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Homeowners Approve of Consumer-Friendly Home Improvement Buying Process

Straying from the negative industry norm proves valuable to homeowners



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Satisfaction with conventional home improvement providers has hit an all-time low according to the latest consumer surveys and reports released by the residential construction industry earlier this year. While this trend has been building for some time, one Milwaukee-based home improvement company set out to change the industry early on. Based on current homeowner response, Guardian, Inc.-- a local roofing, siding, and replacement windows company is succeeding in its mission to break from the outdated industry norms.

In an industry wrought with issues and far-reaching complaints from homeowners, Guardian, Inc. is exceeding clients' expectations on a number of levels. Guardian is a top-rated Milwaukee home improvement company, maintaining consumer ratings of 4.9 stars out of 5 on Google; 4.7 out of 5 stars on QualitySmith; and 5 out of 5 stars on Facebook.

Past clients are making bold statements about the company, one of whom has described Guardian as "not your typical contractor." One Google five-star review notes, "Guardian provided me with excellent guidance regarding some roofing and siding issues I was having. Their knowledge and workmanship are top notch." Another states, "Guardian showed honesty, integrity, respect, professionalism, compassion, and great care."

In an effort to combat conventional issues throughout the home improvement industry, such as high-pressure sales tactics and failure to properly resolve homeowner issues, Guardian, Inc. has developed its signature "Better Buying Process". This process is first and foremost customer-focused. Guardian, Inc. General Manager, Joe Martis, points out that Guardian is dedicated to educating homeowners on the available options and offering guidance in order to foster more informed purchasing decisions. With professionalism and transparency as top priorities, the company likewise provides a wide range of product lines while offering detailed breakdowns regarding the benefits of each as they apply to the home improvement project at hand.

Since Guardian carries products from all of the major manufacturers, there is no selling involved--it's simply a discussion about which product combinations will meet the homeowner's needs and budget. Other companies typically only carry 1-3 manufacturers' products, which is why they use high-pressure sales tactics on homeowners. Additionally, the limited options are often the reasons why problems reoccur. Companies can't use the most effective solution for a homeowner if they don't carry those products. Guardian has eliminated those problems.

Lofty ratings, positive reviews, consistent referrals and long-running relationships with clients appear to be affirmations of the company's efforts to combat the issues plaguing the home improvement industry thus far. Further details regarding Guardian, Inc. as well as its "Better Buying Process" can be found at <http://guardianexts.com>.

About Guardian, Inc.:

Guardian is a building envelope consulting and full service turn-key construction firm with clients throughout South Eastern Wisconsin. Guardian specializes in building technology consulting and turn-key construction services for all types of buildings both residential and commercial. Their focus is on preventing and resolving problems related to building design, specifications, and construction.

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