

# Remodeling

# 50 Big50

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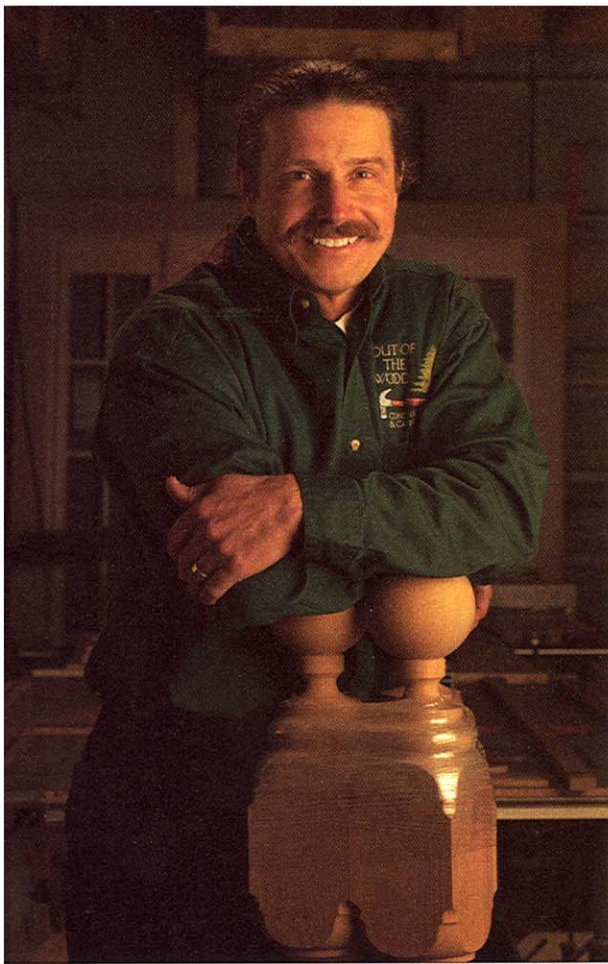
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**T**he Big50 is about the best of the best: Remodelers who distinguish themselves by their exceptional business acumen, first-rate customer service, and high-quality work. Respected by their peers, recommended by their clients, they stand as models for the industry. Join us as we shine the spotlight on 50 remodelers from around the nation who exemplify industry excellence. REMODELING salutes the Big50 Class of 2006.





**Gregory Antonioli**  
**Out of the Woods Construction & Cabinetry**  
 Arlington, Mass.

*Design/build remodeling*  
*13 years in business*  
*2005 volume: \$1.6 million*  
*Staff: 4 office, 6 field*

**D**uring the past few years, Greg Antonioli has gotten his house in order. Antonioli jokes that he was “running a country club for carpenters. Our clients were thrilled and our employees did beautiful work, never showing any stress, but we needed a culture shift.”

A devotee of Jack Stack’s *The Great Game of Business*, Antonioli steered the company culture toward an open book style, which, he says, has created more trust between himself and his staff. Employees learn to read financial statements and are held accountable not by Antonioli but by one another. “When we implemented it, a few people dropped off and didn’t want to do it,” he says.

Overall, accountability has risen, and Antonioli has instituted other systems that have strengthened the core such as percent-complete accounting and a whole-company interview process for new hires. “They know they can get voted off the island,” he says. “If you don’t want to be a team player, then don’t come here.” —S.F.

**Kenneth Fisher, CR, and Peggy Fisher, CR, CKD, ASID, Allied Member Fisher Group**  
 Annandale, Va.

*Design/build remodeling*  
*26 years in business*  
*2005 volume: \$1.9 million*  
*Staff: 4 office, 10 field*

**K**en and Peggy Fisher first met on a jobsite in the 1980s. Ken was the contractor on the project, and Peggy had been tapped after the original designer had been fired.

Now married and co-owners of Fisher Group, the pair mesh their talents and interests. Ken oversees production, estimating, and structural design elements, while Peggy focuses on design and marketing. Fisher Group is the rare company that does its own electrical and tile work. “We’ve found that it gives us nice control over the finished product and it gives the design department more freedom,” Ken says. “We can design something a little more complex without having to pay a premium price for it.” Peggy



adds, “We were ‘fired’ by our tile contractor because our work was too complicated.” Having these departments in-house allows Peggy to use her creativity to its full potential in designing the company’s projects. —H.A.

Photos: left, D. Kevin Elliott; top, Jeffrey Dodge Rogers Photography; right, Lydia Cutter Photography