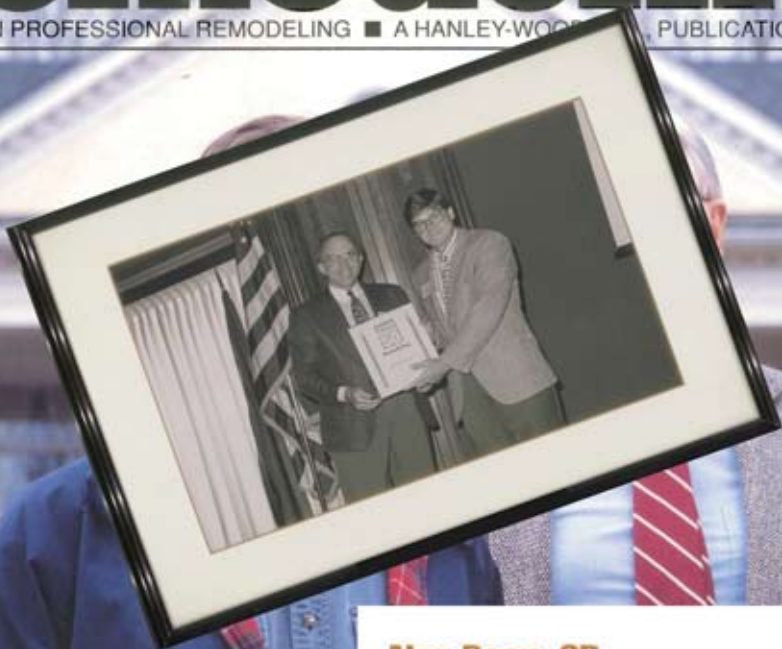


Remodeling

EXCELLENCE IN PROFESSIONAL REMODELING ■ A HANLEY-WOOD PUBLICATION



Alex Dean, CR

The Alexander Group, Inc., Silver Spring, Md.

Alex Dean (seated, left, with his staff) admits he sometimes drives employees "a little batty" as he tries to make sure his jobs turn out well and on time. "I'm meticulous," he says.

Dean's every-detail-counts approach to remodeling plays well in the upper-crust Washington, D.C., area neighborhoods where his company works. Customers hire the Alexander Group for big jobs—average price \$65,000. Evidence of Dean's reputation among these finicky customers is that, while his prices aren't cheap, his steadily growing sales volume is driven largely by word-of-mouth referrals.

Dean is an up-from-the-trades remodeler who ran a company in the Boston area before moving to metro Washington, D.C., a decade ago. When he launched his current company, he remodeled lots of doctors' and lawyers' offices. Then he moved into their homes. "The secret to our success is that we're always following up on details," Dean says. "We always take care of all the little things that determine whether the customer perceives the job as a success."

Design-build remodeling
10 years in business
1992 volume: \$1.1 million
Staff: 2 office, 6 field

THE BIG 50

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