

WINNER BEST: **DOORS & WINDOW STORE**

BROTHERS HOME IMPROVEMENT INC.



Brothers Home Improvement came into the American business world as an idea belonging to two siblings; and now that the company has two decades of ongoing success it's keeping its family factor as strong as ever. Fusing those family priorities into business paid off for Brothers with a 2016 Best of the Best win for being top provider of windows and doors.

Brothers Home Improvement was started in 1996 by brothers Gene and Ralph Cavanna. It opened its Roseville location just two years later. According to Brothers employee Rocio Korver, the overall family dynamic has only grown since then.

"The heart and soul of our business is driven by the strong passion and mutual goals of all nine brothers and sisters who manage Brothers," Korver noted. "Our strong family values and convictions, along with our industry spe-

cialization, have helped Brothers thrive and grow into the reputable window and door company it is today."

He added that Brothers is still a true family business in real time, observing, "There are a lot of family businesses out there, but few who have nine siblings actively running the day-to-day operations."

Brothers Home Improvement has grown its reputation by offering competitive pricing, quality installation, in-depth information for customers and an ongoing commitment to customer satisfaction. Mastering those elements of the business has kept Brothers getting return customers and a stream of referrals, which Korver says equals a saving that can be passed directly onto customers.

"Referrals and returning customers continue to help us reach the volume levels we do without having to spend huge sums on advertising, which in turn

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would make our pricing less competitive," Korver explained. "It's in our best interest to keep our customers happy. Our employees understand how important this is to us and our family business."

The same phenomenon has also helped Brothers Home Improvement avoid high-pressure sales techniques, instead relying on employee knowledge and a solid reputation to do most of the selling.

"We believe in educating the consumer well so they can make good, sound choices for their homes," Korver said. "When our customers are happy and satisfied, our business thrives."

