



Building on a Strong Foundation

Now in its 10th year in business, **Colonial Marble & Granite** fortifies its reputation as a destination for high-quality stone and so much more.

BY **BILL DONAHUE**

MUCH LIKE AN IMMOVABLE **STONE**, Colonial Marble & Granite has embedded itself deeply in the hearts and minds of homeowners throughout the Greater Philadelphia Area. Since its founding in 2008, Colonial Marble & Granite has gone about the hard work of earning its reputation as a premier, full-service supplier of natural stone and quartz materials for both residential and commercial customers. Colonial Marble & Granite has showrooms throughout the region—including its King of Prussia headquarters—where it showcases an exhaustive selection of fine stone materials, including granite, marble, and onyx, as well as quartz, quartzite, travertine, and more.

Whether a homeowner is in need of a new countertop for a kitchen, the perfect bathroom vanity, or tile to complement an existing countertop, Colonial Marble & Granite stands ready to serve. Likewise, the company has made a conscious and consistent effort to stand with and become part of the communities it serves.

“Our place in the community is critically important to us,” says James Freeman, chief operating officer of Colonial Marble & Granite. “Even though we’ve grown so much, we’re still a family-owned business, and it’s been important for us to stay involved and help give back to the people and communities that have helped us grow.”

For example, the company sponsors local schools and charitable organizations such as Alex’s Lemonade Stand and the Upper Merion Vikings Area High School Football Boosters Club. In addition it has forged close relationships with some of Philadelphia’s most beloved professional sports teams—namely, the Sixers, Flyers, Union, and Soul, as well as minor league sports teams such as the Harrisburg Senators and university teams such as the Temple Owls.

The company has even started its own charitable arm. In the past two years, Colonial Marble & Granite has raised more than \$300,000 for philanthropic causes. This month, the company will host its third annual golf outing to benefit the St. Demetrios Philoptocos Society, a ministry of the St. Demetrios Church of Upper Darby. The proceeds of the event will support the society's mission to alleviate the suffering of those in need.

"We're now into our 10th year of business," says Freeman. "Our philanthropic involvement ties into our overall approach to business, in that we want to do well by the people we're interacting with day in and day out. We want to be innovative, with never-before-seen ways of approaching the customer experience. We also do everything we can to thank our customers, who are the reason we've been so successful. We really want to make sure our customers know how valuable they are to us."

'A Better and Easier Experience'

Colonial Marble & Granite serves homeowners and commercial clients throughout Pennsylvania, New Jersey, Delaware, and Maryland. Colonial Marble & Granite carries more than 6,000 slabs of granite, marble, onyx, quartz, and quartzite, in 600 different colors, and customers can visit four locations

to view slabs on site. Customers also benefit from complementary design advice resulting from a visit to one of these showrooms.

"Once a slab has been selected and cut to a customer's precise specifications, the company's seasoned installation team will install the finished countertop in a homeowner's kitchen, bathroom, bar, or outdoor entertainment area. On the commercial side, the company installs stone in apartment buildings and condominiums, stadiums, offices, and yachts, among others. With every installation, either residential or commercial, Colonial Marble & Granite prides itself on its ability to offer the broadest selection and highest-quality materials at the lowest possible installed price.

Colonial Marble & Granite has grown consistently over the past decade, not only in terms of its capabilities and geographic footprint, but also in terms of the ways it can help homeowners transform their most precious spaces. Besides high-quality stone from around the world, the company has since expanded into other service lines encompassing other areas of the home.

"The big thing that has changed is the development of Colonial Home Services as our overarching brand," Freeman says. "Besides Colonial Marble & Granite, we also have Colonial Generators, Colonial Windows & Doors, and Colonial Smart Home Services under that umbrella. The idea is that we want to be the definitive home resource for our customers, leveraging those savings by enabling our customers to not have to go elsewhere."

In other words, the company wants to provide an unrivaled experience in multiple aspects of customers' lives. No matter the business, the company wants the Colonial name to be synonymous with high quality, first-class service, and 100 percent customer satisfaction.

"With everything we do, we take a positive approach to the challenges homeowners



face," Freeman says. "We focus on listening to the customer so we understand their specific needs and wants, and we're always looking for new ways to streamline the process to create a better and easier experience for customers.

"Any time someone has work done in their home or place of business, it's a disruption to their life," he continues. "With every customer, we're looking to provide an experience that is not just bearable, but one they can look back on and smile about." ■



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