



From left: Chris Siefleisch and Ryan Siefleisch

## CJS Roofing Celebrating 25 Years By Putting Customer First, Building Trust

CJS Roofing Co. is celebrating its silver anniversary of providing quality residential and commercial roofing.

"After 25 years in business, the same values that I had when I began still hold true today: treat people fairly at a competitive price and the word will spread," said owner Chris Sielfleisch. "We still put the customer first. If there was one word that we try to build our entire company on, that would be 'trust.'"

Sielfleisch got started in the business by working for his father in the summers. After college, he worked in roofing sales, then established CJS Roofing in 1992 to support his family of six. Six years ago, Sielfleisch's son, Ryan, joined the company. Now the younger Sielfleisch is the project manager, monitoring each job from start to finish.

"Since this is a third-generation business, the family is always involved in every facet," Sielfleisch said. "We feel that being available to the customer is a necessity. With my wife on the phones

and the internet and my son and me mobile, we are always available."

Customers say they appreciate the family atmosphere. A typical posting on the BBB website reads "a very professional and responsive company that's family owned. They offer fair and competitive pricing. I've used them for two separate roof replacements and both experiences have been wonderful. No pressure or unkept promises — just honest, straightforward and hardworking people."

CJS takes pride in being different from larger competitors.

"Our money is not spent on high-end advertising spots, and that allows us to bid fairly while using quality material," Sielfleisch said. "We never take any money up front. We get paid when we are finished and the customer is happy. Keeping the customer in the driver's seat is smart."

Sielfleisch finds the best advertising is the work itself. Hence, the company motto: "The Proof is in our Roof."



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