

PREMIER HOME & DESIGN SPECIALISTS OF SILICON VALLEY

BROTHERS HOME IMPROVEMENT A LABOR OF LOVE, PASSION AND FAMILY

EBL: What is Brothers Home Improvement?

Brothers Home Improvement: Brothers Home Improvement was incorporated in 1994. We are very proud to be celebrating more than 20 years in the window replacement business. Before then, one of the two original brothers brought in more than ten years of window installation experience and the other the business expertise. Coming from a close large family, both shared the dream of working with their siblings. Today each one of the nine brothers and sisters runs a different department and is involved in the day-to-day operations. At Brothers, we specialize in offering and installing a variety of window replacements from good quality manufacturers. With the mutual goals, eyes, and ears of the family members, we have evolved into a family business large enough to command the purchasing power necessary for competitive pricing, but not too large where we might lose sight of our customers.

EBL: What do your customers, and you, love most about what you do?

Brothers Home Improvement: Our customers love that we bring our showroom to them with our no-pressure in-home sales estimates. They love that we focus on educating our customers so they become well-informed consumers and minimize the potential confusion that often comes with window quotes. They often seem surprised to find a business, in this day and age, whose focus is to truly take care of people with the emphasis on our good name. Our hard work and caring ways have culminated in a tremendously high referral rate as our customers share their experiences with neighbors, friends and family. We are very proud that our ratings, customer reviews, and record reflect how we run the business. Our happy customers, in fact, make Brothers a great place to come to work at every morning.

EBL: What's so special about Brothers Home Improvement? What sets you apart?

Brothers Home Improvement: Being a part of such a large family business is pretty unique and, through the years, the nine brothers and sisters have been joined by sons, daughters, nephews, nieces, cousins, and close trusted friends. When new employees join us, the excitement and hospitality of our family culture quickly becomes an



integral part of their day-to-day business practices. Secondly, from the onset, with longevity in mind, we structured our business for high volumes with low margins resulting in wins for our customers and for us. With so much family looking out for the business, managing the higher volumes became a no-brainer. Key to this goal was specialization; hence our commitment to window replacements rather than taking on different ventures. This goes hand-in-hand with having all our own employees rather than having subcontractors do the work for us. We know our customers will receive true TLC when all personnel entering their homes work for us, answer directly to us, are trained by us, and are insured by us. They are a part of our family business and this is in proud display when working with our customers.



Your Window Replacement Company

Energy Efficient • Noise Resistant • No Stucco Damage

Celebrating More Than 20 Years!
Over 50,000 Satisfied Customers

- Quality Craftsmanship
- No Subcontractors
- Lifetime Warranties
- No High Pressure Sales
- InstallationMasters™ Certified Installers
- AAMA & Lead Certified
- Free Estimates



Experience a True Family Business

Owned & Operated by Nine Brothers & Sisters
Always Striving for your Complete Satisfaction

BROTHERS
HOME IMPROVEMENT
WINDOWS & DOORS

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