



**HOME
EQUITY
BUILDERS**

Volume 14, Issue 4
July / August 2004
Free

Quality Remodeling and Handyman Services



President's Message

July brings the star spangled colors of bright fireworks displays, the Great Falls baby parade, antique cars wrapped in red white and blue, hot dogs, hamburgers and fresh local corn and tomatoes. We love living in the town of Great Falls and all the small town, fun activities we are involved in. Thanks to all of our clients for making this possible and for giving so much of you to this community; it's what makes it so special.



Sharon eagerly throws candy to the children at the parade. Photo by Candyce Nail.

HEB Wins Virginia Remodeler of the Year Award

Continuing to set new standards of professionalism, a select few remodeling companies from all over the US were honored at the eleventh annual Chrysalis Awards for Remodeling Excellence on June 6 at the Cobb Galleria Centre in Atlanta.

Each year, one remodeler is selected by the judges as the Chrysalis Remodeler of the Year in their state. This year, Jeff and Sharon Rainey of Home Equity Builders were named Virginia Remodeler of the Year.

Criteria for Remodeler of the Year are based on:

- * The company's relationships with their customers.
- * Their contributions to professionalism in the remodeling industry.
- * Their contributions to the community.

"The purpose of the Remodeler of the Year award is to identify companies who are examples of the best in the industry," says Ken Kanline, director of the awards, and it reflects the company's contributions to the industry and the community."

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The Hebergs enjoy the fireworks. Photo by Hollis McBroom.

This issue of our newsletter is all about family, friends and the core values that are the foundation of Home Equity Builders, it owners and its staff.

Summer, although filled with fun and activities, still requires time to relax and recreate. We all work so hard to provide our families with the good things in life, to balance the spiritual with the day to day, and not let the stresses of work and play stretch us too thin.

Don't forget to read a new novel or take a relaxing swim. Take up a relaxing new hobby like fly fishing, needlepoint, painting, biking; or just take time to walk in the woods.

Sharon and I feel strongly that it is within these moments that clarity occurs within our hearts and souls and we re-energize our minds, our bodies and gain direction.



We're all watching the fireworks! Photo by Hollis McBroom.

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HEB is a GOLD Sponsor of the Great Falls July 4th Fireworks

HEB had the proud opportunity to be a Gold Sponsor of the GF Fireworks. With that privilege, came the wonderful opportunity to enjoy a premium viewing area and parking at Turner Farm Park.

If you are interested in being a sponsor at next year's fireworks please read below and send your contribution to the Brogue Charities, P.O. Box 1005, GF, VA 22066. Be sure to write Fireworks in the Memo line.

Annual BRONZE SPONSOR

Business or Individual Membership - \$500 (\$500 Tax Deductible)

- Enjoy Premium VIP viewing area and parking at Turner Farm Park for you and your guests
- Includes 2 VIP July 4th Fireworks "Tailgate" Vehicle Parking Passes AND 10 VIP Guest Passes
- Business or individual contribution recognition displayed July 4th at Turner Farm Park

Annual SILVER SPONSOR

Business or individual Membership - \$1000 (\$1000 Tax Deductible)

- Enjoy Premium VIP viewing area and parking at Turner Farm Park for you and your guests
- Includes 4 VIP July 4th Fireworks "Tailgate" Vehicle Parking Passes AND 15 VIP Guest Passes
- 2 x 4 Individual or Business Banner displayed July 4th at Turner Farm Park

Annual GOLD SPONSOR

Business or Individual Membership - \$1500 (\$1500 Tax Deductible)

- Enjoy Premium VIP viewing area and parking at Turner Farm Park for you and your guests
- Includes 6 VIP July 4th Fireworks "Tailgate" Vehicle Parking Passes AND 20 VIP Guest Passes
- 3 x 6 Individual or Business Banner displayed July

July 4th Fireworks in Great Falls!

If you enjoyed the fireworks in Great Falls as much as we did, please send a contribution to



the Brogue Charities, P.O. Box 1005, Great Falls, VA 22066 with FIREWORKS written in the memo line!

Thank you for your support of this very special community event!

This is a part of what makes Great Falls a GREAT place to live!





