

# Home & Style Magazine's 2007 Business of the Year

## Central Wisconsin's original custom curb company

It wasn't that long ago when people would use bricks, or wooden railroad ties to mark the boundaries of their landscaping or gardens in an attempt to prevent erosion and retain soil and mulch. Since then, there have been many, rather dull and ineffective plastic or metal sheet alternatives that have come and gone.

Well, that has all changed in recent years. Now, with the use of continuous concrete curbing, beautifully manicured landscapes with attractive and permanent landscape borders can be seen in neighborhoods across the globe. Andrea and Mark Reede, owners of Reede's Custom Curb provide and invaluable service to Central Wisconsin with their continuous curbing business, but what distinguishes them from other similar businesses is their dedication to philanthropy, exceptional customer service and sincere integrity.

For these and a plethora of other reasons, Reede's Custom Curb is Home & Style magazine's 2007 business of the year. The decision was not easy as every local business we feature offers superior products, services and a wealth of knowledge. What sets the Reedes apart is the level of commitment to their product they display at such an early stage of the game.

Reedes Custom curb is a locally owned business run by Andrea and Mark Reede. Aside from the fact that they are probably the nicest people you will ever meet (always smiling, filled with positive energy and committed to setting the best example to their kids), the Reedes are also business owners who are not limited in their pursuit to provide the BEST product in the industry.

In the tough market of 2007, the Reedes donated over \$ 10,000 worth in curbing to organizations like Evergreen Elementary School in Kronenwetter, Marshfield Clinic's Angel Fund and Saint Paul Schools in Mosinee. "It is as important for us to give to the community as it is for us to succeed in this business- we believe that the two go hand in hand," explains Andrea.



## Experience the Reede's Difference

The Reede's continuous concrete edging and curbing has several features, advantages, and benefits:

Reedes Custom Curb offers mess-free, hassle-free installation without form work. Your edge or curb is installed without disturbing your existing landscaping. The preparation couldn't be easier - they take care of everything for you!

Reedes offers a wide variety of styles and colors to fit your budget and needs. You're sure to find a color and style that complements your home or business.

Continuous concrete provides a durable, permanent, border with low maintenance. It won't rot, shatter, splinter, etc. Constructed of reinforced concrete, you can expect your Reede's Custom edging or curbing to last for years to come.

Design flexibility allows straight lines, curves, turns, and contours for the layout of your landscape. They can create circles as small as 36" radius. The possibilities with Reede's Custom Curb are practically endless.

The Reede's Custom Curb's continuous concrete root barrier keeps in mulch while keeping out grass.

Lawn mowers wheels easily fit our most popular Reede's edge which will save you hours of edging, trimming, and weeding.



With a variety of colors and designs, continuous curbing is the perfect compliment to any landscape and facade.

Depending on the design, continuous curbing can add significant value of your home. Not bad returns for the average of \$5 -\$6.50 per/linear foot of initial spending and the bonus of distinguishing your home in a competitive market.

**Reede's Custom Curbing- The ONLY distributor of mini-curbing -** When a customer asked Mark and Andrea if there were other options aside from the standard 6 inch wide curbs, their answer was not "NO". Despite the fact that only 6 inch curbing was avail-

able in the market, Mark decided to go the extra mile and find this one customer a solution. He met with a custom curbing manufacturer and worked together to design a smaller curb. Now, as the exclusive distributors of 4-inch curbing in the country, the Reede's found a viable solution for their customer and proved to be leaders in the curbing industry. "I am glad we offer this option now, it is not just the **variety in design** that we offer, but now, also size. The mini curbing is ideal for smaller areas such as flower beds and looks more aesthetically conducive against a smaller landscape or yard," explains Mark.



Landscaping is a great way to increase the value of your home... and continuous curbing is a perfect way to enhance your landscaping

**A Stand apart Business-** Reede's Custom Curb LLC is currently the only continuous curbing company in Central Wisconsin recognized by the Better Business Bureau. You will encounter, other continuous curbing businesses in the area who may give a great sales pitch, but do your homework and check them out with the BBB before you do business with them.

**Reede's offers a Guarantee on their Estimates-** Unless you make a significant change to the job, the estimate you get for your custom curbing with Reede's will remain the same or less. Too many times, bids are given to home owners with varying prices, in some cases, bids come out lower because the contractor makes a lower estimate for the time or material needed to complete the job. In standing true to their commitment to their dedication to integrity, Mark works carefully on each bid and is so sure of his numbers that he will stand behind it with a personal guarantee that your bill will never be higher than your estimate.

**Reede's offers warranty on curbing work for 2 years -** In a field where a small or often times, no guarantee is provided, Andrea and Mark Reede offer a personal warranty to replace and repair damaged curbing for free over 2 years.

**Detailed Installation -** The Reede's practice the philosophy of doing the job as well as they would in their own home. They go the extra mile of sealing their curbing. This extra step maintains the color of your curbing, keeping it vibrant. It also prevents cracking and slows down the deterioration process.

These are just a few reasons why Reede's Custom Curb is one of Home & Style's favorite business. Experience for yourself, the benefits of continuous curbing and the Reede's warmth and excellence by calling them for a free estimate.



**REEDE'S CUSTOM CURB**  
715-298-0616  
[www.reedescustomcurb.com](http://www.reedescustomcurb.com)

## Want the Elegance, convenience and distinction of Custom Curbing in your home?

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Winners will be picked on April 20th 2008

