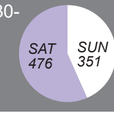
CASTLE BUILDING & REMODELING:
A CLOSER LOOK AT WHAT HAPPENED IN 2017

HOME TOUR STATS

SEPT 30-OCT 1: 827 TOTAL VISITS



with 180 UNIQUE VISITORS to homes on the tour

There were 706 PUNCHES at homes to enter contest and a total of 153 online contest entries.

Our app had a total of 43 downloads

19 total door prizes given away.

3.0% chance of winning

Customer Service

99.3% Jobs completed on time

warranty work 0.0033%

THE BIG PICTURE

4 Showrooms

40 Employees

265 Total Projects

$20,525 Average Project Cost

$5.8 million in Total Completed Projects

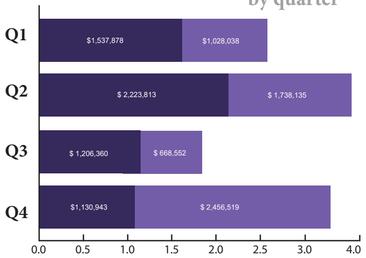
41 Years We've Been Open

$41,350 Dollars Donated to the Community

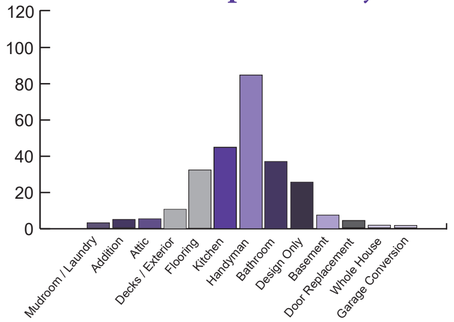
90% Revenue that stays local

20 Homes on the fifth Castle Educational Remodeling Tour

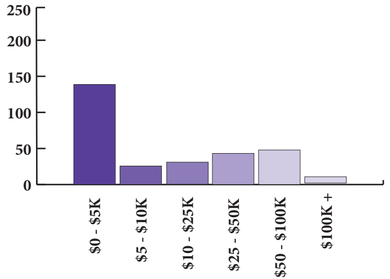
Sales & Production
by quarter

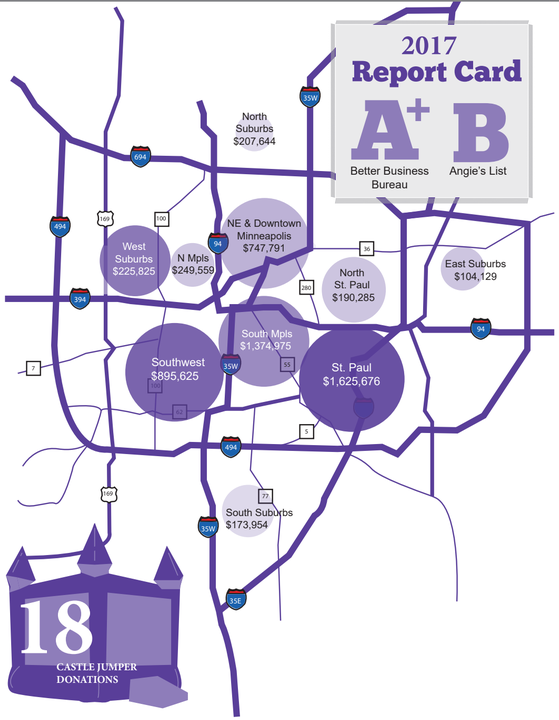


of Completed Projects



Number of Projects
by dollar value



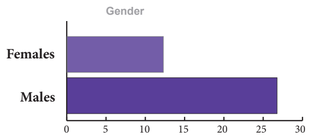


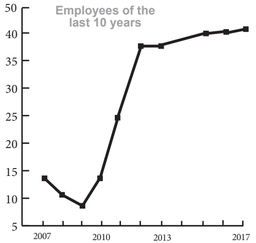
2017 Report Card

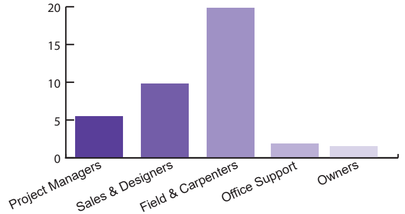
A+ Better Business Bureau

B Angie's List

Employees by the Numbers







WORK @ CASTLE
Company Minimum Wage
$15.00 / HR
Plus Full Benefits
PROUD TO PAY A LIVING WAGE

Social Media

811 878 houzz 261

1977–2017

1977 Marty Schirber forms Castle

1978 Loren Schirber is born

1981 Castle moves into office on E. Hennepin

1982 Marty works with Minneapolis to help start the Minneapolis / St. Paul Home Tour

1982 Marty helps form NARI of MN

1988 Loren decides at age 11 that manual labor is not for him

1989 Recession/Auction

1990 Castle moves back to Marty's basement. Focus more on NE vs SE MPLS

1991 Loren works for Castle briefly during the summer picking up shingles. Proves that labor really is not his thing

1993 www.castlebri.com is launched

1999 Marty wins Big 50 in Remodeling Magazine

2000 Loren graduates from UND

2001 Loren returns from TX to join Castle part-time and start MBA full-time

2003 Castle outgrows the basement and purchases 2600 Johnson St. NE

2005 Castle reorganizes - Marty and Loren end business partnership to save Castle and family holidays

2007 Castle starts remodel on St. Paul location

2008 April 2009: St. Paul showroom opens

2009 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

2010 June 2012: Aaron Johnson joins ownership team when merger with Camelot Builders completes

2012 September 2012: South Minneapolis showroom opens

2012 February 2013: Save-A-Castle, LLC launches. Saves one home and acquires three more

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

2013 September 2013: Castle hosts first annual Castle Educational Remodeling Tour

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

2015 March 2015: Natural Built Home Brand Rebuild: New Logo

2015 January 2015: Opened Natural Built Home Salvage Room to divert usable building materials from landfills

2016 July 2015: Moved HQ to production warehouse in Longfellow neighborhood and painted building

2016 Decemeber 2016: Remodeled Production HQ

2017 Castle donates $35,000 worth of retail/building supplies to Habitat for Humanity!

2017 Fall 2017: Changed Natural Built Home to 4th Castle Showroom and retired the name