

# Window & Door<sup>®</sup>

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## DEALERS OF THE YEAR

Honoring the Industry's Finest

3<sup>rd</sup> Annual  
Supply Chain Study:  
Building Product  
Dealers

## Leadership in the Homeowner Market

### Republic West Lives and Breathes Its Vision

It's one thing to have a mission and vision. It's another to live and breathe all they embody. That's what sets Republic West Inc. apart.

The Scottsdale, AZ-based company has served the remodeling and replacement markets with consistent and superior customer service for more than 10 years. Partners Jim Weisman and Linda Zimmerman literally started the business around the kitchen table, with one employee and a fierce desire to change the way home improvement companies are viewed and the experience customers received. After finding a niche—specializing in the sale and installation of energy-efficient windows and doors to meet the challenging weather conditions of the Phoenix metropolitan area—they built a small showroom and finished their first year with less than \$1 million in revenue. This year they expect to log \$11 million on the books in installed sales revenue.

In addition to window and door replacement, Republic West also offers complete kitchen remodeling and kitchen cabinet refacing. Design, sales and installation of replacement windows account for approximately half of the company's annual revenues.

From the beginning, Weisman and Zimmerman intended to rid the homeowners of the feeling that a “project nightmare” is part of the normal process when the customer engages a home remodeling firm. Zimmerman says, “We felt that to put the customer through those levels of insanity and adversity was unnecessary. They are not looking for low-cost craziness, they want to be able to trust the company. The entire process from the initial call to the sales meeting to the installation and



Republic West instills its employees with both a high sense of professionalism and great respect for its customers.

follow up is not high pressure and the project is executed properly and on time, every time.”

#### VISION & CULTURE

“Remodeling the Home Improvement Experience” is the slogan Republic West abides by. Their mission: “To ensure that our customer’s dreams, desires, and expectations for their home improvement remodeling project come true, on time, on budget, and stress free.” Their vision: “Republic West is a company that stands for quality, honesty, and the best value. Our vision, in an industry often lacking ethics and reliability, is to deliver the best home improvement experience possible, before, during, and after the home remodeling project.”

Judging by the stack of compliments and thank you notes, the two entrepreneurs continue to meet and even exceed the high expectations they set for their company, their employees, and the industry.

“Having a vision and mission is great, but you have to create the environment for it to succeed as well,” explains Weisman. “Republic West’s success is based on our vision of how we think the company should operate, how we interact with the customer, and how we feel they should be treated. Our employees see this and they act the same way as well, following through on every aspect. Visions are hard to come by, but the ability to execute them successfully is even more difficult. Providing customer service before, during and after the sale is our vision, and we’re quite successful at that,” he says with obvious pride. Weisman concludes, “Close to 45 percent of



Partners Jim Weisman and Linda Zimmerman have built a business based on good service and treating customers fairly and ethically.



## Overall Excellence

our business revenues are referrals from previous customers who keep coming back to us. This is unheard of in the remodeling industry.”

“We’ve created a culture and business environment that our employees want to be a part of,” adds Zimmerman.

Republic Windows & Doors, based in Chicago, is a major supplier to Republic West. And, when Weisman and Zimmerman had the idea of moving their business to Arizona, Richard Gilman, executive vice president of Republic Windows & Doors, had no problem with them using the name Republic West, says Amy Zimmerman, vice president of marketing. “It was a leap of faith on the part of our owners here, but they knew the company would embody only the best,” she says. “There are so many reasons Republic West is a great company. Their mission statement is not just words on paper; those are words to live by. That sets the company apart from the beginning.”

Zimmerman (no relationship to Republic West’s owner) notes that from day one the owners of Republic West set their minds on building a business based on customer service. “When occasional issues come up, Jim Weisman handles them personally. He and Linda are always involved with the customer. Their interest in customer service is on a personal level.”

