



# quick & painless home and family news

Frey Construction  
and  
Home Improvement, LLC  
608.643.7914



**AFTER**



**BEFORE**

Another remarkable project! This full-home remodel and addition showcases how thoughtful design and skilled craftsmanship can truly transform a space while preserving its original charm. And what an honor! Our efforts earned NARI Madison Chapter's REMODELER OF THE YEAR award, a testament to the care, creativity, and expertise poured into every detail.

Our design team partnered closely with the homeowner through an extensive planning phase, incorporating crucial elements to ensure the new addition blended seamlessly with the original log home's distinctive style.

*continued on page 2*



## This Issue:

Nomination Window  
OPEN for Best of Madison

Frey Earns Angi Super  
Service Award

Super Bowl Word Search

Recipe: Veggie Pizza Dip

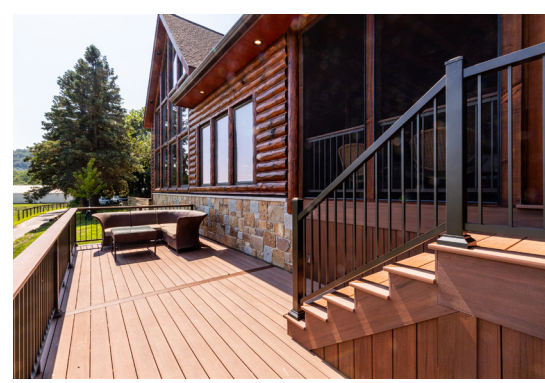
**NOMINATE  
US!**

**FEBRUARY 1-28, 2026  
EVERY DAY! ALL MONTH LONG!  
MADISONMAGAZINE.COM/BOM**

MADISON MAGAZINE'S  
**BEST  
OF MADISON  
2026**

January/February  
2026

[www.FreyConstruction.com](http://www.FreyConstruction.com)



The reimagined floor plan maximizes space and natural light, creating an effortless flow between the kitchen, dining, and entertainment areas. A spacious new bedroom suite with an adjoining master bath and closet offers a peaceful retreat, while a relocated laundry area (complete with a dog-wash station!) adds everyday convenience.

Through creative brainstorming, two entirely new bathrooms, one a main-level powder room and the other an upstairs ensuite, were introduced to spaces not included in the original plans. By stacking them in the center of the new vault and finishing the wall in stone, the team brought both functionality and architectural character to the heart of the home.

This project also presented unique challenges, including integrating a complex roofline and expanding the living space outdoors with a screen porch and deck, both designed to complement the home's natural aesthetic and enhance year-round enjoyment. Every detail was intentionally crafted from the inside out, with

*continued on page 3*



Our Interior Design Team attended the Celebrating Excellence "ROTY" Rodeo, proudly accepting our Remodeler of the Year award for this exceptional project.



L to R: Ben Lenerz, Mel Boyd, Michelle Brokish, Jenn Breunig, Madeson Anderson, Sam Koenig

the same stone used on the exterior carried through to the large interior focal wall and tied into the kitchen stove hood, creating visual harmony and timeless appeal.

From improved flow and integrated storage to refined finishes, every element reflects our commitment to exceptional craftsmanship and intentional design. The result is a home that feels entirely new—yet remains perfectly true to its roots.



"Frey recently completed a very extensive remodel and room addition on my home in Sauk City. From start to finish they were professional, transparent and honest about all work and costs. They completed the job on time and on budget. The quality of their work is outstanding. The team they employ to plan, engineer, and manage the project is truly fantastic. I absolutely love the new and beautiful spaces that were created in the home. I highly recommend Frey for any of your needs in remodeling and construction."

~M. Loeber, Sauk City



Award reflects company's consistently high level of customer service.

Frey Construction & Home Improvement, LLC has once again earned the service industry's coveted Angi Super Service Award, recognizing an exemplary year of service provided to homeowners throughout 2025. This honor highlights companies that maintain superior service ratings and reviews, something our team works tirelessly to achieve.

