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Led by the father-and-son duo of Mike and Eric Rosenello, **Rosenello's Windows, Siding & Roofing** deepens its commitment to enhancing homes through honesty, integrity, and the finest products. page 56



by **Matt Cosentino**  
photos by **Alison Dunlap**



# Family Values

Led by the father-and-son duo of Mike and Eric Rosenello, **Rosenello's Windows, Siding & Roofing** deepens its commitment to enhancing homes through honesty, integrity, and the finest products.

**M**ike Rosenello has witnessed quite a few changes in the four decades since he started owning and operating **Rosenello's Windows, Siding & Roofing**. From technological advancements to the evolution of product materials, the home-improvement industry has taken many dramatic steps forward. While most of those changes have been in the name of progress, Rosenello has found one particular trend to be rather alarming: Family-operated businesses like his are becoming a rare breed.

He sees this dynamic as a cause for concern because he believes it will lead to a lack of true customer service—and homeowners will suffer as a result.

"A lot of family-owned companies are being bought up by large corporations, and there's a major difference between corporate culture and family culture," he says. "Not only do they charge two or three times the value of a job, but there's no personal touch. When you call a big company, the previous person you spoke to might have



left months ago, and the person you're talking to now has no idea about your project. That's never the case with us. We build longstanding relationships with both employees and customers."

Family is of the utmost importance to Mike, a father of five and grandfather of nine. He is thrilled to have several family members as part of the company, which celebrated its 40-year anniversary last year. Mike's son Eric, for example, has assumed a leadership position and is eager to help move the business forward.

Although he grew up around the business, Eric never envisioned running it one day. He has found his career choice quite rewarding, with the opportunity to put his marketing and management degree to good use on a daily basis. In addition, he's pleased to see the trades becoming a more attractive career path, though he believes fields such as his can always use more resourceful and hardworking people.

"I realized it was a good line of work to pursue and [appreciated] the opportunity that was created for me," he says. "I didn't want to see the business change hands; I wanted to keep it as a Rosenello family business and grow the brand. I don't know that my dad will ever retire, but I'm definitely enjoying helping run the day-to-day operations more."

Eric learned from his father the cornerstone values upon which Rosenello's was founded—namely, treating customers with respect, and always being upfront and honest.

"I've learned about treating people right," he adds. "A lot of homeowners have horror stories with contractors, so we want to provide the type of service that we know can be provided in this industry. We've seen how other companies do things, and we think we're able to do it much better."

Mike focused solely on roofing when he first started the company, offering the best lifetime shingles and roofing products in the industry from manufacturers like GAF. Roofing remains a core part of the business, though the company's menu of services has grown to include siding and replacement windows. Windows now take up a large portion of the business. Whether customers are seeking curb appeal, energy efficiency, or better functionality—or a combination of all three—Rosenello's installs durable, aesthetic options from leading brands such as Andersen, OKNA, Pella, and ProVia.

Many customers choose to have windows and siding done at the same time. Rosenello's offers vinyl siding from CertainTeed and James Hardie fiber cement siding, the latter of which is especially popular in South Jersey shore towns such as Avalon and Stone Harbor.

In a way, Rosenello's has come full circle. Mike, who grew up in Wildwood and graduated from Wildwood Catholic Academy, started the business in South Jersey and moved the enterprise to Bucks County as a means of fueling growth. Today, he's proud to serve a wide coverage area that stretches from Montgomery and



Mike and Eric Rosenello lead the family-owned and operated enterprise, which celebrated its 40-year anniversary last year.



Bucks counties to Central Jersey all the way down to Cape May and Northern Delaware.

"It's a large area and a lot of people book us for their primary home and their summer home," he says. "We have multiple clients who hired us 25 years ago and now they're bringing us back because the experience was so good, or now we're doing their kids' houses. Repeat customers and referrals are a big part of our business."

No matter which town a customer calls home or which services they need to enhance the value, visual appeal, and energy efficiency of their home, Mike says they can count on a positive experience with Rosenello's. Employees never pressure a homeowner to buy a particular product or service, and when the team is hired for a project, they promise to treat the home as if it were their own.

"Our customers love our employees," Eric says, adding that many employees have been with the company for decades. "We get phone calls, text messages, and emails all the time about how nice the employees are. If it's an older customer who needs help with something else that doesn't involve the project, they'll take care of it while they're there. Small stuff like that makes a difference, and it definitely feels good when you get those calls or messages about the

employees going above and beyond. If you treat your employees well, they'll treat the customers well."

For the man who founded Rosenello's more than 40 years ago, he believes the quality of his people represent the biggest difference between his company and his competitors.

"Our slogan used to be, 'Unequaled products, price, and professionalism,' and I still really believe that," Mike says. "A lot of people have good windows, but their service isn't as good; they forget about you a few years down the line. Then there are those who will give good service, but they charge so much for the windows."

"We try to provide a combination of all three," he continues. "Our pricing is very good compared to the bigger companies, and you can see our professionalism in the way we get back to everyone immediately through calls, texts, or emails. We're a family business, and we want to keep our name correct." ■

## Rosenello's Windows, Siding & Roofing

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