

RISING ABOVE CRISIS

When the time comes for business to rev up full throttle,
look to these firms to be on top

BY **CLAY DEKORNE** AND **VINCENT SALANDRO**
ILLUSTRATION BY **GREG CLARKE**

At the same time applications for this year's Remodeling 550 were due, the first states were shutting down in response to the coronavirus outbreak. California came first, ordering residents to stay at home on March 19, followed by New York and Illinois a few days later. In the weeks afterward, up until April 7, one by one, 42 states shut down. To say this caused havoc in the remodeling market is an understatement. Suffice to say, participation in this year's survey of the top remodeling firms was disrupted. We extended the deadline as long as we could—until April 11—but in the end, we felt it was important to publish the results now, rather than postponing until later in the year. Already, as we go to press, several states are beginning to relax restrictions and engage "Phase 1" reopening strategies. Several states that put a complete moratorium on construction during the outbreak have eased into allowing new projects to move forward.

Business will reemerge at different times for different remodelers, depending on location, the products you offer, and the financial resilience of the clients you serve. It's this last factor that is

the big unknown now. Clearly, there is a pent-up demand for remodeling, perhaps more than usual, owing to how much time people have spent at home eyeing what needs work. But the financial hit that almost every individual has taken in this crisis foreshadows a significant lag in spending ability for many. How many will be in a position to act on their pent-up remodeling desires?

We hope we're surprised. In a query we sent to all participants asking how they felt now about their projected revenue figures, we received a full range of responses—from "my revenue stream will be substantially more than forecast" to the more common prediction that numbers will be off from 10% to 40% (most were in the range of 20% lower).

Know this: For all who responded, whenever the time comes for you to emerge from crisis, whether that is now, later in the summer, or next fall, we will be here to promote the excellence you demonstrate on these pages and the corresponding pages online. Stay in touch and let us know when you are back to full-tilt, so we can continue to roll out word of your good work at the perfect time.

FULL-SERVICE REMODELERS

The entire group of full-service remodelers that applied this year accounted for nearly \$1.4 billion in remodeling revenues and completed 20,082 jobs. 2019 was decidedly a good year, with all firms earning at least 7% more than they projected in 2018 (see facing page for a detailed breakdown). The top 100 general contractors, kitchen and bath specialists, and design/build firms are featured here in print. For the complete list of 227 full-service firms that entered this year, visit us online.

