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As **Cherry Roofing & Siding** approaches its 50-year milestone, the company expands its offerings and service areas while staying true to its foundational values.

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Getting Better

With Age

by **MATT COSENTINO**
photos by **ALISON DUNLAP**

As **Cherry Roofing & Siding** approaches its 50-year milestone, the company expands its offerings and service areas while staying true to its foundational values.

Josh Cherry had a clear picture of what he wanted to be when he grew up. Other than becoming a famous professional football player, the only job he ever wanted was to be involved in his family's business.

Having grown up around Cherry Roofing & Siding—the company his father, Alan, founded in 1975—he learned early on the value of an honest day's work. He also learned to appreciate the reward of making a difference in someone's life, specifically by transforming a home by way of a well-orchestrated exterior renovation.

Starting at age 11, he joined the cleanup crews at job sites, eventually moved to the supply house to become familiar with the different material selections, and then began installing roofing and siding once he reached adulthood. He took over for his dad about 15 years ago, and since then, Cherry Roofing & Siding has been continually evolving—adding employees,

offering more services, expanding its coverage area, and embracing technology.

All those changes aside, at least one element of the company's DNA has remained constant: an unwavering commitment to professionalism as a means of earning customers' trust.

"The key to being successful is caring about every single job that we do," Cherry says. "We really take it personally and treat every house like it's our own. We've always been focused on quality."

Now, Cherry Roofing & Siding is servicing more homeowners than ever, through roof replacements or repairs, siding installation, new windows, or gutter services. As demand for home improvement projects increased during the COVID-19 pandemic, Cherry realized he needed to grow the business. Alex Boland came on as president and general manager, Pat Collins was hired as director of sales, while also adding installation, sales, and office staff. Cherry Roofing & Siding also moved its headquarters from Cherry Hill, New Jersey, to Bensalem, and now serves most of Pennsylvania and all of the Garden State.

Boland, a former officer in the U.S. Army who has a long employment history in facilities management, brought more structure to the operation. He also facilitated greater coordination and communication among the different departments, from the call center, to sales, to the installation team that reviews each order and ensures a perfect installation.

He adds, “We’re making sure that the business continues to grow so we can keep that five-star experience that Josh and his father created and made synonymous with the brand Cherry.”

Customers are kept in the loop throughout the process, and final payment is not received until the customer is satisfied with the job. The trusting relationship starts even earlier. When Collins and his sales team visit with the homeowner, they strive to meet or exceed the homeowner’s expectations in an authentic manner.

“We’re all about the customer experience,” Collins says. “If somebody is looking for a repair and we’re confident that it’s going to solve their problem, then we’re all for it.

“Our sales team is not trained to go in and oversell a product, and our reviews reflect that,” he continues. “We’re really big on honesty and being upfront with customers, and letting them know what they can expect from us. Whether that’s a repair, a full replacement, or whatever it may be, we’re there to service them the best way that we can.”

Cherry Roofing & Siding is constantly on the lookout for the latest products to ensure aesthetic appeal and durability. Whether it’s a beautiful new siding selection that the team is excited to unveil, or high-quality shingles from ATLAS-registered suppliers backed by up to a 50-year workmanship warranty, the goal is to give homeowners plenty of options and peace of mind.

For those customers who may have a hard time envisioning how something will



We want to make sure we do it right.”

—ALEX BOLAND, CHERRY ROOFING & SIDING

look on their home, 3D software can help them make decisions with confidence.

“We can take pictures of your house and make it look any way you want it to look, swapping out colors, patterns, and designs,” Collins says. “We give the customers options and let them design their dream. A remodel like this is a big investment, one that’s going to last for 50 years potentially. So we want to make sure the customer is getting what they want, and that definitely involves us educating them on the different options. At the end of the day, we’re there to do what the customer wants and to make them happy.”

Similarly, Cherry Roofing & Siding prioritizes the happiness of its employees. The company promotes from within to reward hard work, and fosters a family culture by bringing the entire team together once a month for an outing to destinations such as The Capital Grille and Topgolf. It’s no wonder the company has very little turnover.

“There are people working for us who have been here before I even had kids, and

my oldest is 16,” Cherry says. “We treat our employees well, and it’s a great working environment.”

Employees are also given a voice when it comes to the recently named Cherry Tree Foundation. This is Cherry Roofing & Siding’s program that sponsors youth sports, community events, and other philanthropic efforts that are of deep personal significance to members of the team. Two examples include organizations devoted to helping children with disabilities and uplifting veterans and their families.

“As we’ve grown, we’ve been able to continue that practice in an even bigger way,” Boland says. “We continue to do local sponsorships—a couple of weeks ago we sponsored a local high school football team’s golf outing—but taking the next step with the Cherry Tree Foundation through a partnership with Habitat for Humanity is really exciting. To be able to give a free roof to someone in need is very rewarding.”

Considering Cherry Roofing & Siding’s craftsmanship, product selection, and commitment to customers, employees, and charitable foundations, it’s easy to see how the company has thrived for so long. With its golden jubilee approaching in 2025, the company’s leadership is making plans to honor its past and its future.

“We want to make sure we do it right,” Boland says. “Cherry has been serving the community for 50 years, so it’s definitely going to be a big celebration.” ■



Cherry Roofing & Siding provides roof replacements or repairs, siding installation, new windows, and gutter services. The company serves most of Pennsylvania and all of New Jersey.

Home photo courtesy of Cherry Roofing & Siding



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