

Jimmy Russell
Sideco
15102 Cedar Heights Road
North Little Rock, AR 72118-1290

Jimmy,

February 3, 2014

You finished my siding project today. I don't know any way to approach this letter except to be totally honest, it wouldn't hold any meaning to either of us if it weren't. So, let me begin by saying that I didn't want your siding. I didn't want anyone's siding. I wanted the money to remain in the bank for my wife to use after I'm gone.

The twelve year old paint on my house looked pretty good. The only serious problems I had were along the kitchen wall in the back of my home. The bottom row of siding was rotting, torn or missing from the years of water splashing from my deck. The sill boards on that wall were crumbling because of the water and a few termites. My deck, after 35 years, was about to fall in and had to be replaced but I had arranged for a friend to build a new deck for me when he had the time.

My wife, however, was determined to have new siding and had called all of the major siding companies in the area, including yours. When she showed me the estimates, I was simply stunned. There was a significant difference in the amount of the lowest and highest bids, and even the lowest was a lot of money. Your bid, by the way, was the highest we received. My exact words were, "are they crazy?" In all fairness, I hadn't read any of the estimates; I just looked at the bottom price, after all, siding is siding.

A few days later, my wife called me out to the deck, she had called you to come back and explain to her again what needed to be done with the damaged area. You told us that the sills were the very support of that entire wall of our house and had to be replaced (obvious). The wood was rotten around the windows and the door and had to be replaced (again obvious). This work was already included in your estimate (not obvious). You then told us that it was quite possible that more damage would be revealed when the siding was removed (I had been waiting for the gotcha moment). I was stunned when you told me it was your policy to perform that work for the cost of materials and labor only since overhead and profits were already included in the main job. This was my very first clue that you were a different kind of company. My second big moment came when I sought to confirm that you would be removing the siding from the entire damaged wall to check the condition and you informed me that the old siding would be removed from the entire house. You briefly explained the entire process including the moisture barrier. This was a completely different process than what I was expecting. I had no idea it was this complex

and involved. You directed us to a project you were currently working on only a few blocks away and we were able to see exactly what was being done.

I then reviewed all of the estimates again; however, this time the Sideco bid was the standard by which I measured all of the others. It was the bid for doing the job in the best possible way and the others would be some percentage of that.

Since I had not spoken with the representatives of the other companies, I picked the company I trusted most (their pricing was in the middle and I really liked their TV ads) and called them to find out how they would be fixing the damage to my home. Their salesman proudly explained that their vinyl siding was simply attached on top of my existing siding and with their installation skills, they could cover that damage so no one would be able to tell it was there. The foundational support in my home was crumbling and their solution was to cover it and pretend it wasn't there?

I threw out all of the estimates except Sideco. I decided that I might not do anything at all, but I was certainly not going to spend a lot of money to do it wrong.

I spent a few days and compiled a list of questions, concerns and desires and then asked you to return again. This time you brought one of your project managers, Anthony, with you. The two of you answered every question I had. They weren't the biggest issues in the world, but they were things that were important to us.

Q: "We've never had any electrical outlets on the entire outside wall in our kitchen. Since the siding will all be removed, can they be installed?"

A: "No problem. Our electrician can handle that in minutes, and he can also give you an outlet outside for use on your deck."

Q: "Can we put up a new security light over the deck so I can see to cook on my grill after dark?"

A: "No problem. We will replace the two existing lights with new, matching lights".

Q: "We have replaced the other windows in our home except in the kitchen bay. Can you replace those while you're working on that wall anyway?"

A: "No problem. Now is the time to do it, and it will all look brand new and beautiful"

Q: "Our garage door was stained by Halloween eggs; can you repaint it to match the siding?"

A: "No problem."

Q: "You're replacing the door to my office; can you install the doggie door in the new one?"

A: "No problem"

Q: "You generously offered to remove the old deck at no additional charge since you need full access to repair the wall. Can you build me a new deck?"

A: "No problem. We have people that are highly skilled in building decks and we'll do it for the cost of materials and labor. We want you to be happy."

Q: "When the siding is removed, if we discover that there isn't enough insulation in the walls, can more be added?"

A: "No problem. In fact, this is the perfect time as it will cost very little extra."

Everything I thought was a problem, wasn't. You had a solution for everything on my list. All of my remodeling needs were being met from only one source. The final, deciding moment involved the deck, not the siding. I asked you for a ballpark figure on the cost of completing the deck. You thought just a moment and gave me a firm price for the deck. You said you would build my deck to my satisfaction. Where ever I wanted steps, you'd build them, if I wanted a big bench or several smaller ones you'd take care of it. If I wanted some planter boxes built it wouldn't be a problem. It was impressive that you trusted me not to be unrealistic in my demands. What was most remarkable was that the real concern was my total satisfaction and that you weren't going to nickel and dime me to death.

