

# A Truly **Customer-Centered** Company

How **Colonial Marble & Granite** became a household name.

**Imagine standing in your brand-new kitchen**—sipping on your morning coffee or enjoying a little evening snack as you take in the beauty of your gorgeous countertops, the elegance of your new kitchen cabinets, and the sleek look of your new tile floor. If you've been dreaming of this space for a long time, you can probably picture it in your mind. But now you can do more than just imagine it. With Colonial Marble & Granite's Kitchen Visualizer tool, you can virtually build the space on your computer—all from the comfort of your own home (or one of Colonial's locations if you're there browsing materials). You'll not only see how it can all come together, but also get a quote for how much it's going to cost. It's a tool that can help make your dream kitchen a reality.

The Kitchen Visualizer is just one of many ways in which Colonial—a family-owned business that opened its doors in 2008—has continued to offer its clients world-class customer service. Keeping the customer at the center of the company's rapid growth has left them constantly innovating and looking for ways to fully meet their customers' needs. There's no question that this "customer-centered growth" has been a key to their success.

## **A One-Stop Provider**

Beyond this technology, Colonial—a full-service supplier of natural stone and quartz materials—is also continuing to offer its customers the best by being a truly one-stop provider for all home (and commercial) renovation needs. With a slab yard with more than 5,000 slabs in over 500 different colors, there's truly something for everyone. Colonial also offers tile, sinks and faucets.

In terms of what's popular right now, James Freeman, Colonial's chief operating officer, says that





quartz continues to be trending upward. However, with such a vast selection of stone materials including granite, marble, onyx, quartz, quartzite, travertine and more, there's something for every taste, style and budget.

"We are proud to offer an extensive showroom that gives our customers the wide selection that they want access to," Freeman says. "However, we also understand that a choice this big can be overwhelming, which is why our designers are available to guide our customers in making a selection that they'll love. We want every aspect of the process to be both easy and enjoyable for the customer."



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—James Freeman, Colonial's chief operating officer

## A Demand to Expand

As Colonial has continued to become a household name, there's been a growing demand for the company to offer even more services. That's why the Colonial brand has now expanded to include Colonial Home Services. Under this umbrella is Colonial Generators and Colonial Smart Home Services, giving customers access to the same top-notch customer service they've come to count on for more of their needs.

"How we can best meet our customers' wants and needs continues to be at the heart of all of Colonial's expansion and growth," says Freeman. "With the growing demand for the installation of smart home applications like Nest, there's been interest from our customers in having those services performed by a brand they've already come to know and trust which is why we've expanded into smart home services."

While Colonial Smart Home Services handles upgrading homes with more smart controls, Colonial Generators is a leading emergency generator installation company that has simplified the process of purchasing, designing, installing and monitoring standby backup power systems.

On top of expanding the company's service offerings, Colonial has also grown regionally by adding new locations. This has increased access of Colonial's services by customers who were otherwise driving quite far to be able to work with the company.

"It became obvious that we were getting quite a few out-of-state customers who were driving

a couple of hours or more to one of our showrooms," says Freeman. "Our flagship King of Prussia location remains our largest showroom but we've grown to include showrooms in Center City Philadelphia, Harrisburg, and New Castle, Delaware. With four locations we're now more accessible to New Jersey, Delaware, Maryland and Metro New York."

## A Company that Cares

It's no doubt that Colonial has grown its business by being a company that cares about its customers. But Colonial is also a company that cares about the community. They believe strongly in giving back to the local areas that have so wholeheartedly supported them over the years. As a result, they are devoted to a number of local and national causes. For instance, they have focused a lot of attention on raising funding for childhood cancer research and have maintained a strong partnership with Alex's Lemonade Stand. Colonial also supports the Leukemia & Lymphoma Society.

On top of that, Colonial recently hosted its annual Charity Golf Outing and raised more than \$100,000 to support Saint Demetrios Greek Orthodox Church in Upper Darby.

"We've always believed in giving back," says Freeman, "and our growth has made it even more possible to do more for the causes we believe in."

Colonial is also an avid supporter of local sports and a proud sponsor of the Temple Owls, Philadelphia Flyers, Philadelphia Union, Philadelphia Sixers, and more.

As the company continues to undoubtedly grow, Freeman says that their commitments to the customer and to the community at large will remain unwavering.

"We recognize that it's our customers who have helped us get this far and that's why we'll continue to look out for them," Freeman says. "We're proud to be thought of as a company that makes the customer our top priority." ■



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