

Business is Booming For Veteran Main Line Building Team

*RBG Home Improvements
Is Transforming Main Line Living*

Malvern, PA -- A pair of experienced custom home builders and business professionals, Jim Renehan, founder of Renehan Building Group, and Jeff Morrison of Morrison Homes, have formed RBG Home Improvements, specializing in major renovation of upscale residences throughout the Main Line and surrounding areas. Operating as a division of Renehan Building Group, Renehan and Morrison bring a wealth of talent, building expertise and business acumen to their new venture.

The formation of RBG Home Improvements occurred as each of the partners was pursuing individual building endeavors. An opportunity arose for a major home renovation and they decided to join forces, bringing complimentary skills and resources to the job. The project was a success for the client, and generated referrals and new business for the partners who then formalized their relationship as RBG Home Improvements.

“We take ‘home improvement’ a step further,” notes Renehan. “We actually work with our clients to re-allocate space for more efficient use as we upgrade and expand the stately older homes which are the foundation of our market.

“Our clients are interested in modernizing and expanding their homes,” Renehan explained. “They are also adding lifestyle amenities like wine cellars or re-doing basements to transform them from the family rec room to adult playrooms with big screen TVs, built-in wet bars and pool tables.”

According to Morrison, the current economic climate is actually fueling their business because “people are opting to stay in and improve their existing homes, rather than move. That has created a market for the skilled professionalism and quality building that has characterized both Jim’s and my career. So the timing was right for us to form RBG Home Improvements.”

Built on Experience

Both Renehan and Morrison bring extensive experience in building and business management to RBG Home Improvements. That enables them to deliver the extraordinary quality and customer service their clients demand, while operating a sound, efficient business.

Renehan, who had a 20 year career in the paint industry, where he worked his way up to Vice President of Sales & Marketing for a small, family-owned company which he grew to a \$100 million enterprise, brings a lifetime of business management experience to the table. When the company was sold, he elected to act on his lifelong passion for building, and start his own business.

He started with the transformation of a 1950-style split level into an updated 5000 sq. ft. home with center hall, gourmet kitchen and stone fireplace. He also launched two small subdivisions, The Woods at Flint Hill in Saucon Township, and The Estates at Cooks Crest in Springfield Township, where he is building custom luxury homes.

Morrison, a Penn State Civil Engineering graduate, had an extensive career with Ryan Homes, where he started as a Field Assistant Supervisor and held various positions including Sales Rep and production manager. He was involved in various start-up operations with the company. He left Ryan, and worked for several other local builders prior to starting Morrison Homes, where he, like Renehan, specialized in custom homebuilding and renovations.

Now that the parallel paths of Renehan and Morrison have crossed, satisfied customers, word-of-mouth and visible proof of their work in prestigious neighborhoods is fueling the success of their joint venture in RBG Home Improvements. While proud of their success, both partners are determined to stick with the basics that drove their successful careers.

“Our business is healthy and thriving in this economy because of our joint commitment to professionalism, quality, integrity and extraordinary customer service,” Renehan explained.

“That, combined with a solid business plan and operations model, will enable us to continue to grow at a steady pace.”

Most of RBG’s current clients are located within a 20 mile radius of the company’s office in Malvern. For more information, or to contact the company about a home improvement project, call 610-251-9333 or visit the company website at www.renehanbuildinggroup.com.

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