"Our mission has always been to exceed our Clients' expectations for quality and service," said Scott Frey, owner of Frey Construction & Home Improvement, LLC. "This award is a testament to our team's hard work and dedication. We are truly humbled by the incredible reviews from our Clients, and we're thrilled to see our efforts recognized in this way."

The Angi Super Service Award reflects consistent excellence in customer satisfaction and performance, demonstrating why Frey Construction continues to be a trusted name in the industry.

SECONDHAND STORE BEST SHOES BEST SOLAR ENERGY COMPANY BEST SOUTH  
SOUTHEAST ASIAN BEST SPA BEST SPECIALIZED FITNESS CENTER BEST SPECIAL  
ST SPORTS & RECREATION SHOP BEST SPORTS BAR BEST SPOT FOR N/A BEVERA  
/EYOR BEST  
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R HAIR REMO  
LATIN AMERICAN BEST LAW FIRM BEST LOCAL AUTHOR/WRITER BEST LOCAL POL  
AL THEATER BEST LUXURY AUTO BEST MARTIAL ARTS STUDIO BEST AFRICAN/CI

**NOMINATE US!**

**FEBRUARY 1-28, 2026**  
**EVERY DAY! ALL MONTH LONG!**  
**MADISONMAGAZINE.COM/BOM**

MADISON MAGAZINE'S  
**BEST OF MADISON 2026**

It's getting to be that time again! The nomination window for BEST OF MADISON! We would be honored if you could please take a minute to...  
**NOMINATE FREY CONSTRUCTION!**

- BEST ROOFER**
- BEST KITCHEN & BATH DESIGN**
- BEST WINDOWS & DOORS**
- BEST HOME REMODELING**

Starting February 1st, please nominates us in ALL FOUR categories! Nominate every day...all month long!



# GET TO KNOW

## OUR FREY TEAM



INTRODUCING

**ALEX TAUBENHEIM**  
SALES CONSULTANT



**GET TO KNOW THE FACES BEHIND THE FREY MAGIC—  
BECAUSE GREAT PROJECTS START  
WITH GREAT PEOPLE!**

We're excited to introduce Alex, one of our standout Exterior Sales Consultants. Known for his calm, straightforward approach, Alex listens first, then recommends the right fit for your home, budget, and timeline. From the first visit to the final walkthrough, he keeps everything transparent and running smoothly, perfectly aligned with our "Quick & Painless" promise.

When he's off the clock, Alex enjoys time with friends and family and recharging for another day of helping clients.

We're lucky to have him, and our Clients are, too. Thinking about a project? Schedule a free consultation and let Alex help you "Beauti-FREY" your home with confidence.



*Congratulations Sierra and Jackson!*

We're thrilled to celebrate the marriage of our Account Coordinator, Sierra, and her husband, Jackson. The happy couple tied the knot on October 4. Please join us in wishing them a lifetime of love, laughter, and all the best from our Frey family!

*Share the Love and Get Rewarded with Our Referral Program!*



## REFERRAL PROGRAM

At Frey Construction, we believe that great things should be shared! That's why we created our Referral Program—to reward YOU for spreading the word about us to your friends, family, and neighbors. It's simple: send them our way, and when they choose Frey Construction for their project, you earn money! It's that easy!

Whether it's a remodel, a new roof, or another project, your recommendation means the world to us—and we're excited to thank you for helping us grow our Frey Family!

✔ Tell Your Friends ✔ Earn Money!!



## Veggie Pizza Dip

### Ingredients:

16 ounces cream cheese, softened  
1/2 cup mayonnaise  
3/4 cup finely chopped red bell pepper  
3/4 cup finely chopped broccoli  
1/4 cup finely chopped red onion  
bread and/or tortilla chips for serving

1/2 cup sour cream  
1 packet ranch seasoning mix  
3/4 cup finely chopped cauliflower  
3/4 cup finely chopped carrots  
1 cup shredded cheddar cheese

### Instructions:

1. In a large bowl, add the cream cheese, sour cream, mayonnaise, and ranch seasoning. Mix with an electric mixer to combine.
2. Set aside about 1 1/2 cups of the vegetables. Add the rest of the vegetables and shredded cheddar cheese to the cream cheese mixture and stir to combine.
3. Add this mixture to a large shallow bowl. Sprinkle the top with the reserved chopped vegetables.
4. Refrigerate for 2-3 hours or until ready to serve.
5. Serve with bread and/or tortilla chips.



