



Eric Pickell Tapped to Lead Remodel Lite Division of Orren Pickell Building Group



Posted By Winger Marketing, Community Contributor
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Northfield-based Orren Pickell Building Group has appointed Eric Pickell to lead the firm's Remodel Lite Division. "We're thrilled to have Eric at the helm of this growing division of the company," says Orren Pickell, president and CEO of his namesake firm. "We're confident that with his extensive knowledge of sales and construction Eric will help our clients navigate every step throughout the remodeling process."

Eric's role will be to help grow the division and oversee all remodeling projects from start to finish. "Along with our expert team, we'll be implementing the same high quality of standards that has made Orren Pickell Building Group the preeminent luxury custom home builder in Illinois, Wisconsin, and Michigan," says Eric Pickell, the youngest son of Orren Pickell.

With the economy improving, more and more homeowners are poised to launch big and small remodeling projects, some of which have been put on hold for a few years. "We're seeing a real uptick in remodeling, whether it's for an updated powder room, a dream kitchen, or an extensive two-story addition," says Pickell, a graduate of Purdue College. "That combined with our team of outstanding subcontractors and vendors makes 2014 a good year for homeowners to launch a renovation project."

Prior to joining the Orren Pickell Building Group, Eric Pickell served as an AmeriCorps Construction Leader for the Sussex County Habitat For Humanity (Georgetown, DE) and then became regional sales representative at Papa Charlie's Italian Style Beef Co.

ABOUT: With more than three decades of homebuilding experience, Orren Pickell continues to lead the industry in design, innovation and unparalleled customer service. Orren Pickell Building Group's custom homes, extraordinary remodels and unrivaled reputation are echoed by the hundreds of awards they have received.. Capabilities extend to all facets of design and building, including Architectural Design, Custom Home Building, Remodeling, Vacation Homes, Home Maintenance, and CabinetWerks. For more information, please call 847-572-5200 or visit pickellbuilders.com.

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