

## Finance

Home » Business » Finance

MJS Wisconsin Index Markets Stocks Funds Sectors Tools

Overview Market News Market Videos Currencies International Treasury & Bonds

Ticker Symbol or Company Name

Get Quote

Search InvestCenter

Recent Quotes

My Watchlist

Indicators

By: Press Release Distribution Service

June 01, 2016 at 06:52 AM EDT

# Guardian Shows Milwaukee Homeowners A Better Way To Buy Home Improvements

A local home improvement company breaks sharply from the negative industry norms and is transforming the home improvement industry



MILWAUKEE - June 1, 2016 /MarketersMedia/ —

LOADING...

Unfortunately, some of the biggest investments homeowners make in their homes often result in disappointment, but Guardian Exteriors has an answer. As a top Milwaukee roofing, siding, and window replacement company, Guardian regularly works with homeowners to produce the best possible home improvement solutions by identifying and accounting for the homeowner's true needs.

Doing away with the secrecy, scripting, manipulation, and deception typical of other companies, the five-step Guardian approach consistently produces results that no competitor can match. Likely the only option of its kind in the country, the Guardian process is ensuring that more Milwaukee window replacement, roofing, and siding projects produce long-lasting, value-enhancing success and is helping to transform the industry in a highly positive way.

"Nervousness is understandably common among those faced with the need to spend thousands of dollars on a new roof, siding, or windows," Guardian representative Joe Martis said, "Unfortunately, the usual means of arranging for such important investments tilt the odds unfavorably against the homeowner, with dissatisfaction being an all-too-common result. Guardian was founded to show people throughout the Milwaukee area that there is a better way to approach home improvements, and we've moved to be leading the industry in a positive

## BUSINESSWATCH

12:13 p.m.	Ascension to close Wheaton hospital in Wauwatosa
	One Solstice raises \$450,000 from angel investors
Updated: 12:02 p.m.	
11:50 a.m.	Home Depot files suit against Visa and MasterCard over security issues
10:56 a.m.	J.C. Penney's stores to sell home appliances
9:52 a.m.	Q&A: Analysis of new rule for salaried workers' overtime pay

Advertisement

20% off appliance repair  
(with coupon)

sears HOME SERVICES

Schedule a repair  
or call 888.487.8705

Denny's

THE RED, WHITE & BLUE SLAM®

FOR A LIMITED TIME ONLY

VIEW MENU

there is a better way to purchase home improvements, and we're proud to be leading the industry in a positive new direction."

With a nationwide 2014 survey of Angie's List members reporting an average professional roof replacement cost of over \$11,000, such projects are obviously not to be taken lightly. Studies that follow up on major home improvement work, though, consistently report that miscommunication and unrealized goals are common, leaving many homeowners dissatisfied with the work they spend so much money on.

Guardian's own research into the matter has revealed that such problems can almost always be traced back to some combination of a few deficits inherent in the usual home-improvement buying process. For one thing, typical home improvement contractors of windows, siding, and roofing often employ secrecy against their potential customers, making it impossible for homeowners to accurately compare the available options. Overly scripted sales processes are designed to funnel homeowners into whichever arrangements are most convenient and profitable for the contractors instead of accounting for the unique needs of each homeowner.

A third common source of trouble is that manipulative, high-pressure sales tactics can lead homeowners to accept proposals that do not serve their best interests. Finally, outright deception in the buying process is also widespread, as with job quotes that come with made-up expiration dates or other means of dishonestly influencing purchasing decisions.

The exclusive Guardian process was designed to do away with these stumbling blocks in a direct, fundamental way, thereby offering up a better buy way to buy home improvement. Thanks to strong relationships with a huge range of manufacturers, Guardian gives clients transparent, informed access to the whole range of available options.

Building on a thorough, on-site inspection that accounts specifically for common sources of trouble like attic-related issues, building envelope issues, venting issues, etc. the company also develops a detailed, strategic, needs-informed proposal for every **Milwaukee siding**, roofing, or window replacement job. Being educated about each situation and the available options, Guardian clients benefit from the kind of home improvement work that has led the area in satisfaction rates for several years. Those interested can learn more about the unique Guardian approach at the company's website and are invited to submit questions using the contact information found there.

About Guardian Exteriors, Inc.:

For over twenty years, the people at Guardian has been raising roofing, siding, and door and window replacement standards throughout the Milwaukee metro area. Guardian does away with the frustrations, deception, and sales pressure that are otherwise so common, giving homeowners a better way to buy home improvements.

For more information about us, please visit <http://guardianexts.com/>

Contact Info:

Name: Joe Martis

Organization: Guardian, Inc.

Phone: (414) 226-5619

Source: <http://marketersmedia.com/guardian-shows-milwaukee-homeowners-a-better-way-to-buy-home-improvements/117576>

Release ID: 117576

Related Stocks:



AMPCO-PITTSBURGH



George Weston Limited



Stock Market XML and JSON Data API provided by FinancialContent Services, Inc.  
Nasdaq quotes delayed at least 15 minutes, all others at least 20 minutes.  
Markets are closed on certain holidays. Stock Market Holiday List  
By accessing this page, you agree to the following  
Privacy Policy and Terms and Conditions.  
Press Release Service provided by PRConnect.  
Stock quotes supplied by Six Financial



## NATIONAL BUSINESS VIDEO

Help protect your home with AT&T Digital Life.

Smart Security Package equipment \$29.99\*

\*Ltd. avail. in select mkt. 2-yr. Smart Security agmt. w/ monthly svc charges req'd. AT&T Cert. Like New equip. provided. Early termination (up to \$640) and other fees, chgs and restr's apply. Data charges may apply for app download and usage. Click Learn more for complete details, incl. license info.

Learn more

More videos:



## FROM THE AP

National business coverage from the Associated Press

- Fed leaves rates unchanged; no hint on timing of next hike
- The Latest: US Federal Reserve officials see more gradual path for rate hikes in next 2 years
- A Swiss newspaper is reporting that a computer specialist for the Mossack Fonseca law firm has been taken into custody by Geneva authorities in connection with a probe of the Panama Papers leak
- US industrial production down 0.4 percent in May as auto plants slashed output
- US stocks are rising after a four-day losing streak
- Apple and Android smartwatches are getting better as their makers sand off the rough edges that have frustrated many early adopters

20% off appliance repair (with coupon)

sears HOME SERVICES

Schedule a repair or call 888.487.8705

advertisement







LifeLock

PROTECT NOW

LifeLock is ready to help

offers have been modified for demonstration purposes

## Connect with us

-  Facebook
-  Twitter
-  Google Plus
-  YouTube
-  RSS
-  Mobile apps
- Newsletters
- Today's paper
- Subscribe
- Archives
- Historical archives

## Contact us

- Phone numbers
- Manage account
- Paid death notices
- Back copies
- Digital access FAQ
- Classifieds
- Display ads

## About us

### JOURNAL SENTINEL

- Job Openings

## Partners