Check Us Out On Facebook:

@FreyConstructionHomeImprovement

*The Frey Family is Growing!*



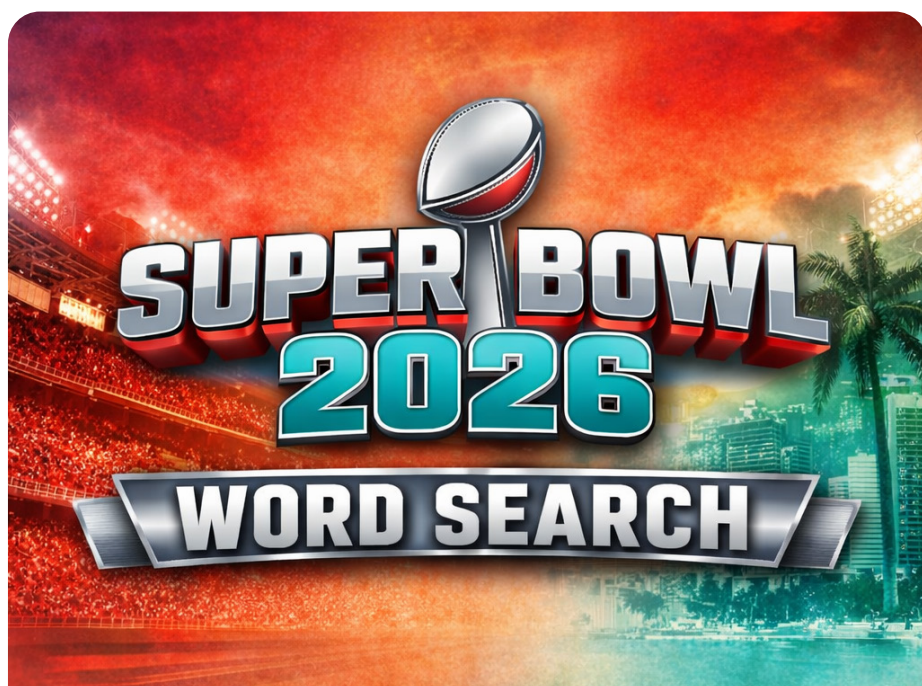
We're thrilled to share that our Frey Construction family has welcomed two beautiful baby girls this fall!

Ben and Anna Lenerz celebrated the arrival of their daughter Hazel on October 10th. Ben, one of our talented Interior Remodeling Consultants, is already beaming with girl-dad pride.

Just a few weeks later, on November 15th, Cheyanne Proudian from our Administrative team and her partner Jordan welcomed their daughter Skyla. Skyla was greeted at home by her very excited big brother Asher and big sister Hadley, who couldn't wait to meet their new baby sister.

Please join us in congratulating both families as they settle in and enjoy this sweet new chapter!

*Skyla*



J U M B O T R O N M U P B J V K T U M K I M  
 F U M B L E L T E W B A F I D R I T J F X U  
 T A C K L E G S K W U C I V P R U C G L G A  
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- |                 |                |
|-----------------|----------------|
| FANS            | CHAMPIONSHIP   |
| GRIDIRON        | INSTANT REPLAY |
| TACKLE          | FIELD GOAL     |
| KICKOFF         | VINCE LOMBARDI |
| TEAMS           | COMMERCIALS    |
| TOUCHDOWN       | CHEERLEADERS   |
| NATIONAL ANTHEM | TICKETS        |
| FUMBLE          | HALFTIME SHOW  |
| QUARTERBACK     | BIG GAME       |
| JUMBOTRON       | PASS           |
| PREGAME         | INTERCEPTION   |
| PLAYERS         | WATCH PARTY    |

Average Customer Rating

# 4.9

**4.9**

722 Reviews  
*Google Guaranteed*

**4.9**

120 Reviews  
*Best of Houzz*

**4.94**

64 Reviews  
*A+ Accredited*

**4.9**

129 Reviews  
*Connections*

**4.8**

178 Reviews  
*Super Service*



★★★★★

Cannot say enough about this company and their team. Awesome communication from start to finish. Went above and beyond on my project—we love the result. They were done on time and on budget and that was including an additional added project for storm repair. Our siding is beautiful, we have had tons of compliments. Would use them again. Thank you Frey!

