

GRANITE STATE HOME IMPROVEMENTS Honored By Vinyl Siding Institute



Peggy Arend of Newfields, owner of Granite State Home Improvements, was honored in July with an Award of Distinction for Historic Restoration by the Vinyl Siding Institute. Mike McNulty, regional sales representative for CertainTeed, a Vinyl Siding Institute manufacturing member, presented Arend with the Award of Distinction.

Pamela J. Bates photo

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NEWFIELDS — Peggy Arend never intended to get into the home improvement business.

The Newfields woman actually thought about becoming a teacher while she was growing up in Franklin. When she moved back to New Hampshire in 1991 with her family, she went back to college and started working part time for her brother Jim French, who owned and operated Granite State Home Improvements.

When French decided it was time to sell the business and move on to another opportunity, Arend decided to buy the business from him.

That was in 1999 and since then, the locally-owned company, which has offices in Tilton and Newfields, strives to build great relationships with its customers, use top-quality products, and provide dependable service. Arend credits her dedicated team of employees and contractors with the company's success.

"I'm fortunate to have very capable, talented people in my organization, including Mike French in sales and Heidi Ealy managing the office," Arend said. "We've been around for a long time and we have survived many different economies and harsh winters. What helps us survive as a company is the

consistency we have in service and the quality of products we use and how we communicate all of this to our customers."

Granite State Home Improvements was honored in July with an Award of Distinction for Historic Restoration by the Vinyl Siding Institute. The company was credited for the "faithful reproduction of an original historic design" that was done to the property of Christine and Don Wilson of Main Street in Newfields using CertainTeed vinyl siding.

Granite State Home Improvements specializes in home remodeling projects such as replacement doors, window, vinyl siding, trim coverage, asphalt, shingled roofing and standing-seam metal roofing. The company selects only the finest product lines available to make properties not only beautiful, but also energy efficient, Arend said. All work is custom fabricated on the job site.

Home improvement projects can be daunting for people and Arend guides her customers through the process from beginning to end.

"People are spending a lot of money to improve their homes and it's new to them and it can be overwhelming," Arend said. "I'm able to consult and absorb the stress of it for them because I do this every day."

About 90 percent of the company's customers are residential home owners. With heating costs skyrocketing, a number of people are looking for ways to make their homes more energy efficient.

"Customers have to be very deliberate with how they're spending their money. Investing in your home is always a good investment because you get back your return," Arend said. "Most of us are thinking about how we are going to afford the price of heating our homes this winter. We try to educate our customers on how they can make their homes more energy efficient with the best windows and doors that are out there."

The company also places a heavy emphasis on providing accurate cost estimates for jobs.

"When we give our proposals and estimates, there's no guess work," Arend said, adding the company does a good deal of business through word of mouth and referrals from satisfied customers. "We give local references. If you live in Newfields or Exeter and you want some local people to talk to about who we are and what we've done, we can provide that."

Through a customer-focused approach, and quality work, Arend believes Granite State Home Improvements is setting a new standard in the industry. "When people in general hear the term 'contractor,' they often have connotations that are not always positives," she said. "I think what we set out to do is raise the bar a little bit about the perception of how a contractor can be."