



A NEW HOME AT THE OLD ADDRESS

by Heleigh Bostwick

TWENTY-NINE YEARS AGO, LARRY Judson was just another guy working for a small-time remodeling company in Colorado Springs, Colorado, when a sudden hailstorm hit Casper, Wyoming. He and his brother Lee, who operated a small contracting company in Billings, Montana, saw a golden opportunity and quickly persuaded the younger Judson brother to come help rebuild the community. On August 1, 1978, K-Designers was born.

Above: One of K-Designers' homes after a remodel

Fast-forward nearly three decades.

Larry Judson is still at the helm as President and CEO of K-Designers, but that four-person operation has mushroomed into nearly 1,000 employees in 11 locations and projected sales revenue of \$70 million for 2007—a healthy increase over 2006 sales figures of \$63 million. According to Judson, that \$63 million is nearly 100 times that of his average competitor, who did just \$658,000 in sales last year.

Staying ahead of the competition, keeping abreast of trends in the

marketplace, using top-of-the-line products, and adding new products to the company's existing package lines is the name of the game at K-Designers, a company that completes 550 projects a month at an average price of \$11,500. As Judson proudly states, "With just 40 to 50 big companies in the industry, K-Designers is ranked fifth by Qualified Remodeler magazine."

It's all in a day's work for Judson, whose home base is a brand new 50,000-square-foot office and warehouse combination in Sacramento, California.

"Our sales revenues have increased \$2 to \$8 million almost every year we've been in business, except one," states Judson. "In 1996, we poured the profits back into expanding the business into several new locations in a single year." The gamble paid off and the next year Judson was right back on track. An aggressive expansion plan, combined with a top-notch sales, marketing, and advertising team—most of whom have been with the company for many years—is one reason that K-Designers is able to meet its target of 10 to 12 percent growth

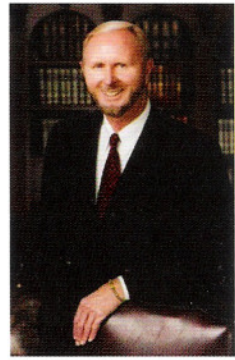
per year. "We operate in 18 states right now and are planning to expand into San Diego this year, then Texas, and in 2009 head east to Florida," says Judson regarding his short-term expansion plans.

"Our unusually consistent growth can be chalked up to consistency in every aspect of the business, from marketing and advertising to training the 158 outside sales representatives and 147 installation crews we have on board," says Judson. "We have a carefully thought out business plan and are always looking ahead to the next year, reinvesting in the company, not only financially but in personnel, too." K-Designers also buys direct from manufacturer and trucks the materials straight to their warehouses, eliminating the middleman. "That way we can invest in top-quality products and pass the savings on to our customers," Judson explains.

K-Designers has seen their marketing and advertising techniques evolve from door-to-door canvassing and a listing in the yellow pages of the telephone directory into direct mail campaigns, telemarketers to add a

Below: Another K-Designers' remodel, before on the left, after on the right





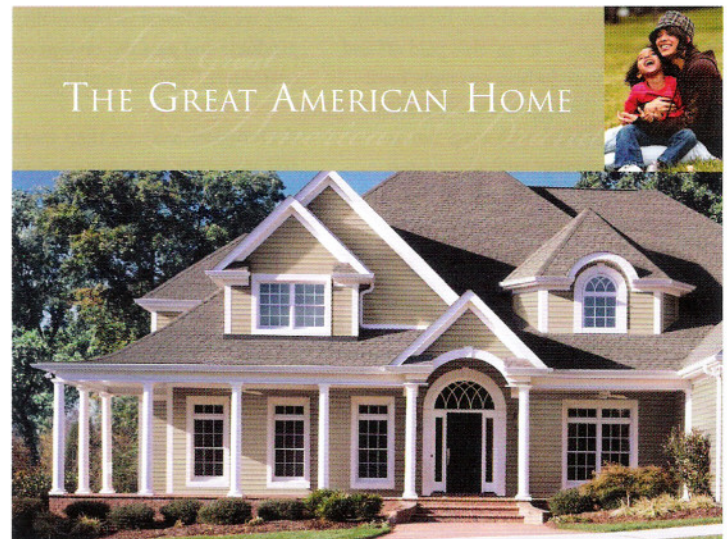
“soft touch”, and Internet technology, which Judson says now accounts for 12 percent of their business referrals. In keeping with their “hands-on” philosophy, K-Designers makes the rounds at local car shows and city and state fairgrounds, has an established presence in K-Mart stores, and is an exhibitor at numerous home shows. Repeat business also plays a big part in their success. “The more product lines, the more repeat business we get,” says Judson wisely.

K-Designers offers financing packages to all their customers as well, which Judson says is another key to its success. “We offer 100 percent financing on every package we offer, and about 74 percent of our clients take advantage of our in-house financing,” says Judson. In fact K-Designers has been so successful at the financing end of remodeling that Judson was recently asked to be Chairman of the Board for the GE Capital Remodeling Advisory Board, a branch of GE Capital that deals with home improvement loans. “Being on the advisory board is a great opportunity to become involved in improving the industry,” says Judson. “We plan to work with legislators to implement better regulations.”

The advertising slogans at K-Designers, “The Difference is in the Design” and a “New Home at the Old Address”, sum up the work they do quite nicely. “It’s not just siding—it’s siding plus custom elements like

replacement windows and special trims around the windows, or entrance details like pilasters and keystones,” explains Judson. And that is why K-Designers has indeed established itself as a giant among remodeling companies. *ABQ*

Above: (left to right) The K-Designers' home office and president, Larry Judson



CONGRATULATIONS

Larry Judson and the K-Designers family
on 29-years of beautiful renovations and
your over 100,000 happy homeowners

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