1. Dreamstyle Remodeling

Albuquerque, NM
\$103,275,800
Number of jobs: 6,912

2. System Pavers

Santa Ana, CA
\$90,982,295
Number of jobs: 3,250

3. Statewide Remodeling

Dallas, TX
\$68,234,089
Number of jobs: 4,765

4. Greater Dayton Construction

Dayton, OH
\$39,681,452
Number of jobs: 856

5. DreamMaker Bath & Kitchen

Waco, TX
\$36,146,262
Number of jobs: 1,200

6. Case Design/Remodeling

Bethesda, MD
\$35,072,841
Number of jobs: 1,585

7. BOWA

McLean, VA
\$33,853,140
Number of jobs: 50

8. ALURE Home Improvements

East Meadow, NY
\$33,025,567
Number of jobs: 1,070

9. Normandy Remodeling

Hinsdale, IL
\$32,759,428
Number of jobs: 227

10. Gardner/Fox Associates

Bryn Mawr, PA
\$31,438,351
Number of jobs: 235

11. Cape Associates

Barnstable, MA
\$19,261,042
Number of jobs: 1,356

12. Marrokal Design & Remodeling

San Diego, CA
\$18,456,998
Number of jobs: 43

13. Jackson Design and Remodeling

San Diego, CA
\$18,308,380
Number of jobs: 49

14. Brothers Services Company

Hampstead, MD
\$15,000,000
Number of jobs: 2,734

15. Mosby Building Arts

St. Louis, MO
\$14,876,967
Number of jobs: 367

16. Uniplex Construction

Redmond, WA
\$14,512,355
Number of jobs: 317

17. Mil-Ron Custom Construction

Plano, TX
\$13,680,000
Number of jobs: 38

18. Croom Construction

Vero Beach, FL
\$12,904,420
Number of jobs: 25

19. Pine Street Carpenters

West Chester, PA
\$12,369,794
Number of jobs: 140

20. Curbio

Potomac, MD
\$12,238,876
Number of jobs: 231

21. Tim White Home Improvement Corp.

Massapequa, NY
\$11,750,000
Number of jobs: 273

22. Sea Pointe Construction

Irvine, CA
\$11,700,148
Number of jobs: 84

23. Payne & Payne Construction DBA, Payne & Payne Renovations & Design

Chesterland, OH
\$11,250,000
Number of jobs: 40

24. F.H. Perry Builder

Hopkinton, MA
\$11,150,000
Number of jobs: 16

25. Dave Fox Remodeling

Columbus, OH
\$11,018,534
Number of jobs: 127

26. Sun Design Remodeling Specialists

Burke, VA
\$10,680,688
Number of jobs: 76

27. Harrell Remodeling

Palo Alto, CA
\$10,477,989
Number of jobs: 83

28. USA CABINET STORE

Bolton, VA
\$8,950,000
Number of jobs: 102

29. CG&S Design-Build

Austin, TX
\$8,433,820
Number of jobs: 49

30. BNW Builders

Henrico, VA
\$8,430,000
Number of jobs: 350

31. Feinmann

Cockeysville, MA
\$8,348,142
Number of jobs: 28

32. Platt Builders

Groton, MA
\$8,335,663
Number of jobs: 24

33. Blackdog Builders

Salem, NH
\$8,301,973
Number of jobs: 109

34. Next Stage Design + Build

San Jose, CA
\$8,233,119
Number of jobs: 46

35. Finished Basements Plus

Wixom, MI
\$8,202,887
Number of jobs: 130

36. Advance Design Studio

Gilberts, IL
\$8,168,522
Number of jobs: 112

37. One Week Bath

Van Nuys, CA
\$8,101,441
Number of jobs: 270

38. Fast Track Remodeling

Houston, TX
\$8,000,000
Number of jobs: 198

39. JRP Design and Remodel

Westlake Village, CA
\$7,823,227
Number of jobs: 20

40. Murphy Bros. Design | Build | Remodel

Minneapolis, MN
\$7,761,013
Number of jobs: 147

41. Dexter Builders

Dexter, MI
\$7,271,214
Number of jobs: 536

42. SEA Construction

San Mateo, California
\$7,100,000
Number of jobs: 39

43. Eakman Construction Co.

Seattle, WA
\$7,018,042
Number of jobs: 15

44. Harwick Homes

Bonita Springs, FL
\$6,858,145
Number of jobs: 52

45. Magee Construction Company

Cedar Falls, IA
\$6,820,632
Number of jobs: 396

46. Hogan Design and Construction

Geneva, IL
\$6,700,000
Number of jobs: 48

47. Distinctive Design Remodeling

Lexington, KY
\$6,598,390
Number of jobs: 158

48. Westhill

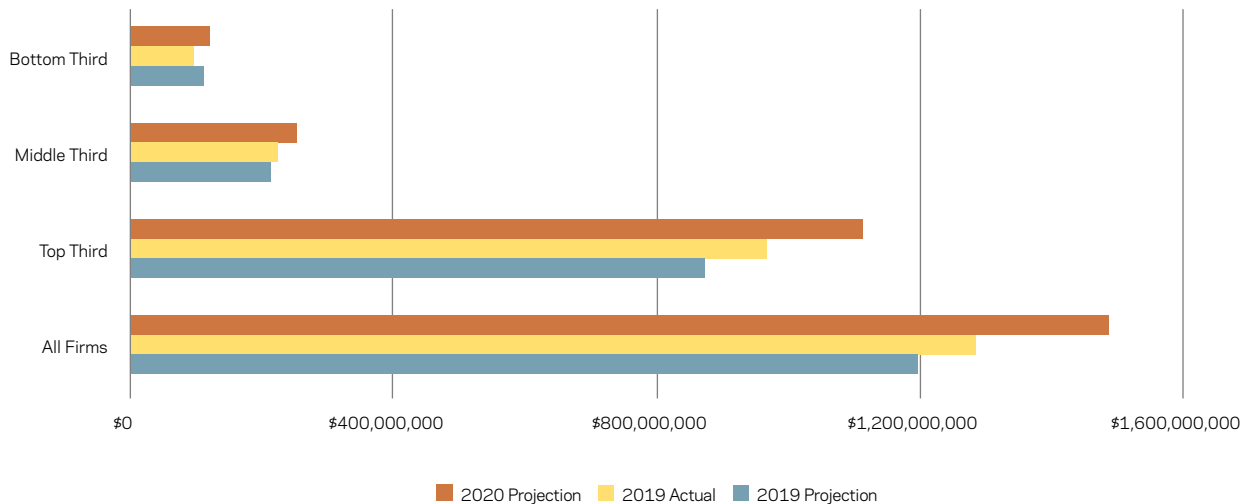
Woodinville, WA
\$6,150,264
Number of jobs: 210