**Jim & Melissa Schrot, Cambria**

★★★★★

This is our second time using Frey Construction. Most recently they replaced our roof, gutters/guards, three exterior doors and siding. Zach from Sales met with us on a couple occasions to explain our options and costs. He was engaging without pressuring. The job managers, JJ, Tim and Matt, did a great job communicating and addressing concerns we had while being professional and detail oriented. We would recommend this team to anyone looking for a quality job.

**Shawn & Gwen Engel, Evansville**

★★★★★

I had a front, patio and service door replaced. All the work was done in one day and everything was done exceptionally well. They even cleaned up so well inside and out that you wouldn't have even known I had construction done today. Thank you Frey and the team that was here: John, Dan, Tim, Ben and Matt you did an exceptional job.

**Carrie Schwerman, Reedsburg**

★★★★★

We had Frey Construction install 12 ProVia windows and a front door in our condo after being extremely pleased with their roof and skylight installation a few years ago. The crew, led by John, was extremely efficient, well-trained, respectful and careful when installing the windows. It was a big job, and they removed and installed windows with added insulation and all new woodwork. We were extremely pleased with the look of the windows (able to match our condo specs exactly). The team (John, Dan, Matt, Hillario, Tim, and Ben) worked the entire time they were here, washed all of the windows at the end, vacuumed the rugs and put furniture back into place, and cleaned out the garage (where they staged the work). When the job was finished John took his time to go through how the windows work, the warranty, etc., with me and my husband. Thank you to a great team of hard working young men.



★★★★★

Many thanks to John, Matt, Dan, Ben and Tim for the work they did today installing new windows in my basement. They did an amazing job in tough conditions, not only weather but constraints in the work space. They finished a two day job in one and left the property clean and tidy as if nothing had happened. I depend on Frey, I would recommend them to anyone.

**Alice Morehouse, Madison**

**Love reading customer stories?  
We do too!**

**See hundreds more reviews online at:  
[www.freyconstruction.com](http://www.freyconstruction.com)**

# Thank You

## TO OUR MOST RECENT CLIENTS

*\*\*Indicates Repeat Client*

*\*\*Kevin Bartol, Baraboo*  
*\*\*Michael & Anne Marie Bell, Madison*  
*\*\*Kyle Bennwitz & Abby Diehl, Verona*  
*\*\*Jim & Elisabeth Berkelman, Madison*  
*\*\*Jim Blaich & Anna Jankus, Fitchburg*  
*Scott & Caitlin Blaine, Madison*  
*Kathy Blausey, Baraboo*  
*\*\*Chris & Laurie Boyce, Madison*  
*Noah Brisky, Merrimac*  
*Jane Brokish, Madison*  
*Sally Bryan, Portage*  
*Arnold & Christina Card, Baraboo*  
*Signe Carney, Madison*  
*Chuck & Kathy Carns, Lodi*  
*Steve & Sandra Cecil, Monroe*  
*\*\*George & Sara Christiansen, Madison*  
*\*\*Mike & Darlene Cook, Middleton*  
*Saima & Andrea Cooper, Madison*  
*Paul & Amy Crowder, Lodi*  
*\*\*Edward & Jeannine Desautels, Madison*  
*\*\*John & Jean Diedrich, Monona*  
*\*\*Kerry Doeringsfeld, Mt Horeb*  
*\*\*Chip & Gloria Dominick, Prairie du Sac*  
*Katie Drescher, Middleton*  
*David & Tracy Erickson, Sauk City*  
*Bill & Erin Esbeck, Madison*  
*\*\*Mike & Lynn Estell, De Forest*  
*\*\*Drew & Paula Falk, Sauk City*  
*John Flanery, Madison*  
*Greg French & Ken Karol, Sauk City*  
*\*\*Charles Frihart, Dane*  
*\*\*Tyler Fuchs, Sauk City*  
*Rosemary Garber, Windsor*  
*Carol Gilardi, Madison*  
*Anne Govier, Fitchburg*

