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Dear Homeowner,

First I would like to thank all of our past customers for your business! We are proud to now have served over 3000 customers in our 14 years of serving Iowa homeowners. I would also like to thank all of our team members for their dedicated service. When I started the business I thought I could make everyone happy & I have learned that no matter how well intended that sometimes isn't possible. Although, I have learned from all of the different experiences I have been fortunate enough to have. So, 2016 was the year where we reflected on what we want to be, who we want to serve & how to best deliver the level of service expected from us. Throughout 2016 we implemented & changed many things to help us serve our customers better in the coming years.

First we returned to what was our focus was through the early years, to be the best not the biggest home improvement company in Central Iowa. In trying to do too much we lost our focus & the personalized service that helped us grow a positive reputation among our friends & clients. The experience I gained definitely can be categorized as "the school of hard knocks" & helped me realize that bigger is not always better. The part of my job I enjoy most is the interaction with our customers each & every day. During the 2014/2015 years it seemed to become less & less. Now we have two dedicated full-time office people, Tamara Donnelly who is the key to everything & helps make our customers experience better & then my-self. I am now back to doing what I love & working with our customers from the initial appointment to completed project.

Second, I have always had a hard time telling people no. No matter what people would ask us to do I would look at it even if it wasn't our specialty. So in 2016 we worked to define the areas we were going to focus our services on & began to refer or simply say no when we felt it necessary. This has been the best change we have made & has allowed us to serve you better. We still had things to work through last year, but now our customers in 2017 will really be able to see what makes us different from many other contractors. Below you will find a list of the services we will be focusing on going forward. If there is any question in your mind if we do something please call & if we don't we will see if we can help.

Also in 2017, we are pleased to announce the launch of our new improved website. The website will be user friendly & easier to navigate. We expect it to launch the first part of February. We have added the following discounts & savings available to different members of the community.

Military & First Responder Discount (5% off up to \$1000)

Past Customer Discount (5% off up to \$1000)

Angie's List Members (2.5% off up to \$500)

We will also periodically have special promotions for particular services; we will keep those posted on our social media sites. Also our Referral Rewards program really grew last year. Remember we give \$50/referral that we meet with about services we provide & after referring that person is also entered into our Quarterly Give Away.

Lastly, since we have lowered our expenses & strengthened our buying power we evaluated our pricing & I am proud to say that in many areas we were able to lower our pricing structure in 2017!

Thanks again & I can promise we are more focused than ever on exceeding your expectations in 2017. If we didn't put our best foot forward in the past I would ask for the opportunity to earn your business again. Tamara & I are very confident the experience can be better & I still believe that if issues arrive we are one of the best companies to work with to find the best solution for our customers.

I hope you have a GREAT 2017!

Sincerely,

*Brian Buresh*



All Services Offered:  
Siding & Stone—Windows—Doors  
Decks—Patio Covers & Sun Screens—Outdoor Living—Patios  
3 Season Rooms—Storm Shelters—Painting—Gutters