49. RI Kitchen & Bath Design + Build

Warwick, RI
\$6,145,000
Number of jobs: 85

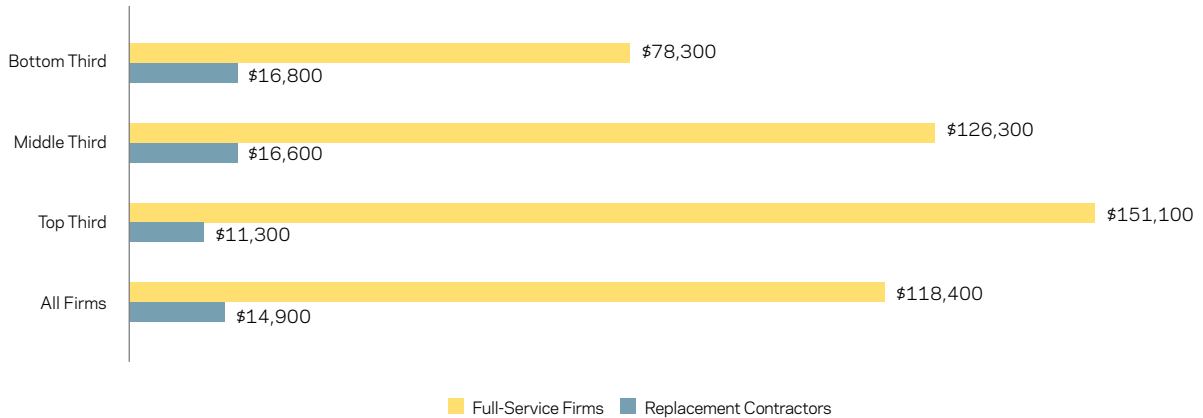
Actual vs. Projected Revenue: Full-Service Remodelers

Due to varied participation related to the coronavirus pandemic, only projected and actual revenue figures from firms who participated in both 2019 and 2020 are represented below. Among this cohort, full-service firms outperformed projections in 2019. On average, firms earned over 7% more revenue in 2019 than projected, with the top third of full-service firms earning almost 10% more than projections. Firms anticipate revenue growth to expand further in 2020, though many of the projections likely do not account for the effect of COVID-19 on business.



Average Selling Price: Full-Service vs. Replacement and Specialty Contractors

While replacement and specialty contractors generated a higher cumulative revenue than full-service firms, their revenue was mostly generated through a larger number of jobs sold at a lower price. Conversely, full-service firms were more likely to complete a smaller number of jobs at a higher sales price per project.



