



Every year, REMODELING editors single out for the Big50 award companies that demonstrate broad expertise, sound business judgment, and a high degree of professionalism. Congratulations to the Big50 Class of 2013.



## Harley and Aaron Magden Window Nation

Glen Burnie, Md.

In 2006, Cleveland-born brothers Aaron and Harley Magden, who grew up in the family window replacement business, set out to start their own company. The timing was wretched: they launched Window Nation a year before the housing market collapse. Nonetheless, the Magdens expanded their operation. Their business plan calls for opening a new branch every 18 months — and they stick to that.

- Daily and weekly video conferences allow the Magdens to check in with branch managers.
- The company's marketing has been revamped from inbound to outbound, expanding from one canvassing team to nine.
- Rather than the standard paper pitch book, Window Nation uses a unique iPad presentation, developed in-house, that is interactive and includes video.
- The company uses GuildQuality's third-party customer satisfaction rating service.

**IN BUSINESS** 7 years • **2012 VOLUME** \$26.1 million • **STAFF** 20 office, 25 field