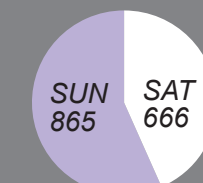




CASTLE BUILDING & REMODELING: A CLOSER LOOK AT WHAT HAPPENED IN 2014

HOME TOUR STATS

SEPT 27-28:
1,531
TOTAL VISITS

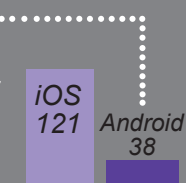


221 UNIQUE VISITORS to homes on the tour

There were **1430** PUNCHES at homes to enter contest and a total of **352** online contest entries.

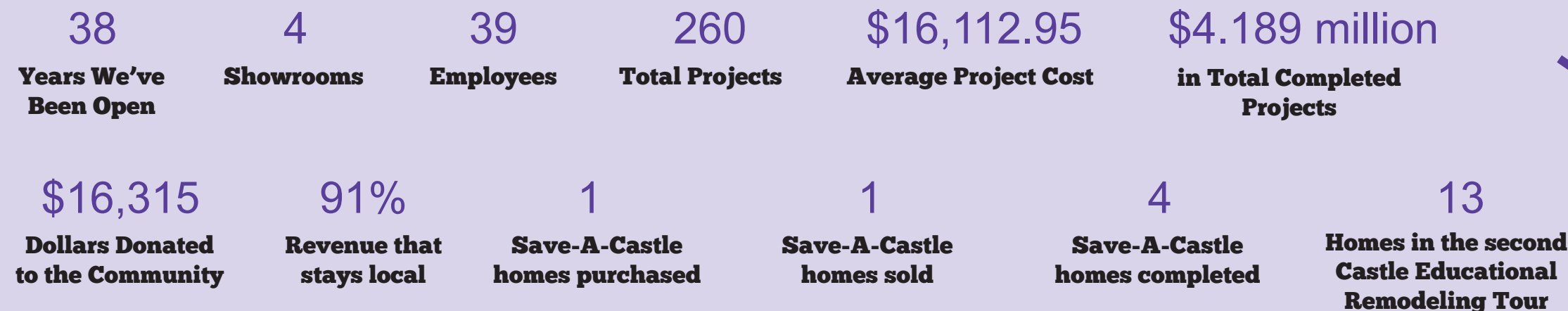
Our app had a total of **159** downloads

24 total door prizes given away. **1.3%** chance of winning

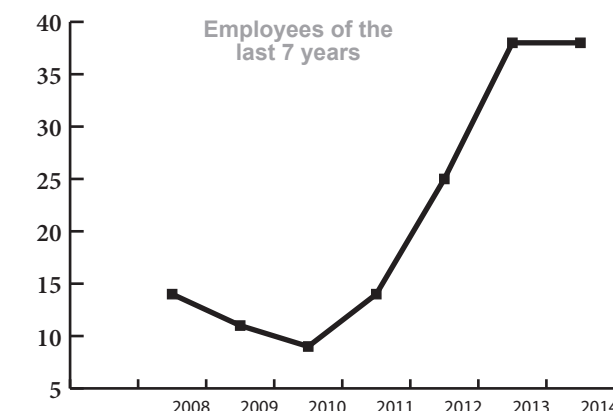
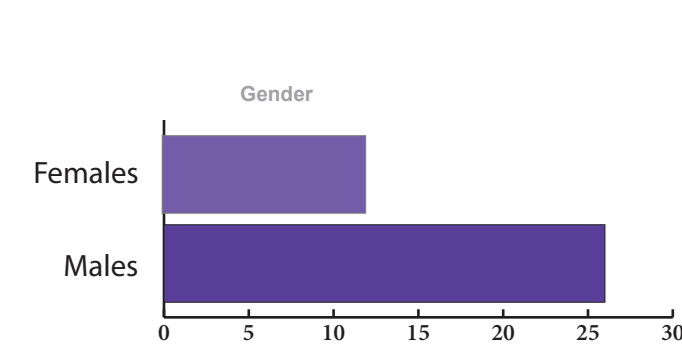