50. Capizzi Home Improvement

Cotuit, MA
\$6,142,096
Number of jobs: 247

51. Denny + Gardner

Sterling, VA
\$6,100,000
Number of jobs: 42

52. VPC Builders

Banner Elk, NC
\$6,000,188
Number of jobs: 60

53. Hurst Design Build Remodel

Middleburg Heights, OH
\$5,911,266
Number of jobs: 65

54. Levitch Associates

Berkeley, CA
\$5,863,853
Number of jobs: 15

55. G.M. Roth Design Remodeling

Nashua, NH
\$5,822,930
Number of jobs: 69

56. TraVek

Scottsdale, AZ
\$5,765,644
Number of jobs: 93

57. The Kingston Group

Nashville, TN
\$5,736,640
Number of jobs: 32

58. CQC home

Durham, NC
\$5,700,000
Number of jobs: 50

59. Cipriani Remodeling Solutions

Woodbury, NJ
\$5,591,562
Number of jobs: 67

60. Silver Oak Remodel

Atlanta, GA
\$5,520,797
Number of jobs: 89

61. Foster Remodeling Solutions

Lorton, VA
\$5,460,687
Number of jobs: 96

62. Custom Contracting

Arlington, MA
\$5,433,738
Number of jobs: 133

63. Jerry Harris Remodeling

Chesapeake, VA
\$5,422,384
Number of jobs: 157

64. Karp Associates

Canaan, CT
\$5,400,000
Number of jobs: 16

65. Tri-State Creations

Conshohocken, PA
\$5,389,500
Number of jobs: 360

66. brindisi builders

Marlton, NJ
\$5,297,000
Number of jobs: 85

67. Interiorworx

Phoenix, AZ
\$5,200,559
Number of jobs: 4,366

68. Peter DiNatale & Associates

Cold Spring, NY
\$5,200,000
Number of jobs: 12

69. New England Design + Construction

Boston, MA
\$5,182,494
Number of jobs: 15

70. OHi—Our Home Improvement

Elk Grove Village, IL
\$5,100,000
Number of jobs: 115

71. Long & DeLosa Construction Group

Brooklyn, NY
\$5,052,572
Number of jobs: 17

72. CRD Design Build

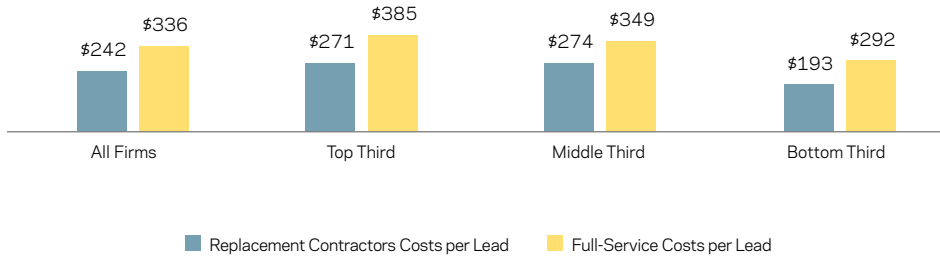
Seattle, WA
\$5,024,101
Number of jobs: 12

73. Booher Remodeling Company

Indianapolis, IN
\$5,004,853
Number of jobs: 196

Cost-per-Lead Comparison

In 2019, full-service firms spent on average 28% more per lead than the average amount spent by replacement contractors. The difference was even greater among the top third of firms, in which full-service firms spent on average 30% more per lead than those in the top third of the replacement category.



74. Domus Constructors

Norwalk, CT
\$5,004,830
Number of jobs: 29

75. Proform Construction

Seattle, WA
\$5,000,000
Number of jobs: 5

76. Stel Builders

San Diego, CA
\$4,956,908
Number of jobs: 16

77. The Cleary Company

Columbus, OH
\$4,921,009
Number of jobs: 77

78. Synergy Builders

West Chicago, IL
\$4,881,643
Number of jobs: 78

79. Quality Craftsmen

Marietta, GA
\$4,869,291
Number of jobs: 293

80. Chermak Construction

Edmonds, WA
\$4,868,523
Number of jobs: 102

81. Copper Sky Renovations

Atlanta, GA
\$4,818,803
Number of jobs: 20

82. Bennett Builders & Remodelers

Westlake, OH
\$4,812,850
Number of jobs: 44

83. GR8WORK Builders

Redwood City, CA
\$4,741,797
Number of jobs: 59

84. Amiano & Son Design-Build

Tabernacle, NJ
\$4,619,397
Number of jobs: 57

85. Winston Brown Remodeling

Topeka, KS
\$4,526,223
Number of jobs: 65

86. Crane Builders

Nashville, TN
\$4,329,763
Number of jobs: 24

87. D. R. Domenichini Construction

San Martin, CA
\$4,287,128
Number of jobs: 50

88. 5th Generation Contracting

Marietta, GA
\$4,283,636
Number of jobs: 59

89. Hatfield Builders & Remodelers

Dallas, TX
\$4,261,754
Number of jobs: 31

90. Tenhulzen Residential

Bellvue, WA
\$4,152,365
Number of jobs: 42

91. The Remodeling Company

Beverly, MA
\$4,113,428
Number of jobs: 94

92. RSU Contractors

Mulfreesboro, TN
\$4,052,079
Number of jobs: 122

93. Smith, Thomas & Smith

Bethesda, MD
\$4,038,143
Number of jobs: 397

94. Custom Design & Construction

El Segundo, CA
\$3,891,155
Number of jobs: 15

95. Gruver Cooley

Purcellville, VA
\$3,872,000
Number of jobs: 15

96. Iron River Construction

Chaska, MN
\$3,853,000
Number of jobs: 186

97. Pryor Construction

Chicago, IL
\$3,850,000
Number of jobs: 11

98. RessaBuilt

Oak Hill, VA
\$3,636,374
Number of jobs: 8

99. Wiser Home Remodeling

New Canaan, CT
\$3,587,250
Number of jobs: 147

100. New Outlooks Construction Group

Robbinsville, NJ
\$3,562,858
Number of jobs: 288