



CASTLE BUILDING & REMODELING: A CLOSER LOOK AT WHAT HAPPENED IN 2015

HOME TOUR STATS

SEPT 26-27:
1,041
TOTAL VISITS



160
UNIQUE VISITORS
to homes on
the tour

There were **957**
PUNCHES
at homes to
enter contest and a total of **68** online contest entries.

Our app had a total of **37** downloads
21 total door prizes
given away.

1.7% chance of
winning

Customer Service
97.5% Jobs completed on time
warranty work **0.0026%**

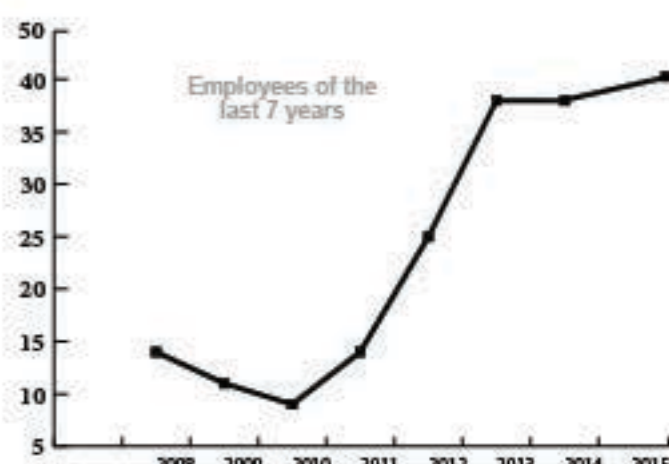
THE BIG PICTURE

39 Years We've Been Open
4 Showrooms
41 Employees
281 Total Projects
\$20,024.91 Average Project Cost
\$5.627 million in Total Completed Projects
\$19,467 Dollars Donated to the Community
91% Revenue that stays local
2 Save-A-Castle homes sold
19 Homes in the third Castle Educational Remodeling Tour

