

BizSnaps

A Snapshot look at local businesses



Name: Jessica Soberg **Title:** Vice President

Phone: 262-275-2150

Address: 400 S. Main Street (Rte 14) Suite C Walworth, WI 53184

Business Name: Soberg Window & Door Company

Directions & Business Hours: Located on Route 14 in Walworth just south of the square in Walworth. Across from the old Pick-N-Save.

We are open Monday thru Friday 8:00am to 5:00pm and Saturdays 9:00am to 1:00pm

When was the business started? We opened our showroom doors on October 1st 2008

Describe your products/services: We carry Infinity from Marvin Fiberglass Replacement Windows and Doors. We do the job from beginning to end...we have a full installation crew that we have done business with for ten years. We offer competitive pricing, with a turn-key process that is hassle-free for our customers.

Do you have a favorite saying that applies to your business? Offering simple solutions to today's efficiency standards.

How did you get interested and/or started in this business? We have been in the business for ten years. We both worked for window retailers, and decided that we needed to branch off on our own to ensure satisfaction and fairness to all of our customers. We had our team of professionals already in place when we came across an opportunity to open our own store, so we jumped on it!

What are your future plans for your business? Our future plans for our business include growing and expanding as well as offering free knowledge to the public through home improvement seminars held in our showroom. We also want to become more involved in the community to be known as a 'neighbor' that can be counted on.

What do you do that differentiates you from your competitors? Soberg Window & Door Company specializes in one window line only. We proudly carry Infinity from Marvin and have full faith that we've chosen the best product. Marvin Windows is known for standing behind their products, and so are we! We are also very competitive compared to other window retailers. Our overhead is minimal which allows us to offer our customers the best possible pricing. Troy and Jessica Soberg, husband and wife, work together to make sure that their customers are satisfied from beginning to end.

What do you find most rewarding about this type of work? The biggest reward to us is the smiles on our customers faces. We also love referrals.

What have been some of the challenges you've faced and how did you work them out? Our economy has posed several challenges to us as a new company. We've worked through them by making sure our prices are fair and we've tried to educate the public on tax credits and other state programs that pertain to window replacement projects.

What have you learned from this business? We've both learned that spending a little extra time with customers goes a long way. Seeing the job through to the very end makes the customer feel secure through the whole process. We've learned to always make ourselves available to our customers and listen to exactly what they want.

What kind of training or background do you have? Troy Soberg has been in the Home Building and Remodeling Industry for over 12 years. Jessica Soberg has been in the Construction Industry for a little over 12 years. Both have compassion for customer's needs and strive to be the best when it comes to product knowledge.

What or who has had the most influence in the way you do business? Our customers have had the most influence on the way we do business. The response we get when the job is complete and the customer is thrilled with the new look of their home is priceless. We are so grateful for the business that our customers give us, we go out of our way to make sure that they are appreciated.

What type of customers uses your products/services? Our customer base is all over the board. Ranging from homeowners to landlords, we open our doors to everyone.

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