*Eric Graf, Madison*  
*\*\*Mike & Claire Griese, Verona*  
*\*\*Matt & Elizabeth Gullone, Poynette*  
*Kathy Hale, Sun Prairie*  
*Blake Hamann, Madison*  
*\*\*Ed Harris & Judian Smith, Madison*  
*\*\*Mark & Carolyn Hartich, Verona*  
*\*\*Steve & Emily Haynes, Madison*  
*\*\*John & Linda Herbst, Prairie du Sac*  
*\*\*Bruce & Sandy Hermann, Fitchburg*  
*\*\*Patrick & Peggy Hilliard, North Freedom*  
*\*\*Doug Hippe & Lisa Kinney, Fitchburg*  
*\*\*Doug & Michelle Jewell, Verona*  
*Mitchell Jones, Baraboo*  
*\*\*Scott Jurgens, Waunakee*  
*Kevin & Bridget Kamer, Madison*  
*\*\*Perry & Wendy Kempf, Verona*  
*David Kinzer & Karen Ailsworth, Baraboo*  
*\*\*Nick & Jacki Kochanski, Oxford*  
*\*\*Steve Koehler & Sandy Fuchs, Sauk City*  
*Robert Kreber, Madison*  
*\*\*Becky & Peter Kubale, Dane*  
*\*\*Todd & Shari Kuwik, Lodi*  
*James & Sherri Lawyer, Oregon*  
*Dan & Karen Lazar, Madison*  
*Alex Lemanski, Middleton*  
*\*\*Denny & Sharon Lochner, Merrimac*  
*\*\*Jake & Maggie Ludlow, Waterloo*  
*Judith Lueck, Mazomanie*  
*Pete Macho, Sun Prairie*  
*\*\*Linda Maertz, Arlington*  
*Dean Manthe, De Forest*  
*Chris & Isabel Marck, Black Earth*  
*Beth Mclain, Verona*  
*Jim & Kristin Michels, Fitchburg*

*Dorothy Mirowski, Madison*  
*Mark & Mary Ann Mlekush, Deforest*  
*Tom & Alice Montemurro, Wisconsin Dells*  
*\*\*Alice Morehouse, Madison*  
*Peter & Kathryn Nelson, Verona*  
*Kim Olson, Mount Horeb*  
*Brad & Kalyn Ouellet, Middleton*  
*Kevin & Karen Peckham, Madison*  
*\*\*Rich & Linda Pedersen, Fitchburg*  
*\*\*Dian Phelan, Madison*  
*Brian & Sarah Porter, Madison*  
*\*\*Tim & Connie Rickey, Middleton*  
*\*\*Anne & Carolyn Ross, Hollandale*  
*Tyler & Hannah Runde, Middleton*  
*\*\*Joe & Harmony Ryan, Madison*  
*Rick Sambrone & Nancy Olmstead, Cross Plains*  
*\*\*Tim & Shelley Schmidt, Madison*  
*Kurt & Julia Sensenbrenner, Madison*  
*\*\*John Shogren, Spring Green*  
*Dave & Sue Sierer, Baraboo*  
*Rick & Kim Smith, Cottage Grove*  
*Jeff & Lori Spencer, Baraboo*  
*Mike & Annabelle Stamm, Verona*  
*\*\*Doug & Mary Swank, Madison*  
*Matthew Thiel & Emily Farrell, Madison*  
*\*\*Gerry & Karen Thuli, Mineral Point*  
*Martin & Karen Vaage, Stoughton*  
*Daniel & Roxy Velazquez, Madison*  
*Dave Weigel, Baraboo*  
*\*\*Rick & Dianne Weigle, Prairie du Sac*  
*\*\*Dan & Jillian Williams, Madison*  
*\*\*Jim Wilson, Mt Horeb*  
*\*\*Ed & Lee Winders, Madison*  
*\*\*Peter Wingier & Kathryn Hagel, Madison*  
*Tom Wolfe, Madison*  
*John Woloszyk, Elroy*  
*\*\*Fritz & Ginny Wyttenbach, Sauk City*  
*Maryam Zamanian, Madison*  
*\*\*Mike & Angela Zeihen, Rock Springs*  
*\*\*Lynn Ziegler, Lodi*

