

Custom Quality specializes in home theaters

Remodeling firm growing by adding repeat customers

BY RYAN DIONNE
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BOULDER — Customers who return 15 years later to hire the same company for another job speaks volumes about quality of work.

With about 60 percent of its business being repeat customers and another 20 percent being referrals from former customers, it's no surprise Custom Quality Construction LLC is growing.

With annual revenue increasing from \$76,000 in 2007 to \$300,000 in 2009, the company, which focuses on home remodels and custom in-home theater and media rooms, earned the No. 5 spot on the Boulder County Business Report's Mercury 100 list of fastest-growing private companies reporting annual revenue less than \$2 million.

But don't let the revenue growth be misleading. The company has only two employees: founder Robert Dreher and his wife, Padma Wick.

Dreher, who founded the company in 1993, started by remodeling homes. But the stereo buff found that designing and building home theaters was a logical business expansion, so in 1996, he added that to his repertoire.

"The theater part of the business: That started out because it's just a lot of fun," Dreher said. "And you get a chance to be a little more creative."

No matter the size, Dreher uses his construction and theater experience



JONATHAN CASTNER

Robert Dreher and his wife, Padma Wick, run Boulder-based Custom Quality Construction LLC, which specializes in turning bare basements into cozy home theaters.

to transform a bare basement into an often high-end room that's cozy and perfect for entertaining.

Despite theaters and remodels being a common only-if-there's-money expenditure, he said business has been fairly steady through the recession.

"We've seen a downturn for sure, but I think we're a lot less affected" than other contractors, he said.

He chalks that up to customer loyalty, which comes from Custom Quality's focus on balancing aesthetics, quality and budget.

"I think it also shows how satisfied our customers are with the outcome," he said.

That's true with any project he finishes whether it's the growing theater business or the more prevalent general remodeling jobs.

One job he recently completed was for a customer who he worked with about 15 years ago. Others he's worked with numerous times until there wasn't much left in the house for him to remodel.

Though he'd like to see more new

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www.customqualitytheaters.com
 Robert Dreher, founder
 Employees: 2
 Primary service: home remodeling
 Founded: 1993

customers, he's happy knowing most of his customers are former clients or referrals — some of which have become friends.

While he's not ready to hang it up, yet, he's starting to do more consulting work in terms of home-theater projects. Wick said her husband is keeping his options open for a future retirement career.

For now, though, he's content with his two-person operation and the amount of work it brings.

"There are times when my job is stressful," he said. "But in the end I'm really happy with what I do."