

# XCEL ROOFING

## Building Relationships, Roofs & More

The work you do with your clients makes a difference. Beyond the real estate deal itself, there is the relationship, the care and dedication to meet their needs that go beyond the transaction.

That's the same spirit of success that owners Jim Harding and Matt Preister and the entire Xcel Roofing team brings to each of its relationships that it builds with the people it serves throughout the Omaha area — ever since it was founded in 1990.

Paula Wilcher is Marketing Director at Xcel Roofing. As she says, “What we love to communicate with people is that, beyond our great services of exteriors that we do with roofing, siding, gutters and windows, we are a company that has a true love for helping people in our community.”

Xcel Roofing has built a reputation for quality results and relationships. In fact, the company enjoys strong relationships with its industry partners,



### ▶▶ partner spotlight

By Dave Danielson  
Photos by Paula Moser

Six of the 25 person team in the local Omaha market.

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as well — earning the distinction of being among a small percentage nationwide of Owens-Corning Platinum Preferred Partners, and earning the Pella Top 5% award as well.

**THE CARE TEAM**

Each part of the company is essential. As Jim Harding likes to say, the 20 member office staff is like soup. Each ingredient represents a role in creating a truly personal experience for our customers.

“Our project managers, production team members, support specialists and crew members make up the

Care Team, because they are here to truly take care of our customers,” owner Matt Presiter points out. “Without these people, we wouldn’t be able to take care of customers the right way.”

**XCLUSIVE TREATMENT**

Xcel truly works with its clients to support them when they need it the most. A perfect example of this is the Xcel Xclusive Realtor program.

Owner Jim Harding states, “We help Realtors get top dollar for their buyers and close their deals faster. The realtor program is designed with both the buyer and seller in mind through free inspections that help give clients peace of mind in the home sales process.



Co-owners, Matt Preister and Jim Harding.

For more details on the program, see <https://www.loveourroof.com/omaha/realtor-program>.

**INVESTING IN — AND BUILDING — COMMUNITIES**

The business of giving back is a rewarding part of the way Xcel Roofing does business.

Xcel won the 2018 Better Business Bureau Integrity Award. And this year, the Xcel team was honored to earn the 2019 Owens-Corning Pinnacle Award for Community Service, including helping a veteran with extensive repairs to his house, and fundraising efforts to help the town of Marshalltown, Iowa, get back on its feet after a devastating tornado. In fact, Xcel worked with Cinderella Dresses, here in Omaha to donate more than 700 homecoming dresses for students in the town.

“We put all of our marketing dollars back into the community by helping nonprofits, and by getting involved in organizations

around town, we feel that that’s really important to give back to our community,” Paula explains.

One of the prime recipients of the Xcel community spirit is Habitat for Humanity and the Annual Builders Blitz. The company also is a passionate believer in helping veterans with their home maintenance needs through the Owens Corning and Habitat for Humanity Veterans Deployment Program.

“We’re proud to be able to show our respect for veterans by helping in this way,” Jim says.

But that’s just the start. As part of being a true community partner, one of the biggest sources for suggestions on giving back comes from the community itself.

“As far as other nonprofit organizations we support, we listen to what our customers talk with us about. That way, it’s not coming from a corporate level. It’s coming from the interior of our community— our customer base,” she explains. “When we go into their homes, and we’re helping them with their experience, we ask which particular nonprofit is close to their heart.”

Looking ahead, Xcel plans on continuing its story of success. Today, the company is one of the fastest-growing organizations in the industry nationwide, with a presence in 10 markets stretching across seven states.

And Each step of Xcel’s success happens with a sense of far-reaching service.

As Jim Harding says, “Roofing is our gig, community is our jam! That’s not just a cute catch phrase — it explains it all. We love our roofing business, and we would like to think we do it better than anyone because we have an underlying passion for helping others. It is what sets us apart in our industry.”

**FOR MORE INFORMATION ABOUT XCEL ROOFING:**

Visit [www.LoveOurRoof.com](http://www.LoveOurRoof.com), or Call 402-345-9235

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