

# Paradise Sunrooms

## Good friends make great business

BY KAREN BEARDSLEE KWASNY

It didn't take Jackie Solomon long to decide which company would be building her new screen porch. As soon as she met Keane Hughes and Mark Miller of Paradise Sunrooms of Chesapeake, she knew, and her decision had little to do with the great price they offered.

"I chose Paradise Sunrooms because of the people," Jackie says. "They didn't push me or make me feel hounded. Keane and Mark were so open and friendly, I knew I could trust them from the start and I was right."

Keane and Mark met over nine years ago when they worked for the same telecommunications company. The two hit it off right from the start and, over the years, their easy work-place relationship turned into a friendship. One of the things the men had in common was the desire to leave corporate America for the world of small business. Mark, a seasoned carpenter with over 15 years under his tool belt, thought he and Keane, a sales and customer service expert, would make an excellent business team – if only they could find the perfect service to offer the people of Hampton Roads.

**"There's nothing like helping someone bring their vision to life and that's what we try to do every time."**

— Co-owner Keane Hughes

The answer came when Mark and his wife, Chris, decided to make some changes to their home.

As Mark and Chris were trying to choose the right company to build their new screen porch or sunroom, they discovered a problem. No one seemed to meet their high expectations for customer service and the costs they encountered, quite simply, floored them.

"My wife and I wanted to feel 100% good about the people we chose to build our porch," Mark explains. "But all we felt was pressure and disappointment. We had a lot of questions that went unanswered and we were beginning to believe we just couldn't afford a porch anyway."

Mark felt there must be a way to get a superior porch or sunroom at an affordable price. And that's when the

idea hit him: he and Keane would open their own sunroom company and provide that very product in that very way to the public. Having been in the construction industry for many years, Mark knew what to do to make his idea work and with the help of Keane's business savvy, Paradise Sunrooms was off and running in no time.

Paradise Sunrooms offers exquisitely designed and expertly crafted screen porches, decks, patio enclosures, and sunrooms at a reasonable price. All the work they do is custom designed and the customer has a variety of sizes, dimensions, shapes and styles to choose from.

"We get really excited about working with a client on their own design ideas," Keane proclaims. "There's nothing like helping someone bring their vision to life and that's what we try to do every time."

One of the primary concerns of the professionals at Paradise Sunrooms is that the rooms they build blend with the rest of the house.

"Clients often tell us that they don't want their sunroom or deck to look like it's a new addition to the house," Mark says. "They want their new porch or sunroom to be a part of the flow, to merge with their house in an almost seamless way. We know what they mean and we make sure that happens."

To that end, Paradise Sunrooms offers shingle roofing and house-matching siding and they suggest all-glass sunrooms so it's *all view*.

A family owned and operated business, Paradise Sunrooms recently became the WAVY TV 10 "Expert on Your Side" for the Sunroom Industry of Hampton Roads.

"We're proud of accomplishments like this," beams Keane. "But what really makes us happy is doing right by our customers and I mean that. All the praise in the world won't make a difference if we aren't doing quality work at an affordable price and satisfying our clients."

Members of the Tidewater Builder's Association and the Better Business Bureau, Mark and Keane also contribute their time and money to Alicia's Gift, a non-profit organization that provides help to the families of special-needs children.

Named after Mark and Chris's daughter Alicia, a special-needs child who passed away in 2003, Alicia's Gift gives families of children with special needs anything from gift certificates to gas cards and bus passes to help offset the costs of medical care and trips to and from the hospital.

"One of the reasons I wanted to start my own business was to more fully support this fund raiser," Mark explains. "Paradise Sunrooms is more than just work to me. It's work I love doing and work that really gives something back to others – my



*Paradise Sunrooms' projects give homeowners wonderful views, inside and out.*

clients and the families of kids with special needs."

Mark and Keane truly believe that every project they complete is critical to their success and that's why they give their clients such personalized attention. It's also why they offer free in-home estimates as well as free in-the-showroom consultations and, right now, \$2,000 off any sunroom or screen porch project. Their promise to help clients pinpoint what they want and then go about it makes giving them a mere hour for introductions and information more than worth the while.

**"They did everything they said they would do when they said they would do it. I would recommend them to anyone."**

— Customer Al Vincent

"They made me feel comfortable with them and confident in them right from the start," satisfied customer Al Vincent says. "There was no pressure with the guys from Paradise Sunroom, just honest, straight-forward discussions from the estimate right through the hard work they put into our sunroom. They did everything they said they would do when they said they would do it. I would recommend them to anyone."

Paradise Sunrooms puts years of hard work and hands-on know-how into every job they do. They're A to Z builders who take care of everything for their clients, from the building permits to the clean up.

"We are a one-point-of-contact business," Keane says with a smile. "And the lines of communication are always open."

There's no better way, according to Mark and Keane, to ensure that each screen porch, deck, sunroom, or enclosure they build is created to the customer's exact specifications or to guarantee that each customer is a satisfied customer.

**Paradise Sunrooms**

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*It's important to homeowners that their porch or sunroom look as if it's part of the house in a seamless way. That's why Paradise Sunrooms offers shingle roofing and house-matching siding.*