

Tom Kelly Named Fred Case Remodeling Entrepreneur of the Year

Bethesda, MD, October 18, 2011 – Three key dynamic growth areas are what led to Tom Kelly, Owner of Neil Kelly Company being named the 2011 Fred Case Remodeling Entrepreneur of the Year. Kelly was chosen by a panel of judges from Case Design/Remodeling, Inc., Hanley-Wood and Harvard University's Joint Center for Housing Studies. The judging was based on four principal criteria: business acumen; financial strength, community and industry involvement and entrepreneurial spirit.

"Tom represents not only entrepreneurial thinking but entrepreneurial action which is more important today than ever, remarked Case President, Bruce M. Case. "His forward thinking in diversifying his product offering has allowed him to differentiate himself from others in his market. And not only recognizing opportunity but figuring out how to capitalize on those opportunities has allowed him to effectively move into other markets".

Fred Case, Co-Chairman, CEO and Founder of Case is also very impressed with Kelly's professionalism, drive and passion. "His longevity, coupled with his ability to adapt to the marketplace and seize opportunities, is what has made him such an admirable member of the remodeling community."

The judges were impressed by Neil Kelly's three dynamic growth areas: its home performance division, the acquisition of a company in Seattle, and handyman division rebranding. Kelly is the fifth winner of The Fred Case Remodeling Entrepreneur of the Year Award, established and endowed by the founder of Case, one of the largest full-service remodeling companies in the U.S. The award comes with a cash prize of \$12,500. Kelly was recognized at the 2011 Remodeling Show in Chicago, IL.

About Fred Case & the Remodeling Entrepreneur Of the Year Award

The Fred Case Remodeling Entrepreneur of the Year Award is modeled after the professional achievements of Fred Case, founder and CEO of Case Design/Remodeling, Inc. Fred is credited with pioneering the design/build concept in remodeling in the 1970's and was also instrumental in developing the first certification system for remodelers while chairing the National Education Committee of the National Association of the Remodeling Industry (NARI). Among many other honors, Fred won the first NARI "Contractor of the Year Award" in 1976, and was recognized in 1984 with NARI's Harold Hammerman "Spirit of Education" Award for excellence in education and training. In 1999, he became the first-ever recipient of Remodeling magazine's Foundation Award for Lifetime Achievement, and was inducted into NAHB's Remodeler's National Hall of Fame in 2002. Most recently Fred was named the first Master Certified Remodeler by the National Association of the Remodeling Industry (NARI). Today, Fred Case continues to serve as Co-Chairman and CEO of Case. For more information about Case or the Fred Case Remodeling Entrepreneur of the Year Award, please call 800-513-2250 or visit caseinstituteofremodeling.com.



Tom Kelly