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C&L WARD ANNOUNCES NEW HOMES DIVISION

Staff promotions and additions are made to lead the project management and building

REVISED -**March 5, 2013 (Davison, MI)** C&L Ward announced today that they will be launching a new home division this year called C&L Ward Homes. In 2012, the company made the strategic decision to acquire the land assets of two Genesee county subdivisions that were in foreclosure. Cobblestone Park (Davison) and Goodrich Meadows (Goodrich) were both acquired by C&L Ward with the future plan of starting a home building division of C&L Ward.

“Prior to starting this new business division, we partnered with Signet Residential and built a spec home in Goodrich to test the market conditions. To our pleasure, the home turned out beautifully and we received an immediate purchase offer on the home,” stated Patrick Ward, President of C & L Ward. “Over the past several months, we have continued to research market conditions and develop a strategy to begin this new division. This being said, I am happy that C&L Ward will be launching a new homes division in 2013. People can expect the same exceptional workmanship, customer service and quality products that our company has been known for over the past 40-years. We feel the market is right to begin building and we have a top notch team of professionals to lead the way. ”

With this new segment of the company, there have been some promotions and additions to the C&L Ward team.

Lisa Sears, C&L Ward’s Service and Repair Manager has been promoted to General Manager of C&L Ward Homes. She will have overall responsibility for the day-to-day operations, realtor relations and profitability of this division. Ms. Sears has an extensive home building background and the proven ability to operate all facets of a successful business operation.

Joining C&L Ward Homes is **Jerry Sears**, who will serve as the new Construction Manager. He will have overall responsibility of construction timelines, quality standards and construction costs. With over 25-years of home building experience, Mr. Sears has a tremendous amount of construction knowledge and home building experience.

With Ms. Sears’ promotion, **Matt Smith** been promoted to the Service & Repair Manager at C&L Ward. Over the past 7-months, Mr. Smith has been involved at C&L Ward as an In-Home Consultant. Prior to joining C&L Ward, he owned a home repair company, for four years. In addition to owning his own business, he also has an extensive background in sales & sales management. In his new role, Mr. Smith will be responsible for ensuring the continued growth, personnel development and profitability of the Service & Repair division.

ABOUT C & L WARD

C & L Ward Bros. Co. Inc. is one of Michigan's top providers of exterior home improvement products and services. Founded in 1972, C & L Ward is a family-owned and operated corporation that is strongly committed to complete customer satisfaction. They have four interactive showroom locations displaying windows, siding, roofing & decking products & service the following market areas: Flint, Tri-Cities, Lansing & Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation's top remodeling firms in 2010, 2011, 2012, they have over 25,000 satisfied clients and offer FREE in-home consultations provided with *Integrity* pricing (no pricing games or gimmicks). For more information, please contact Lisa Sears - lsears@clwardbros.com or visit them on facebook at www.facebook.com/clwardbros.

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