

# An Album of East Bay Family Businesses

## Family and focus set Marshall Building apart

*Marshall specializes in roofing, siding and windows*

At Marshall Building & Remodeling, customers are like family.

Those are the words shared on the company's website, and it's a message carried out each day in Marshall Building's approach to business. The Riverside-based remodeling company which focuses on roofing, siding and windows has built a proud reputation for treating its customers — those they have known for decades as well as those they are meeting for a first time — like they are truly family.

And that means a little bit more at Marshall, which is a family-run company with nearly 40 years of experience.

Tom Marshall and Dave Marshall co-founded the business in 1983, and over the years more of the Marshall family has joined the team, with even more people outside of the family becoming integral to the company, as well.

Anne Marshall is second-generation co-owner of the business with her brother, Andy Marshall. She said the employees at Marshall Building, even those who are not related to the Marshall family, have created a close bond.

"There are a lot of good people here," Ms. Marshall said. "Over the years we've grown and added more and more people to our team who aren't family, but they share the same dedication to customer service and excellence as my father Tom did back in 1983."

The company's success stems from



Andy Marshall and his sister Anne Marshall are second-generation, co-owners of Marshall Building & Remodeling. The Riverside-based, family-owned and operated company has built a proud reputation for treating its customers like family.

a set of standards that guide the everyday operations. The standards include: No high pressure sales tactics, make customers happy, do award-winning work, 15-year workmanship warranty, and no payment until the job is done.

Ms. Marshall said the company has dedicated itself to top-notch training for its team and attention to detail in its workmanship. The approach has yielded dozens of awards, including GAF President's Club Award, CertainTeed Select Shingle Master, Vinyl Siding & Polymer Shake Master Craftsman, Alcoa's Golden Hammer Award, accreditation by the Better Business

Bureau since 1983, and honor by the Better Business Bureau for 38 years of continuous "A" rating.

Part of what helps distinguish Marshall Building from other businesses is its focus and dedication to excellence. Ms. Marshall said that while some companies branch out their work into less familiar areas, Marshall Building has built an expertise in three specific areas: roofing, siding and windows.

"We've stayed in those areas and we've become the best at them over the years," Ms. Marshall said.

There are some contractors who will take on all sorts of jobs, but her father,

company founder Tom Marshall, decided long ago to become an expert in exterior remodeling and remained laser-focused on roofing, siding and windows exclusively.

"We never watered down our services or quality."

Ms. Marshall said the business has also been very careful about how it has grown over the years. She said Marshall Building is not too large like some of the franchises and not too small, like the single carpenter working out of his pickup truck.

"We are just the right size," Ms. Marshall said. "With Marshall you're protected and cared for, a rare combination in this industry."

And the business has generations of repeat customers to prove their approach has been a success. Ms. Marshall said the company has built thousands of relationships with homeowners across Rhode Island and Southeastern Massachusetts.

"Many of our customers are repeat customers or referrals from people we've worked with in the past," she said. "It's a testament to our level of work and service."

The company's website shares a message emphasizing its approach to business: "Team Marshall are all the people who work together to create the most beautiful roofing, siding, and window installations in RI and MA. It's our family, our staff, our crews, and most importantly, it's you, our customers. Behind every flawless installation, behind every gorgeous home transformation, and behind the success of our company, is teamwork and Team Marshall."

### Inside

- Brougham Motors Collision
- The Fireplace Showcase
- Gil's Appliance
- Gilmore's Flower Shop
- Grace Barker Nursing Home

- Graphic Ink
- Healy Physical Therapy
- Marshall Building Products
- Mateus Realty
- McLane Insurance

- Mount Hope Paint & Decorating
- Plante Jewelers
- Riccotti's Sandwich Shop
- Sacred Cow at Munroe Dairy
- Sunshine Oil