



...a customer obsessed, modern business in a traditional industry.



FOR IMMEDIATE RELEASE

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Brookstone Windows & Doors Ranked #20 in Canada by Growth 500

(London, ON) Brookstone Windows & Doors based in London, Ontario, has been recognized by Growth 500 as the 20th fastest growing company in Canada in 2020.

Founded in 2014 by Ken Sherman, this replacement window and door retailer has grown from operating out of Ken's house in 2014 to four, full-service branches with operations in eight markets in southern Ontario. Ken started the business by knocking on doors in the mornings to book appointments and then meeting with those appointments in the afternoon and evenings.

Brookstone was founded on the understanding that today's customers have heightened customer experience expectations. Home renovation businesses consistently rank in the top 10 most complained about industries in Canada - solve this problem with integrity and genuine excellence in customer service, and a thriving business will follow.

A commitment to good old-fashioned, honest customer communication supported with an integrated technology solutions platform, gives team members the information they need to make decisions to help customers at all times, and provides the management team real-time insights into every aspect of the business, allowing for quick pivots when needed (COVID-19) and to understand and anticipate trends for longer-term planning.

The key to successful growth according to Ken, "Three critical factors. 1. Treat our customers better than I would expect to be treated. 2. Hire only smart people - smart makes growth faster and easier. 3. Leverage technology wherever possible."

So what's next for Brookstone? "We continue to be on a very aggressive growth trajectory. Though the COVID pandemic slowed us down a bit, we will be operational in all markets across Ontario by 2024, while expanding into other product lines including roofing and siding."

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