Customer Service
98.5% Jobs completed on time
warranty work **0.0028%**

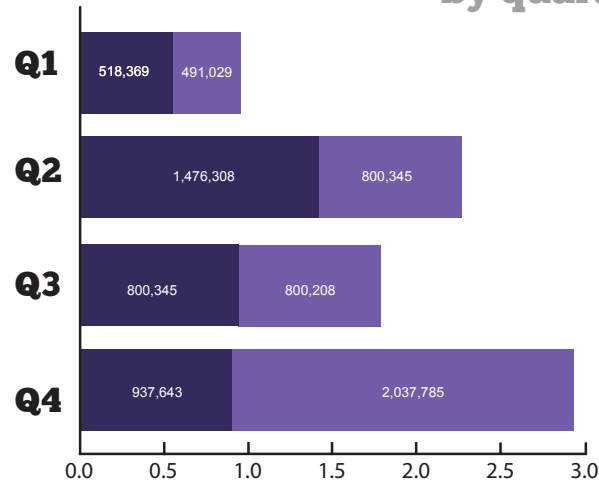
THE BIG PICTURE



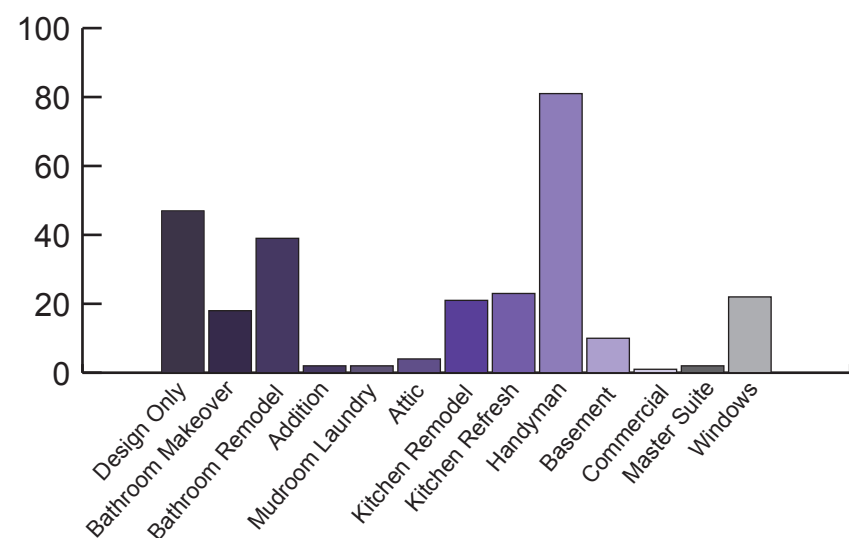
Employees by the Numbers



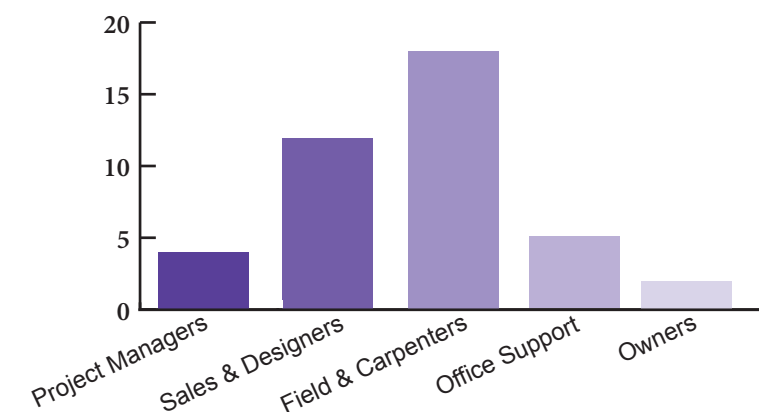
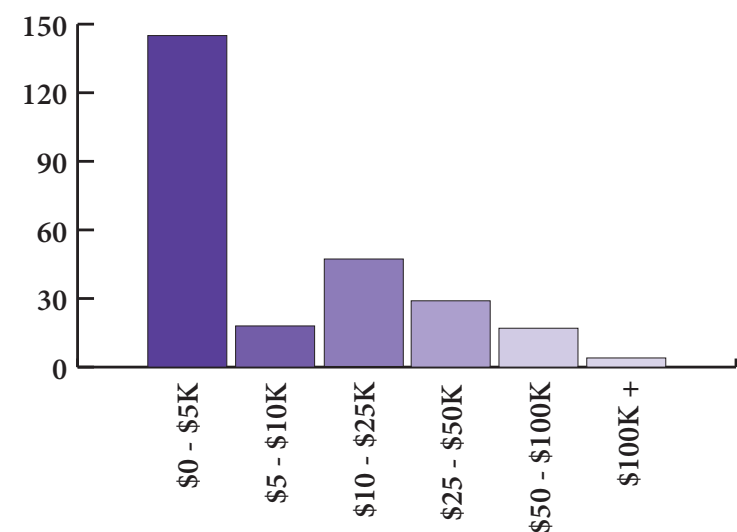
Sales & Production by quarter



of Completed Projects



Number of Projects dollar value



Social Media

489

Loren works for Castle briefly during the summer picking up shingles.

751

houzz 128

Proves that labor really is not his thing

Marty wins Big 50 in Remodeling Magazine

Loren returns from TX to join Castle part time and start MBA full time

Castle reorganizes - Marty and Loren end business partnership to save Castle and family holidays

April 2009: St. Paul showroom opens

June 2012: Aaron Johnson joins ownership team when merger with Camelot Builders completes

February 2013: Save-A-Castle, LLC launches. Saves one home and acquires three more

October 2013: Castle is awarded a spot in Mpls Business Journal Top 50 Fastest Growing Companies

March 2014: Castle acquires Natural Built Home as fourth Showroom Location

March 2015: Natural Built Home Brand Rebuild: New Logo



At a Glance

138 Educational Class Attendees

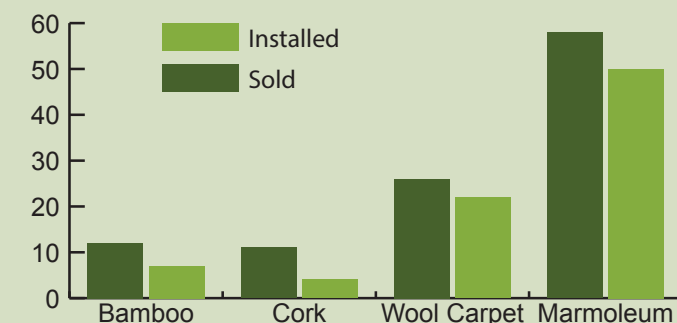
88,300 Visitors to State Fair Eco Kitchen Display

25 Design Projects Completed

2,319 Total Buying Groups

2,178 Gallons of Non-Toxic Paint Sold

Eco Friendly Floors Replaced



No added urea formaldehyde boxwork cabinets sold

146 Kitchen

117 Bathroom

103 Salvage Items Sold and Kept Out of Landfills

37 Countertops Replaced with Eco-Friendly Option

