



ROOFING • WINDOWS • DOORS • SIDING • GUTTERS

About Us

Nu Look Home Design is a home improvement sales and marketing organization specializing in residential exterior remodeling, which includes roofing, vinyl siding, replacement windows, entry doors and gutters. The company was founded by two entrepreneurs in 2003 as a home-based business which experienced steady growth over the next four years, opening two sales offices in Maryland and topping \$4 million in gross revenues for 2008. The financial crisis that struck toward the end of 2008 and devastated the economy forced the business owners to make very difficult decisions and rethink the expansion model that seemed to be working well. They had to lean out the staff and close one office, bringing everyone under one roof to hunker down and weather the storm. This humbling experience would prove to be key to the company's evolution in the years to come.

The past events remained fresh in the minds of the company's founders for quite a while. They acquired the mindset that money would only be spent if returns were realized immediately. Although the thought of expanding was apprehensive to say the least, it was agreed that when the time came, it would occur in an entirely new marketplace and the strategy would have to be refined to support the endeavor.

In the Summer of 2012, the decision was made that the time was right for the company to spread its wings once again and a new office was opened in Fairfax, VA. Success was almost immediate and after just under 18 months, gross annual revenues came in at just above \$10 million. The new and improved expansion model was replicated in 2014, only this time the new territory chosen pointed North to Cherry Hill, NJ to target the Philadelphia Metro area. That year was one for record growth which resulted in \$18 million in revenues which was followed by another healthy annual growth rate of over 35%.

The Nu Look Home Design family has grown to over 150 valued members, operating in five states and the District. Our core belief is that happy employees translates to happy customers and this mindset is resonated throughout our team, workplace and culture. Thus, the annual revenue growth pattern has continued its pace of the past four years.

Locations

1. Corporate Headquarters – Glen Burnie, MD
2. Recruitment Station – Glen Burnie, MD
3. Baltimore Metro Sales office – Hanover, MD
4. Washington, D.C. Metro Sales Office – Fairfax, VA
5. Philadelphia Metro Sales Office – Cherry Hill, NJ

Departmental Structure

1. Sales
2. Marketing
3. Call Center
4. Production
5. Human Resources (Includes Corporate Training and Recruiting)
6. Production
7. Administrative
8. Officers

800.279.5300 | info@nlhd.com | www.nlhd.com

Corporate Address: 797 Cromwell Park Drive | Suite R | Glen Burnie, MD 21061
Serving MD, VA, NJ, PA, DE and D.C.



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Our Challenge

Our goals in recent years have been largely focused on growth in regards to revenues and market presence. You could say that we grew too fast or that support and infrastructure took a back seat to numbers. Whichever way it is viewed, we have identified the need for a strong foundation and key supporting cast members if we intend to stick with our 5-year plan to become a \$100 million company in that time.

We have recently expanded our leadership team with a CFO, HR Director and Marketing Director which instantaneously increased experience, insight and new ideas derived from various spectrums of the business world. It only took a few brainstorming sessions and SWOT analysis to conclude that internal communication was broken and every department throughout the company experiences the woes quite often.

Emails and phone calls have served their purpose in the past when we were dealing with one or two locations and maybe 50 employees, but we have outgrown that system which left no level of accountability. We currently use a cloud based file sharing platform which serves its purpose of keeping documents uniform and up to date for all, but it does not instruct the user on when, why or how to execute them. Regularly scheduled department head meetings provide some relief but with so many moving pieces, a sudden change may be required that can't wait for a full-blown meeting.

Aggressive growth has surely played a large role in the progression of this challenge but multiple locations and even more operating departments surely lends to the complexity of finding a solution.

Our Goal

We would like to implement an effective internal communication function that will serve as the nucleus of correspondence for the entire company by April 1st. This has been placed at the top of our list of priorities and \$10K has been allocated in our 2017 budget for this project. Efficiency and unity will be big wins for us if we can achieve this goal, while an uptick in morale is usually experienced when such an improvement is made.

Our Vision

When a change is made or a process exists within the company, whether it be large or small, all that are affected will have a full understanding of what, when, where, how, and why.

Closing

I am very excited with the opportunity to participate in The Associate program and I look forward to working with the students of Towson University. I am confident that this will be a great learning experience for all of us and I wish each student the best of luck in being the finalist for the opportunity with SECU.

Best Regards,

A handwritten signature in black ink, appearing to read 'Tom Bury', is written over a light blue horizontal line.

Tom Bury
President
Nu Look Home Design, Inc.