Quality Remodeling and Handyman Services

HEB Wins Virginia Remodeler of the Year Award (con't from page 1)

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Home Equity Builders has earned three other Chrysalis awards in previous years for kitchen and bath projects they have completed in Great Falls and McLean. This was their first Chrysalis Remodeler of the Year Award.



Jeff Rainey (center) accepts the Virginia Remodeler of the Year Award with representatives of Chrysalis Award sponsors.

"To win an award in this highly competitive category is quite an achievement," says Ken Kanline, Director of the Awards.

Jeff Rainey commented, "To be recognized within two national competitions in one year as one of the top remodeling companies in the nation is a great honor. We live and work in Great Falls and feel very strongly that we need to continuously give back to our community of neighbors and clients and to the remodeling community. We give back to others because it's the right thing to do."

Home Equity Builders was also honored this past May by Remodeling Magazine as being one of the Big 50 remodelers in the United States. This competition honored the Rainey's for their contributions and overall impact on the remodeling industry over the past 15 years.

Home Equity Builders has been the recipient of numerous local, regional and national awards for our remodeling work since 1994 when they first started entering competitions.

The awards, sponsored by Qualified Remodeler magazine, Stock Building Supply, Andersen Windows, DuPont Tyvek Homewrap, and Parksite Plunkett-Webster, were presented during the Southern Building Show. Begun in 1994, the Chrysalis Awards program recognizes the Na-

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President's Message (con't)

Speaking of focus, HEB has refocused our different divisions and we think that the change has given our employees better focus in the respective area they are most talented.

Pat Mullen, our superintendent, is running the Bath & Kitchen Division. Pat just completed a 14 week course in kitchen and bath management and installation. He is now a CKBR, Certified Kitchen and Bath Remodeler.

Carl Barnes is heading up our Large Projects Division and he is hard at work on a 2nd floor addition here in Great Falls. He is our newest addition to the company and a terrific member of the HEB family!

Hollis Mc Broom is now in charge of our Handyman Division and is going great guns. We will be sending Hollis to more training in the next few months which will enhance his current service training skills.

Sharon and I feel strongly about continuing education for all staff members including the management team. We belong to a national executive remodelers' roundtable company: Remodelers Advantage, Inc. This organization helps us incorporate best business practices and provides a venue where we can learn and put in practice the very best business practices by the top 2% of all remodeling executives.

Kendall recently returned from an Office Manager meeting; Pat was in California for a Production Manager meeting and Sharon and I were in New Mexico for an owners' meeting as well. This, coupled with quarterly Lead Carpenter meetings, have our staff really hopping.

Please take time to view our Fourth of July Pictures and thanks to all staff, clients and FYInetwork folks who made this year's picnic a success. We had over 70 folks attend, share food and fun, and relax with us this year. We hope to see many more next year.





Quality Remodeling and Handyman Services

Home Equity Builders
is an
Award Winning Company!

2004 Big 50 Remodeler Award
Industry Impact
(Remodeling Magazine)

Top 50 Remodelers in the US 2003
Master Design Award Baths Over \$50,000
(Qualified Remodeler Magazine)

National Chrysalis Awards
Remodeler of the Year 2004
Kitchen Over \$75,000
Bath Over \$50,000
Bath Over \$30,000

Contractor of the Year Awards
Interior Over \$100,000
Residential Kitchen \$30,000-\$60,000
Residential Kitchen Under \$30,000
Residential Bath Over \$20,000
Residential Bath Under \$20,000

Other NARI Awards
NARI Image Award
President's Award—twice
Certified Remodeler Excellence Award
Certified Lead Carpenter Excellence Award



Vendor Spotlight:
Kleppinger Design Group

HEB has worked with numerous cabinetry companies, but Kleppinger Design Group remains our favorite. Julie Hendrickson, our designer from Kleppinger has many, many years of experience and is first rate in customer service.

Kleppinger Design Group is devoted to the design of cabinetry for kitchens and baths. They also bring this creative energy to the library, office or any other space in the home where specialized storage is necessary.

Their staff is comprised of eleven individuals who each bring a special talent and skill to every project. They have been dealing with the areas best contractors and builders for many years, and their designers have been involved with numerous award winning projects.