**“We’ve created a culture and business environment that our employees want to be part of.”**

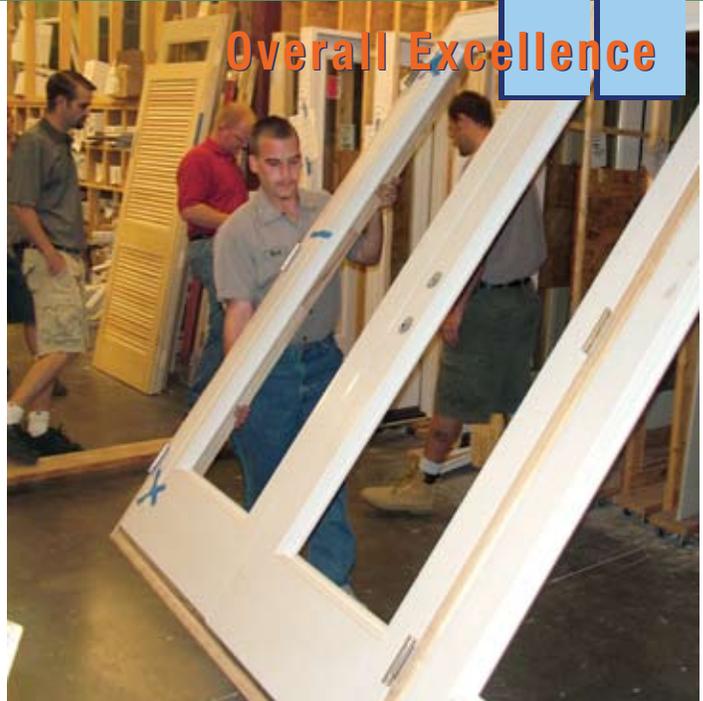
—Linda Zimmerman

### OPERATIONS DRIVEN

Republic West is an operationally driven company that uses various disciplines, processes, and procedures to ensure it can deliver what is promised and is careful to only promise what it can control. The company has some 70 employees, 80 percent of whom are in the operations side of the business; subcontractors have no place in the operation of this company.

Each new employee at Republic West is made aware of the culture through the Culture Committee. The company enforces the philosophy through the MVP program. MVP stands for Mission, Vision, and Principles. The program includes, for example, thank you notes employees can send to anyone in the company, to recognize hard work or a job well done. In addition, a quarterly internal newsletter reinforces the message of providing top-notch customer service. Monthly management meetings, employee recognition dinners, and other programs reaffirm the company’s culture-driven philosophy.

“When you grow a company like ours, where culture is critical, our mission is to act as a coach to our team,” Linda Zimmerman explains. “All the things we’ve done, it’s who we are morally. It makes economic sense to conduct our business this way. With some 45 percent referrals, we’ve created new customers



Republic West uses a number of disciplines and procedures to ensure that it can deliver what it promised.

with basically zero costs.”

Republic West lives by “T.O.P. Assurance” with the initials standing for Thorough Operational Process. T.O.P. Assurance is an integrated three-phase, traceable process designed to create operations synergy before, during, and after the home improvement project. Combining this business model with its philosophy of ethics and honesty yields great success for Republic West and the communities it serves.

The company’s growing sales may be one sign of success, but there is even more public proof that the company has all of the right moves. Republic West was honored in 2003 with the Better Business Bureau’s Ethics Award, the only home improvement company from that region of the state to win. The company was also recently named one of Arizona’s “Coolest” companies by a regional business publication.

But, most importantly, Republic West’s success in fulfilling its vision and mission can best be seen in the praise of homeowners. A small sampling of the mountain of thank you notes to the company speaks volumes.

“Sorry I was not able to enjoy the wonderful crew of professional installers. I was told by my employees and family that they were great.”

“Hats off for a job well done—we want to thank you for having such wonderful people working for you. It is very rare to find.”

“I just wanted to drop you a note to say thank you. The windows are just fantastic. All the windows are great and the installation quality as well but I especially loved the new bay window—it changes the whole house! Your crew restored my faith in home improvement contractors.”