# Employee Anniversaries

**KIM GALSTON**  
Draftsperson  
1 year on 11/1

**BEN CHANNING**  
Remodel Division Supervisor  
12 years on 11/11

**DANIEL ADARA**  
Siding Installer  
1 year on 11/18

**MICHELLE ANLIKER**  
Accountant  
2 years on 11/27

**JOE STOUT**  
Safety Coordinator  
1 year on 12/24

**MONICA EDERER**  
Architect  
6 years on 1/2

**BEN KUESTER**  
Siding Site Installer  
2 years on 1/2

**JOHN KESSLER**  
Window Division Supervisor  
4 years on 1/3

**DERICK FOCHO**  
Insulation/Gutter Installer  
1 year on 1/8

**HILARIO ROJAS FLORES**  
Roofing Installer  
1 year on 1/13

**IVAN ROJAS FLORES**  
Roofing Installer  
1 year on 1/27

**KELVIN COLON MORALES**  
Siding Installer  
2 years on 1/29

**KADE CRISSINGER**  
Insulation/Gutter Division Supervisor  
7 years on 2/11

**ADRIAN LUNA**  
Roofing Site Manager  
2 years on 2/15

**ASHLEY MEIER**  
Senior Production Manager  
7 years on 2/25

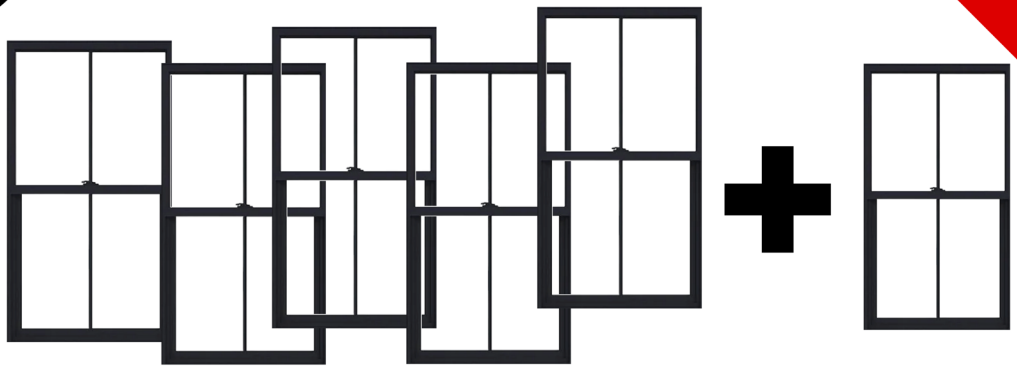


Frey Construction & Home Improvement, LLC  
 1111 Dallas Street  
 Sauk City, WI 53583  
[www.FreyConstruction.com](http://www.FreyConstruction.com)  
 Return Service Requested

BEST LUXURY AUTO BEST MARTIAL ARTS STUDIO BEST AFRICAN/CARIBBEAN  
**NOMINATE US!**  
**FEBRUARY 1-28, 2026 EVERY DAY! ALL MONTH LONG!**  
 LARGE STUDIO BEST DEALER AUTO SERVICE SHOP BEST MENTAL PRACTICE



Buy **5** Windows



get **6<sup>th</sup>** window **FREE**

[www.FreyConstruction.com](http://www.FreyConstruction.com)



\*\*Offer not valid on previously signed contracts. Contract must be signed before February 28, 2026. Free window or door must be of equal or lesser size of the five purchased windows or doors. Not valid with any other offer and must be mentioned at time of signing.