

suburban life

G. Fedale



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Fedale

Well known for its expertise in roofing, siding, and other home-exterior enhancements, **G. Fedale** builds on its commitment to satisfying clients and uplifting communities.

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G. Fedale



Setting a High Bar

BY BILL DONAHUE

WELL KNOWN FOR ITS EXPERTISE IN ROOFING, SIDING, AND OTHER HOME-EXTERIOR ENHANCEMENTS, **G. FEDALE** BUILDS ON ITS COMMITMENT TO SATISFYING CLIENTS AND UPLIFTING COMMUNITIES.

The name G. Fedale has become synonymous with quality in the local home-improvement sector. While the Newport, Delaware-based company has earned a reputation for its superior workmanship and first-class service in roofing, siding, and other products to enhance a home's exterior, the essence of G. Fedale's business boils down to one simple word: family.

Since Glenn Fedale Jr. founded the company 20 years ago, G. Fedale has become a family enterprise in every sense of the word. Glenn's brothers and father have joined him in striving toward a singular mission: to improve the aesthetics, energy efficiency, and function of clients' homes throughout Delaware, southeastern Pennsylvania, eastern Maryland, and southern New Jersey, guided by the signposts of integrity and respect.

"Our customers will always get honesty from us," says Michael Davis, the company's Head of Marketing. "We're not in it just for the sale; if one of our Project Consultants has gone out to a customer's property [for an estimate] and they don't need a new roof quite yet, we're not going to try to sell them a new roof. One of our mottos is, 'We treat your home as if it's our own.' Our employees always look at customers' properties as if they were their own."

Prior to joining G. Fedale, Davis spent more than 20 years working in the financial services industry. At one of the firms he worked with, a sign was tacked above every door that read, "Think of yourself as

a Customer.” The sentiment always stuck with him, so he was thrilled to find the same customer-first culture when he joined G. Fedale. He cites G. Fedale’s long-running relationships with trusted installers, each of whom has been properly vetted to make sure clients have a seamless, worry-free experience from beginning to end.

“Everyone who works here, and every contractor we partner with, all of us have the same mentality,” he adds. “From the first time you reach us to the last day we’re on your property, we’re going to treat your home like it’s ours.”

G. Fedale got its start in roof repair and replacement, so it’s no surprise it has built its reputation as an elite provider of roofing services in Pennsylvania, Delaware, Maryland, and New Jersey. The company has since added expertise in complementary areas of the home-improvement business.

“Roofing and siding is our bread and butter, but we do just about everything having to do with the home’s exterior—windows, doors, and even masonry,” Davis says. “Right now there’s a big push for solar roofing shingles. Really, the only things we don’t do are fencing, decks, and garage doors. I’d say 85 percent of our business is residential, but we’re making a lot of strides to grow the commercial side of the business, too.”

G. Fedale has earned multiple honors and designations that underscore its devotion to clients and employees. Recent honors include “top workplace” awards from the *News Journal* and the *Philadelphia Inquirer*, community choice awards such as Delaware Online’s “First State Favorites” in the home-improvements category, and the prestigious Best Picks Report certification for multiple years.

Vendors have bestowed their trust on G. Fedale, too. G. Fedale has worked hard to become certified as a GAF-ELK Factory-Certified Master Elite Contractor, a JamesHardie Elite Preferred Contractor, and a Pella Platinum Certified Contractor, among many others.

“We do a lot of JamesHardie siding, especially on the Main Line and around our office in North Wales,” Davis adds. “The style options and durability of JamesHardie siding appeal to many homeowners who are looking to update the exterior of their home and enjoy it for many years to come.

“Being an JamesHardie Elite Preferred Contractor shows that our people have passed all the tests and requirements to have received JamesHardie’s seal of approval,” he continues. “In other words, if you’re looking to do JamesHardie for your home, we know what we’re doing.”

G. Fedale not only works in local communities, but also prioritizes efforts to improve those same communities at the grassroots level by supporting philanthropic causes that help those in need. One example is the



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G. FEDALE

Children’s Beach House of Lewes, a Delaware-based nonprofit devoted to helping children with communicative challenges or who live in under-resourced homes. Every Christmas, members of the G. Fedale team travel to Lewes, bringing gifts to share with the kids and participating in activities.

“They also had a gazebo out back that was in need of repair, so we did that for them free of charge,” Davis adds. “Giving back is in our DNA. We don’t get anything out of it other than the satisfaction of knowing we helped someone who needed it. That’s just who we are.”

G. Fedale even has its own charitable wing, known as the Roofs from the Heart Foundation. The foundation welcomes members of the public to nominate themselves or others who may be deserving of a new shingle roof but lack the means. The company accepts nominations through the website roofsfromtheheart.org, and selects one candidate from each of its territories

every quarter.

Since planting its roots in Delaware’s soil two decades ago, G. Fedale has expanded its reach with care and purpose. The company now has five offices in Delaware and Pennsylvania, and it’s not done growing yet. Davis suggests the company will continue to build its presence in the Main Line, eastern Maryland, and parts of South Jersey.

“Our growth has been phenomenal, and I think it really speaks to the quality of our work and the fact that we’re family owned and operated,” he adds. “It’s one thing to say you’re a family company; it’s another thing to be able to show it, and that’s what we do day in and day out.” ■

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