	1,215,086	14	86,847	1,350,101	wh · e · kb · a · sr · o
229	PDQ Construction	Topeka, Kan.	1,205,629	238	5,066	1,600,000	wh · kb · bt · a · o
230	Daniels Design and Remodeling	Fairfax Station, Va.	1,204,605	22	54,750	1,650,000	wh · kb · bt · a · sr
231	DreamBuilders Home Remodeling	El Dorado Hills, Calif.	1,200,000	14	100,000	1,500,000	wh · kb
232	New Creations Custom Kitchen and Bath	Austin, Texas	1,200,000	35	35,000	1,500,000	kb
233	Two Storey Building	Bolton, Mass.	1,199,757	23	52,163	1,300,000	wh · e · kb · bt · a · sr · o
234	Kresge Contracting	Columbus, Ohio	1,185,531	47	25,172	1,650,000	wh · kb · bt · a · sr
235	Design Build Group	Odenton, Md.	1,162,027	17	68,355	1,200,000	wh · kb · bt · a
236	Curb Appeal Renovations	Keller, Texas	1,157,000	13	89,000	1,000,000	wh · kb · a
237	Euro Design Build Remodel	Richardson, Texas	1,153,063	17	67,827	1,350,000	wh · e · kb · a · o
238	Christian Roofing and Remodeling	Watkinsville, Ga.	1,150,000	179	6,425	1,440,000	wh · e · kb · bt · a · sr
239	Blue Ridge Home Improvement	Blacksburg, Va.	1,135,000	52	21,827	1,200,000	wh · e · kb · bt · a · sr · h
240	Axis Construction	Wichita Falls, Texas	1,128,399	16	59,878	1,200,000	wh · kb · a · o
241	Barger Design + Build	Austin, Texas	1,119,000	9	124,333	1,500,000	wh · a
242	New England Design & Construction	Boston	1,111,634	13	63,343	1,500,000	wh · kb · a
243	Strock Enterprises	North Charleston, S.C.	1,109,948	135	8,221	1,000,000	wh · kb · a · h
244	HD Built	Little Rock, Ark.	1,100,200	156	7,000	1,500,000	wh · e · kb · a · sr · h
245	Adams Construction Services	Jeffersonville, Ind.	1,100,000	75	14,700	1,300,000	wh · kb · bt · a · o
246	Chad's Carpentry	Monona, Wis.	1,100,000	50	6,000	1,300,000	wh · e · kb · bt · a · sr · h
247	Scholl Construction Co.	Crystal Lake, Ill.	1,091,462	33	33,075	1,400,000	wh · e · kb · bt · a · sr
248	Strite Design + Remodel	Boise, Idaho	1,064,976	55	19,424	1,500,000	wh · e · kb · bt · a · sr · h
249	Hope Construction	Flagstaff, Ariz.	1,050,000	51	20,588	1,000,000	wh · e · kb · a · sr · h
250	Ed McMahon Interests	Houston	1,010,545	3	500,556	1,108,565	wh · kb · a
251	Grayling Construction	Anchorage, Alaska	1,004,926	14	71,780	1,200,000	wh · kb · bt · a · h · o
252	Powers Construction Group	Lisle, Ill.	1,003,281	47	22,000	1,300,000	wh · e · kb · bt · a · sr · h
253	MAK Design+Build	Davis, Calif.	1,000,003	19	52,600	1,000,000	wh · e · kb · a
254	Michael Mishel Home Improvement	Brooklyn, N.Y.	1,000,000	12	150,000	1,000,000	wh · e · kb · bt · a · h · o
255	Miles Construction NW	Seattle	1,000,000	32	31,250	850,000	wh · e · kb · bt · a · h
256	T.F.Reilly Builders	Prescott, Ariz.	1,000,000	23	45,000	2,000,000	wh · e · kb · bt · a · sr · h
257	Tom Turcketta Building and Remodeling	Brewster, Mass.	1,000,000	4	250,000	1,000,000	wh · e · kb · bt · a
258	Revisions Remodeling	Columbus, Ohio	968,786	37	26,183	1,200,000	wh · kb · bt · a · o
259	DreamMaker Bath & Kitchen of Springfield	Springfield, Ill.	964,000	64	15,000	1,000,000	kb · a
260	Metro Home Designs	Marietta, Ga.	960,000	67	14,637	2,300,000	wh
261	Christmas Builders	Plainfield, Ill.	950,550	20	30,400	1,275,000	wh · e · kb · bt · a · sr · h
262	Americal Construction Management Group	Laguna Hills, Calif.	950,000	25	50,000	1,000,000	wh · kb
263	Laredo Construction	Sisters, Ore.	941,655	17	55,391	500,000	wh · e · kb · a · h
264	Klingston Design	Fairfax Station, Va.	938,256	5	187,000	950,000	wh · e · kb · a · sr · o
265	Freeland Bros. Construction	Plainville, Conn.	930,000	36	25,800	1,200,000	wh · kb · bt · a · sr · h
266	Integrity Home Projects	Brooklyn Park, Minn.	920,578	49	6,500	1,100,000	wh · e · kb · bt · a
267	J&R Construction Services	Nicholasville, Ky.	916,461	80	11,455	900,000	wh · e · kb · bt · a · sr · h · o
268	DP Contracting & Consulting	Concord, N.C.	911,487	52	17,529	1,500,000	wh · kb · a
269	Rhino Builders	Kansas City, Kan.	904,816	24	37,700	1,036,813	wh · e · kb · bt · a · sr · h

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