

suburban life



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impress, quality
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page 16



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Reaction Exteriors co-owners
Marcos Jara and Steve Bonatsos

No Client Left Behind

Unparalleled expertise, partnerships with some of the industry's most notable manufacturers, and a commitment to client satisfaction help **Reaction Exteriors** deliver results of the highest quality. **by MATT COSENTINO**

Spring is right around the corner, meaning homeowners will very soon start getting their properties in order, both inside and out. For many, springtime upgrades will include exterior renovations such as new siding, stucco remediation, roofing, and the installation of replacement windows and doors, as well as interior projects.

Enter Reaction Exteriors. The West Chester-based company started out as a stucco remediation specialist and remains an expert in repairing stucco that is cracked, chipped, or discolored, along with the potentially costly damage underneath the façade. Over the years the enterprise has evolved into an authority on all things exterior, from siding and roof installation to windows and doors and the design/construction of additions, porticos, decks, and complete outdoor living spaces including fireplaces and kitchens. The team also has three masonry crews offering chimneys, retaining walls, walkways, and pool decking.

Steve Bonatsos founded Reaction Exteriors approximately 25 years ago. Since then the company has grown to serve Chester, Delaware, and Montgomery counties in Pennsylvania, as well as New Castle County in Delaware, and Atlantic and Cape May counties at the Jersey Shore. Bonatsos credits the company's longevity to its expertise, knowledge, and commitment to each client.

"We don't ever want to turn a customer away," he adds. "If a client has a demand and wants to have some kind of project completed, we've already built that trust and built that relationship. That's the hard part; the easy part is doing the work. So we can help with any exterior need that they have."

Bonatsos is quick to credit Marcos Jara, who became a co-owner 15 years ago, and their dedicated salespeople and crews for ensuring that every project gets completed successfully, with the homeowner remaining in the loop the entire time. All on-site workers are Reaction Exteriors employees, including mechanics, carpenters, specialists, and painters.

"We can ensure the efficiency of the project because we have control over the manpower and where they go every day, and the quality of the manpower and how they're trained is all in house," he says. "There are huge advantages to that over a general contracting company that subs their construction out. That company is at the mercy of the subcontractor; we are not. We control how projects go, and projects go very smoothly because of that."

The team includes salesman Gary Del Buono and construction foreman Pablo Gomez, and construction foreman/interior specialist Steve Bennett. Bonatsos' son Steve Jr. and stepson David Harvey both serve as foremen, too. Jake Ladden is the company's logistics and delivery supervisor. Among crew, Oscar Jara and Jeffrey Jara round the family team.

"It's awesome," Bonatsos says of the family connection. "I couldn't have written the script any better. They're very, very diligent, they have college degrees in construction, and they do a great job. They have the education behind them and they're honing their skills with us."

Reaction Exteriors has established mutually beneficial relationships with some of the industry's most notable manufacturers. The company was recently named a Platinum Certified Contractor for Pella Windows & Doors; is Elite Preferred for James Hardie plank siding; Master Elite for CertainTeed roofing; and Preferred for Wolf Home Products.

Team photos by Jody Robinson; others courtesy of Reaction Exteriors



Reaction Exteriors has evolved into an authority on all things exterior, including roofing and siding, windows and doors, and the design/construction of additions, decks, and outdoor living spaces.



up. We get direct contact from all of these manufacturers weekly, which is a huge advantage to the consumer because we're up to date with everything that's going on in the marketplace."

FOCUSED ON THE CUSTOMER

When is it time to bring in an exterior-siding or stucco-remediation expert to assess a dwelling? Noticeable changes to the exterior, such as cracks, staining, or discoloration, may be telling signs that it's time to take action. When homeowners begin thinking about who to call to address the issue, Bonatsos says it's important to hire a trusted expert.

Reaction Exteriors' clients can expect to find Bonatsos and Jara on site to guarantee they are getting exactly what they paid for. While they're at it, the team would be happy to evaluate other aspects of the home to make sure it looks its best both inside and out.

Homeowners often turn to Reaction Exteriors as they prepare to put their homes on the market to enhance the curb appeal and overall value needed to ensure a top-dollar sale. Reaction Exteriors has strong relationships with several area Realtors,

including one who recently struggled to sell a home until the team came in for an extensive stucco repair. The result: an accepted offer on the house within two weeks.

Satisfied clients almost always rehire the company for future projects, including interiors. Thanks to the acquisition of an interior firm from a few years ago, Reaction Exteriors now has expertise in custom kitchens, master bathrooms, and basement renovations, among others.

It's no surprise that Bonatsos still heads to work every day with a smile on his face because he truly loves what he does. Of course, members of his tight-knit team don't always get to see that side of the boss, because customer satisfaction is serious business.

"Some guys will joke that I'm never happy," Bonatsos says with a laugh, "but that's just because I'm always striving to make sure we're the best we can be and that we're really, really focusing on the customer. At the end of the day, that's the most important thing: Never leave the client behind and unhappy, and I mean never. That kind of attitude has worked well for us." ■

Those credentials are based not only on the volume of work it oversees but also the quality for which it has become known, with client reviews factored in via third-party sources.

"We use those materials every day," says Bonatsos, noting the popularity of James Hardie plank, Wolf PVC, and CertainTeed vinyl for siding options. "We also have daily meetings in our office about things that we see in the industry or new materials coming



Members of Reaction Exteriors' foremen and sales crews



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