

Local remodeler builds national recognition

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Mukwonago - In 2004, Mukwonago Remodeling was asked to make over a kitchen for ABC's "The View." Now, four years later, it has been listed among the top 500 home remodelers in the nation.

Bob Riemev of Mukwonago Remodeling started his business 18 years ago as a small but quality-driven company. Now, business is booming. Although the weakening economy has changed some aspects of his business, Riemev said they are still growing.

"We've been growing about 15 to 20 percent a year for the past five years," said Riemev.

In a given year, Mukwonago Remodeling usually completes numerous jobs in the \$100,000 plus range per contract. This year, however, it has had only a couple of such major projects.

"But we're making up with it with the smaller jobs," said Riemev.

This year, most of the remodeling projects involve

bathrooms and kitchens. Riemev said that even though those jobs bring in less money, the volume of smaller jobs they've had makes up for the loss of some of those larger projects.

The local business is growing so much, in fact, that it has become the area's largest remodeler of basements and has even created a separate division, Extreme Basements, which is overseen by Bob's son, Scott Riemev. They intend to break ground on an office showroom that will include an entire lower-level basement showroom, the only one of its kind in the state.

Among the best

Riemev said that the company's key to success is keeping projects in house.

"We do very little subcontracting, which allows us to be more efficient, keep quality control under wrap and be a little more competitive, without all the mark-ups," he said.

It has a complete in-house design staff and designs the majority of the projects it works on. The company also

has its own shop, and a lot of specialty woodwork is done in-house.

"If someone wants built-in cabinets, basement bars or kitchenettes, for example, we build all of our own cabinetry," said Riemev.

Mukwonago Remodeling services mostly the southwestern area of Milwaukee, up to Oconomowoc and on down as far east as Franklin, Waukesha, Brookfield, Elm Grove, Mukwonago and East Troy.

Although the company services Wisconsin, it has been recognized by Qualified Remodeler magazine as one of the top 500 home remodelers in the country. According to the magazine, the remodelers listed were all optimistic about business, despite the current economic situation. In 2007, the company's gross volume was \$2,291,709 and the projected volume for 2008 is \$2.8 million, according to the magazine's listing.

Future of business

Riemev explained that Mukwonago Remodeling is a niche company.

"We found our niche years ago," he explained. "People were looking for more space in their basements and wanted to add specialty rooms to their houses."

The company has completed many of what Riemev calls "man rooms": rooms where men can have their big-screen televisions or workshops and bars in their basements. This trend is extending to the exterior of the house, said Riemev.

The company has recently



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TOP REMODELER - Mukwonago Remodeling was listed among the nation's top 500 remodelers in Qualified Remodeler magazine.

worked on a number of specialty garages, where men can stack their cars, display their bike collections or house their workshops.

"The garage man cave is the latest trend right now, and it fits in well with our design department, since we've already

done a lot of specialty design work on basements. Our next division might just be a specialty garage division," Riemev said.

To learn more about Mukwonago Remodeling, visit www.mukwonagoremodeling.com.