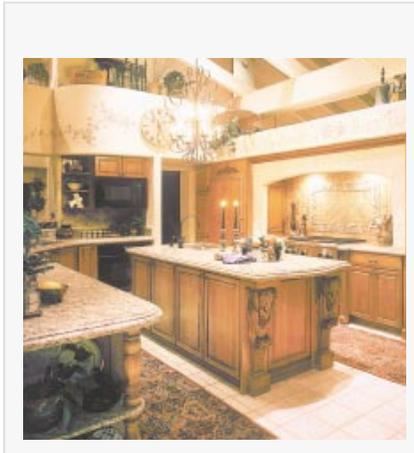
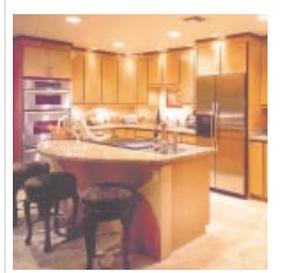


# THE ARIZONA REPUBLIC

*Republic West Home Improvement's philosophy emphasizes a stress-free remodeling experience*

special advertising feature



## Republic West puts the customer first

By Diane McIntyre

Remodeling your home can be stressful. In fact, a recent survey ranked it second, even ahead of divorce, on a list of stressful life events.

But customers are raving about Republic West, a local company with a finely honed business model that takes the stress out of kitchen and bath remodeling, cabinet refacing and energy-efficient window and door replacement:

• "I want to thank the entire staff at Republic West for a beautiful job on our kitchen refacing and countertop installation. Every aspect of the job was as perfect as we could have expected, and most importantly, it was completed on time

and as promised."

—Dave and Judy W.

• "Your entire remodeling team—from the design specialist to the subcontractors—treated us with the utmost respect. We ended up with a master bathroom and kitchen that we grow more in love with each day. In our opinion, you are a first-class organization, and we



would gladly do business with you again."

—Aaron and Rosemary J.

### The Big Three

"We want to treat our customers like we'd want to be treated," says Linda Zimmerman, who owns the company with childhood friend Jim Weisman.

"We structured our company so that almost everyone who works on a home works for Republic West. The 60 people who work here carry our mission and vision statement with them.

"We have three intentions that we call The Big Three: 1) To come in on budget, 2) To come in on time

with the project, and 3) To make it a stress-free experience for the customer," Zimmerman says.

"The customer is foremost on our minds, and the quality of our products and installation are a given. That's why we say in our advertising: 'That's what we had in mind.'"

### Business Ethics Award

Republic West has had such success with the way it treats its customers that the company won the Better Business Bureau Business Ethics Award in 2003. "We're very proud of that award," says Weisman. "It tells us that we're treating our customers honorably. We build our business on the idea that if the customer has a good experience with us, they'll tell the world. Thirty five percent of our

business is built on referrals and previous customers; this is much higher than the rest of the industry.

From demo to dinner party, the average kitchen takes us five weeks because we manage each project every step of the way," Weisman says.

Do yourself a favor—call Republic West when you remodel your kitchen or bath, reface your cabinets or replace windows and doors. It will be an experience like no other.

*Now that's what you had in mind.*

Bonded. Insured.  
Lic#120619

Republic West Offices and showroom at  
8101 E. McDowell Road, Scottsdale (480) 481-9595  
www.republicwest.com