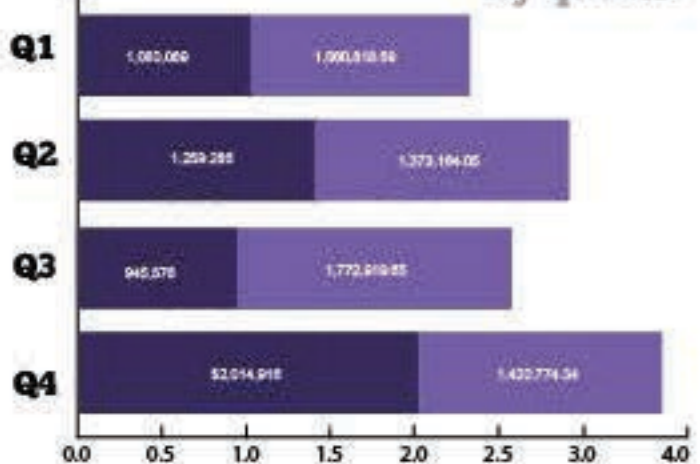
2015 Report Card

A+ B
Better Business Bureau
Angle's List

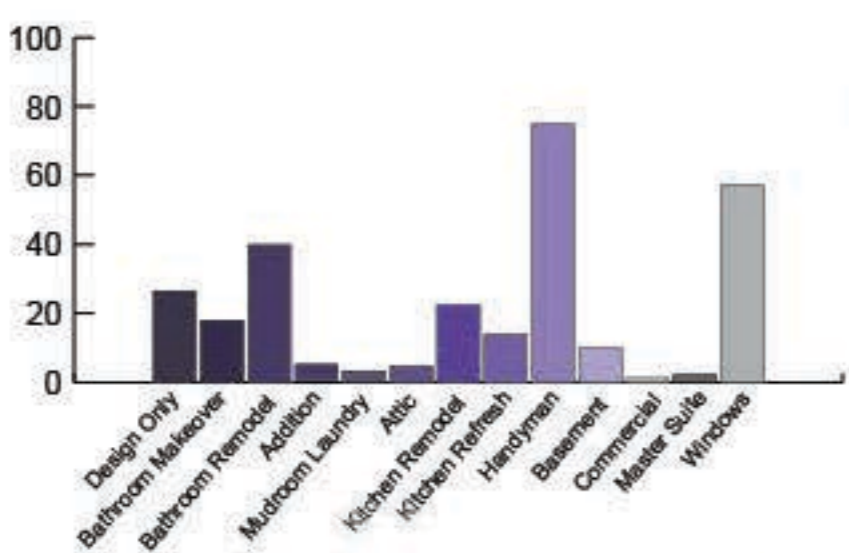
Employees by the Numbers



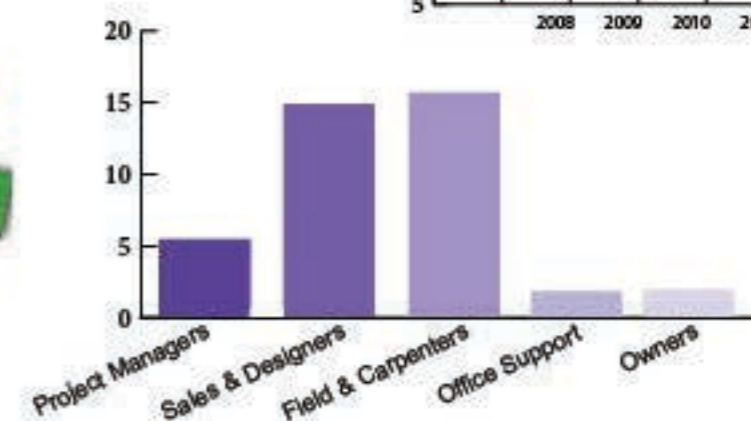
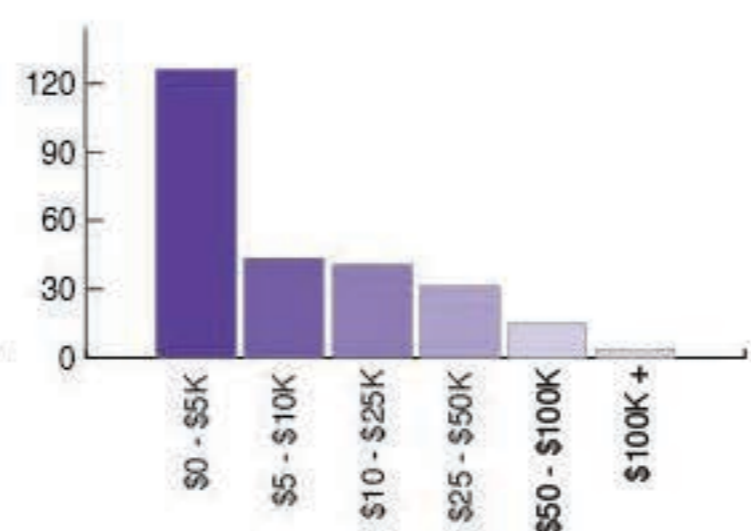
Sales & Production by quarter



of Completed Projects



Number of Projects by dollar value



Social Media

570 Facebook likes
787 Pinterest followers
177 Houzz reviews

Loren works for Castle briefly during the summer picking up shingles.

Proves that labor really is not his thing

Marty wins Big 50 in Remodeling Magazine

Loren returns from TX to join Castle part time and start MBA full time

Castle reorganizes - Marty and Loren end business partnership to save Castle and family holidays

April 2009: St. Paul showroom opens

June 2012: Aaron Johnson joins ownership team when merger with Camelot Builders completes

February 2013: Save-A-Castle, LLC launches. Saves one home and acquires three more

October 2013: Castle is awarded a spot in Mpls Business Journal Top 50 Fastest Growing Companies

March 2014: Castle acquires Natural Built Home as fourth Showroom Location

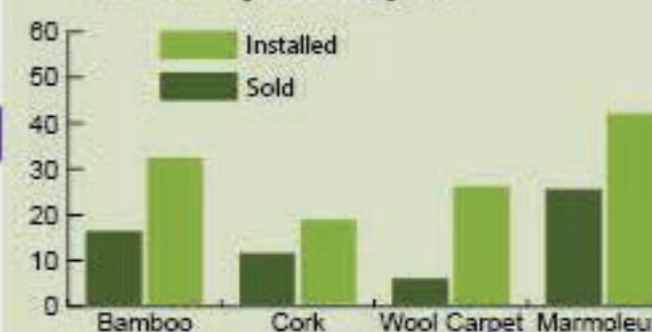
March 2015: Natural Built Home Brand Rebuild: New Logo



At a Glance

113 Educational Class Attendees
91,000 Visitors to State Fair Eco Kitchen Display
21 Design Projects Completed
2,095 Gallons of Non-Toxic Paint Sold

Eco Friendly Floors Replaced



Eco Friendly Cabinets Sold
152 Kitchen
86 Bathroom

146 Salvage Items Sold and Kept Out of Landfills
26 Countertops Replaced with Eco-Friendly Option

Timeline

1977 Loren Schirber is born
1978 Castle moves into office on E. Hennepin
1981 Marty helps form NARI of MN
1982 Marty works with Minneapolis to help start the Minneapolis / St. Paul Home Tour
1988 Loren decides at age 11 that manual labor is not for him
1989 Castle moves back to Marty's basement. Focus more on NE vs SE MPLS
1990 www.castlebri.com is launched
1991 Loren graduates from UND
1993 Castle outgrows the basement and purchases 2600 Johnson St, NE
1999 Castle starts remodel on St. Paul location
2000 Loren wins Big 50 in Remodeling Magazine - making Castle the only company to win twice and only company to win as a father-son team
2001 September 2012: South Minneapolis showroom opens
2003 Castle reorganizes - Marty and Loren end business partnership to save Castle and family holidays
2005 April 2009: St. Paul showroom opens
2007 June 2012: Aaron Johnson joins ownership team when merger with Camelot Builders completes
2008 February 2013: Save-A-Castle, LLC launches. Saves one home and acquires three more
2009 October 2013: Castle is awarded a spot in Mpls Business Journal Top 50 Fastest Growing Companies
2010 March 2014: Castle acquires Natural Built Home as fourth Showroom Location
2012 March 2015: Natural Built Home Brand Rebuild: New Logo
2013 September 2013: Castle hosts first annual Castle Educational Remodeling Tour
2014 July 2015: Moved HQ to production warehouse in Longfellow neighborhood and painted building
2015 January 2015: Opened Natural Built Home Salvage Room to divert usable building materials from landfills