

Celebrating 25 years with a giveaway of up to \$25,000 in home makeovers!

by George Moses

When you've built an operation from nothing to a booming multi-million dollar business in 25 years, you deserve a lot of respect. In 1989, David Bobby became a licensed builder and started a handyman business. I first met him when he called his business "The House Doctor," and his friends still call him Doc. One of the services he offered as a handyman was window cleaning. He was happy to hand off a couple of ladders and a squeegee to his then, 16 year old son, Darian, who started his new business, The Window Doctor, in the summer of 1992. In a few years, Darian had amassed a solid base of over 1000 regular customers. Window washings often led to gutter-cleaning jobs. He then researched ways to protect gutters and was impressed with Gutter Helmet products. Darian obtained the franchise for Livingston County in 1999, just three months after graduating from Michigan State University. At 23, He was the youngest authorized Gutter Helmet dealer in the Nation. In 2003, David and Darian were honored at the National Gutter

Helmet Convention in Florida as the "Top Performing" Gutter Helmet dealer in the nation. They were soon awarded the dealership rights to Oakland, Wayne and Washtenaw Counties and are now one of the largest Gutter Helmet dealerships in the United States.

A short time later I contacted David Bobby and had him install Gutter Helmet on our gutters because they were getting clogged with whirlygigs from our large maples. The result: for the past 15 years we haven't had to clean our gutters at all.

Gutter Helmet also manufactures SunShade Retractable Awnings, which allow you to enjoy the beauty of your backyard and patio with comfortable shade where you need it.

Next, they brought on insulation and ventilation because some customers were experiencing ice damming caused by heat escaping into the attic. When brought up to the Federal Energy Requirement of R-60, their customers typically experienced significant savings on their energy bills.

After learning that the average asphalt roof installation was lasting about 12 years in Michigan they began recommending the strength and beauty of stone coated steel shingles. This was a product they could be proud to offer their customers. And with a 75-100 year life expectancy

they know it would be the last roof they would ever buy.

Almost everybody has an old bath they want to update. After researching several products, they found what they were looking for: Bathwraps. A Bathwrap is a premium acrylic bath system that can be installed in about a day. Centrelle is an acrylic bath wall with beautiful imprinted random granite and stone patterns.

As the baby boomer generation reaches their 70s, there is a need for modifications to the home so they can "age-in-place." Atlas is a Certified Aging In Place (CAPS) company and specializes in the installation of walk-in tubs. They are now the authorized Jacuzzi Walk In Tub franchisee for all of Michigan.

Expanding on the theme of preparing the home for Senior living, Atlas® now offers the EasyClimber® ChairLift. People with mobility issues can now "climb" stairs safely and while seated. The bathroom and stairs are the most dangerous places in the home for Seniors. Statistically a third will experience a serious fall this year. Atlas can help people stay in the home that they love.

Atlas Home Improvement is a local family business. In the beginning, it was just a father and son operation. Now they have a staff of almost 50 quality people and have become a multi-million dollar company with over 16,000 satisfied customers in Southeast Michigan. When I visited their offices in Whitmore Lake recently, I was impressed by their on-site call center that answers phones 24 hours a day, 365 days a year. And I noticed detailed charts on whiteboards in almost every room. They monitor every operation of their business for quality control. When some part of their operation isn't performing up to standards, they get together and remedy it immediately.

Now, they're celebrating by offering a special 25th anniversary giveaway of a home makeover with an installed value of up to \$25,000. You can enter to win online at www.AtlasHomeImprovement.com and there is no purchase necessary.

As a growing family business, they put their clients and their employees first. Congratulations to Atlas Home Improvement as they celebrate 25 years of service to our local area and throughout the state of Michigan.



Darian and David "Doc" Bobby, have built a local family business that serves customers throughout Michigan



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