The moment of truth had finally arrived. My wife and I had to sit down and reach some decision. It seemed to all boil down to trust. Did we really believe that Sideco would fulfill all of their promises? Did we really believe that it was the very best product for our home? Did we really believe that this represented the best value? We agreed that we believed what we had been told. We believed you and we believed that Anthony was not only being honest with us, but that he possessed the skills to actually do the work. We agreed that our contract would specify that Anthony be our project manager. We called you to request that you come by, once again, to finalize the arrangements.

We decided on our colors and looked over the work order which specified the work and the total costs. You explained the timeline and gave us an estimate of our start date. You explained exactly what would be happening and gave us the payment schedule which was 1/3 due on date of order, 1/3 due at the start of the work and the remaining 1/3 at completion. I expressed some concern about the timing of the second installment, as that would mean that I had paid 2/3 of the complete price before the first nail was hammered. It wasn't as much a lack of trust as it was my concept of a sound business decision on my part. You smiled and told me to make that payment only when I felt comfortable. If I had

any doubts, they were instantly resolved. I felt totally confident that we had made the correct choice.

Our project was scheduled to begin on a Friday morning. On Thursday afternoon some workers arrived with a dumpster and storage trailer. Anthony re-introduced himself and gave us his card with his cell number and reviewed our project with us and answered any questions. He told us they were going to try and get a few things done that afternoon. Shortly after, the sound of hammers started. I can't tell you how shocked I was when the hammers fell silent an hour and a half later and I looked out and discovered that the deck was completely gone. It had been dismantled and all of the old boards were already in the dumpster. I had expected that to take a full day or more. It was our first glimpse at the work ethic of your crew and it was proven again each and every day they were here. Two hours into Friday, our first official day, our project was well on its way. When you arrived to check on progress, I told you I was ready to make the second installment. I was totally confident in the work being done.

I took notes every day and I could tell you about a thousand details, but I'm going to limit this to a few of the more important aspects of my project.

First and foremost was your crew. At 8:00 each day, they weren't getting ready to start; they were already at full speed. Each member of the 10 man team knew exactly what to do and things progressed at an amazing pace. Except for the time they were gone for lunch, they were busy. They treated each other with respect and were completely professional. If I owned a company, any company, I would want each of them working for me.

I could write a book extolling the virtues of Anthony. He was the single most important aspect of our project (yes, Mr. Russell, even more important than you!). There was nothing he couldn't accomplish. I quickly learned that if I mentioned something to Anthony, I never had to worry about it again.

We took our dog out on a leash while the workers were present because the gates had to be open for them to work. I realized, on the first day, that with the deck gone, my dog could no longer go in and out through her doggie door on her own in the evening and night. I mentioned it to Anthony and was told not to worry about it. I forgot about it until they were already gone and I checked outside my back door. Anthony had built a simple ramp for my dog. The ramp was put in place every day, without fail, before they went to lunch or left for the day. Because my dog was important to me, it became important to him. One evening, about 45 minutes after the crew had left, Anthony's truck pulled up in front of the house. My wife went out to see if there was a problem. Anthony couldn't remember closing the side gate and wanted to be sure it was secure (it was). There is no amount of money that can purchase true concern.

On the third day, Richard arrived to build the deck. My first thoughts were that Richard is a bit different. Very soon that term changed to unique. Even my untrained eye could detect that the support structure he built was a masterpiece of precision. Every joint, every segment was exactly the same. I could already tell that this was not going to be the low end, pieced together deck I was expecting. Richard asked us about the specifics we had in mind for our deck: rails, steps, benches etc. He returned a few hours later to discuss a few ideas he had developed. Of course his ideas were far better! It was at this time that I fully realized why he was so unique. He was truly excited. He was really enjoying building and designing my deck; he couldn't wait for me to see what he was going to produce.

My finished deck is a masterpiece. True, it will never grace the pages of Southern Living, but those decks cost more than my house. I can honestly say that it is the nicest 'real world' deck I have ever seen. I have built in benches that curve around the corner, multiple steps to the ground, planter boxes and a small, portable bench to place near my grill and a custom small table next to the grill. The floor of the deck was angled and mitered to create an interesting and high end pattern. This was not the 'average' deck I was expecting, and quite frankly, that I had paid for. The quality of my deck matches the quality of the rest of my project.

My home is beautiful. Front, back, sides; from any angle, my home is beautiful. Even more important, my home is now structurally sound. I know there are no problems lurking beneath the pretty exterior. I even have additional insulation. I am beyond thrilled.

The siding, windows, doors, gutters, security lighting, deck and trim are all wonderful. However, the real value and worth of this project is that I am now secure in the knowledge that my wife will never have to worry with these things again. She is going to be able to enjoy her home and take comfort in the fact that Sideco will be there if she ever has a problem.

Finally, Mr. Russell, for the great experience, for the honesty and integrity you have shown, for the beauty and quality of my home and deck, and most of all for the peace of mind you have provided us, we sincerely thank you.

Mitchell & Carolyn Davis

Sherwood, Arkansas

February, 2014