KDG is committed to individualized attention and unique designs to personalize a client's space. They represent four different cabinet lines allowing us to meet your style, time and budget needs. We truly have something for everyone.

Aside from the cabinetry, their showroom highlights other materials for clients' projects such as: Tile and cork flooring, granite, soapstone, Corian, butcher block, and engineered stone countertops, wall paper and faux finishes.



The Kleppinger showroom is located at 2721-J Merrilee Drive, Fairfax, VA. Their phone number is 703-208-2208.



Employee Spotlight Hollis McBroom

Hollis has been with HEB for over a year. He is now in charge of our Handyman Division.

Hollis was born in Norfolk, one of 10 children. His family moved to San Diego, CA soon after his birth and stayed there until he graduated from high school at age 16. Hollis then moved to Arkansas and learned carpentry from his dad and grandfather.

Before his 18th birthday, he joined the service, touring Germany and other overseas assignments for ten years. After his tour of duty, Hollis resumed his carpentry work.

Hollis has volunteered much of his time as a sports coach to his children's various teams, church youth director, and assistant scout master. His scout group logged over 1000 hours of community service in one year. He also works with local women's shelters offering small repairs, emergency calls, and furniture moving.

Hollis and Mary have eight children between them and one cute granddaughter (pictured on page 3 watching the fireworks!).

Help Us Keep In Touch!

Home Equity Builders does most of our correspondence with clients and vendors via email. We find that this allows clients to answer questions on their own time and it leaves a paper trail for all to follow. If we do not currently have your email address, please send it to us at kend-all.wondergem@hebinc.com. All client information is kept strictly confidential and is not shared or sold to anyone outside of our office.

HEB's Employee Notes

Kudos

Congratulations to Pat Mullen, who married Donna Quist on Saturday, June 26, 2004! Donna and her two children have made Pat a very happy man!

Also, Kudos to Pat for passing the new NARI Certified Kitchen and Bath Remodeler test! Pat will add this title to his Certified Lead Carpenter status to become Patrick Mullen, CLC, CKBR!

Congratulations to Carl Barnes' son, Patrick, who graduated from high school in June. Patrick plans to go to school to become a veterinarian.

Additions



Welcome to Carl Barnes, our most recent employee. Carl joined HEB in May and is doing a great job managing our large projects division.

Upcoming Events

Sharon and Jeff Rainey will be attending a remodeling company case study in Seattle, Washington in September. These case studies are great learning opportunities for all participants!

Events Attended

Patrick Mullen attended a Project Manager Powermeeting, hosted by Remodelers Advantage, in California, this past June. Pat also took some extra time to visit his parents who also live in California.



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Quality Remodeling and Handyman Services

Home Equity Builders
752 Walker Road, Suite C
Great Falls, VA 22066
703.759.2530
www.hebinc.com

Jeff Rainey, CR
(Certified Remodeler)
President
Jeff.rainey@hebinc.com

Sharon Rainey
Vice President
Sharon.rainey@hebinc.com

Patrick Mullen, CLC, CKBR
(Certified Lead Carpenter,
Certified Kitchen and Bath Remodeler)
Superintendent
Kitchens & Baths
Pat.mullen@hebinc.com

Kendall Wondergem
Office Manager
Kendall.wondergem@hebinc.com

Hollis McBroom
Lead Carpenter
Handyman Division
Hollis.mcbroom@hebinc.com

Carl Barnes
Lead Carpenter
Large Projects
Carl.barnes@hebinc.com

Ralph Benish
Design

Doreen Tisone
Interior Finishes

Home Equity Builders' Vision Statement

Home Equity Builders strives to be a high quality remodeling company that supports our families, faith and community.

Home Equity Builders' Mission Statement

HEB provides a high standard of quality remodeling and customer service within our community exhibiting our diversity of talents and award winning projects; we participate in community events while providing a supportive environment for our employees and clients.

Home Equity Builders' Core Values

Honesty / Integrity
Diversity of Talents with a Can Do Attitude
Continuing Education
Teamwork
Life / Work Balance

Home Equity Builders is a Proud Member of:



The Guidance You Need. The Results You Deserve.

