



# Roofing & Construction

Contact: Jim and Marsha Eades  
Email: [info@hoperoofingandconstruction.com](mailto:info@hoperoofingandconstruction.com)  
Phone: 360-385-5653

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## **HOPE Roofing and Construction Announces Rebrand *Company Unveils New Look and New Services***

**Port Townsend, WA**—In mid October, HOPE Roofing and Construction will unveil a new brand identity system in support of the company's growth strategy. With the rebrand initiative, HOPE expects to raise awareness regarding additional service lines and the integration of all services offered.

The rebrand initiative includes an updated logo, new brand messaging, and new website.

HOPE's new tagline: "Craftsmanship is our Calling. Quality is our Promise" reflects the cornerstones that define the company. "Our work and our word is what set HOPE apart" states Vice President, Marsha Eades.

The new website showcases HOPE's work and acts as a resource center for homeowners. Visitors can access articles or sign up for a newsletter to get expert advice and tips on several areas of interest including: home care, home improvement, remodeling and repair, plus energy-efficiency and money-saving tips for around the house.

### **Roofing, Remodeling and Construction: Together Under One Roof**

Previously, HOPE had operated separate divisions for roofing and construction. The company has now integrated and expanded the two divisions to provide a seamless "one-stop-shop" experience; offering customers a full line of roofing, exterior and interior remodeling, and new construction services.

Jim Eades, owner and President of HOPE shares his excitement, "The ability to provide additional services reflect HOPE's continuing commitment to our customers. We feel that a home can, and should be so much more than just "a place to live". It's an expression of personality, a gathering place for family and friends, and should be a place of security, comfort and peace."

### **Following Trends**

Home remodeling has increased in popularity and will continue to be a valuable solution for homeowners, especially with the economy in its current state.

HOPE now offers a full line of exterior and interior remodeling services including: kitchen and bath remodels, master suite and media room additions, garage conversions, window replacement, new siding, skylights, and decking.

Zach Eades, Construction Manager, comments, "Remodeling gives owners an opportunity to rediscover their existing home. We find that many of our customers are happy with their current location, but have either outgrown their space or want to make changes to increase the value and enjoyment of their home. Additions such as master suites are popular, as are upgrades to make kitchens and baths more inviting."

In addition to roofing and remodeling, Hope continues to break ground on the Louisa Street Estates, a twenty-eight home development located just outside Port Townsend city limits.

Established in 1977, Hope Roofing and Construction has built a reputation as one of Jefferson and Kitsap counties most trust-worthy and quality-oriented roofing companies. The company is a true reflection of the character of its owners, Jim & Marsha Eades, who share faith in the fruits of hard work, honesty and doing the job right.

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