



## **BOWA Builders Announces New Identity**

BOWA Builders announces its new company identity as BOWA, stressing the firm's role as clients' single point of accountability for the design and construction of large-scale additions and renovations.

"After talking with many of our clients over BOWA's 22 years in the home remodeling industry, the one piece of feedback we kept hearing was how we are 'so much more than a builder,'" said BOWA CEO and co-founder Larry Weinberg. "Our ability to assemble and manage a team of experts, take accountability for the entire design and construction process, and look after the clients' best interest are true differentiators as we deliver beautiful home transformations and a world-class client experience. We felt a slight shift in the company's brand name was appropriate to better reflect our unique niche in the design-build industry."

In most client addition and renovation projects, BOWA becomes involved in the planning process to assemble the hand-picked design team often consisting of an architect, interior designer, landscape architect, kitchen designer, structural engineer, home automation specialist, pool designer, and other experts as required. In addition to the management and execution of the entire construction process, BOWA takes on a "client advocate" role that involves working with subcontractors, suppliers and local governments to streamline the planning and permitting process, facilitate selections, and present the best "green" options.

"This new brand direction doesn't change BOWA's longstanding commitment to heroic customer service, craftsmanship and value, which have led to more than 100 local and national awards of excellence, including being named Professional Remodeler magazine's coveted National Remodeler of the Year," said BOWA president and co-founder Joshua Baker. "The new BOWA name underscores our reputation for making dream homes come to life."

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