

Remodeling

hanley wood

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50 Big50

Erik Anderson and
Tracy Moore of
Anderson-Moore
Builders join the
Big50 Class of
2006—page 85

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PICKELL, LISA/REMODELING GROUP MANAGE
ORREN PICKELL DESIGNERS & BU
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200 TRI STATE INTL
LINCOLNSHI, IL 60069-4421



Breaking Through

When success pushes a company to grow,
it can be a challenge—page 154

Career Track

Enabling field personnel to realize their potential
will help your company succeed—page 160

50 **Big50** Movers & Shakers



Orren and Lisa Pickell
Orren Pickell Remodeling
Group
 Lincolnshire, Ill.

Design/build residential and commercial remodeling
 29 years in business
 2005 volume: \$8.4 million
 Staff: 4 office, 8 field

Orren Pickell Remodeling Group is one of seven separate LLCs that make up Orren Pickell Designers & Builders, a \$60 million business serving northern Illinois, Wisconsin, and Michigan. This business model works well, with the companies supporting and sharing with one another in different ways.

The remodeling group, begun 12 years ago, benefited from owner Orren Pickell's previous 20 years of home building experience. Systems were in place right from the start. Overseen by Lisa Pickell, Orren's daughter, the Remodeling Group has spawned a separate division of the Maintenance Group and developed "Remodel Lite," a method of streamlining the remodeling program for projects costing less than \$75,000. Later this year, the company will open a retail space in Northfield, Ill.

Despite its size, Lisa Pickell says the company still feels like a small family business. And employees are encouraged to expand their knowledge: "We'll give you the land and fertilizer and you can make your lawn as green as you want it to be." —S.F.



Lance Schepps, Larry Prell,
and Ken Jenkins
HomeWorks
 San Rafael, Calif.

Cabinet re-facing and replacement windows
 20 years in business
 2005 volume: \$48.3 million
 Staff: 175 office, 125 field

Staff turnover is one of the largest problems in the industry, perhaps worse for bigger companies. But Lance Schepps (left), the senior vice president whose main focus is HomeWorks' window business, says that of the 300 people who are either employed by the company or are independent contractors working exclusively with HomeWorks, nearly a third of them have been with the company for at least 10 years. "We believe in long tenureship," Schepps says.

And the way to achieve this, Schepps believes, is "to run a program that's conducive to tenureship." HomeWorks keeps its employees happy with health insurance, a 401(k), and vacation, but the most important component to maintaining the low level of turnover is providing opportunities for growth within the company. This is one area where the company's size works to its advantage.

HomeWorks recently opened a sales facility for its 50 salespeople (divided evenly between the kitchen and window divisions). The company's seven-building campus also includes a call center and a small manufacturing plant. —H.A.