



quick & painless home and family news

Frey Construction
and
Home Improvement, LLC
608.643.7914



This Issue:

Is Your Home Properly Insulated?

We BeautiFREY'd the Holidays!

Super Bowl Word Search

Recipe: Crockpot French Onion Meatloaf



We are thrilled to unveil the stunning transformation of a master bathroom suite we recently completed in Baraboo! The dramatic difference between the "before" and "after" photos speaks for itself, showcasing an incredible upgrade that beautifully blends style and function.

We started by carefully removing all of the

existing components, including the toilet, shower surround, double sink vanity, and separate makeup area vanity. The beloved clawfoot tub was sent offsite and refurbished to its original charm! What a beautiful restoration! We reinstalled the tub alongside elegant porcelain tile with in-floor heat, white cabinets accented with brass hardware, and matching

brass faucets and light fixtures.

The shower area was a key focus of this incredible transformation. To brighten the space and enhance its openness, we installed timeless subway tile, paired with a sleek glass wall and doors, as well as curbless entry. With a modern and airy feel, this much-needed

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NOMINATE US!

**FEBRUARY 1-28, 2025
EVERY DAY! ALL MONTH LONG!**



We are delighted to celebrate two wonderful additions to the Frey Construction family!



Our Remodeling Design Consultant, Sam Koenig, and his wife, Madeline, joyfully welcomed their daughter, Evan Louise, on November 4th. Proud big brother Crew is already loving his role as a big sibling!

Additionally, our Sales Consultant, Alex Taubenheim, and his wife, Michelle, welcomed their daughter, Kimi, on December 14th. Big sister Emi is thrilled to have her baby sister at home!

Warmest wishes to the Koenig and Taubenheim families as they embrace this exciting new chapter together!



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change replaced the former closed and cramped insert surround.

Beyond the aesthetic upgrades, we made the space more functional by redesigning the double sink vanity and separate makeup area vanity, incorporating additional storage solutions. Finally, we replaced a fold-down ironing board discreetly tucked into an alcove. This thoughtful touch provides practical convenience without compromising style.

The result?! A master bathroom suite that is efficient, convenient, and visually breathtaking. The space is so inviting and serene, it's almost too hard to leave! What a sanctuary!





As the holidays approached, Frey Construction embarked on a heartfelt mission to spread joy and kindness throughout the Sauk Prairie community and beyond. Through our 12 Days of Giving, Shani Claus and the Frey “Elves” made a meaningful impact on countless lives, proving that even the smallest acts of generosity can create waves of positivity. Here’s a recap of this memorable journey:



Day 1: Shani Claus and the Frey team delivered 910 boxes of tissues to Beyond Blessed Pantry to support their holiday care packages, ensuring the community’s needs were met.

Day 7: Shani Claus joined the Aging and Disability Resource Center to deliver Meals on Wheels, bringing with her beautiful holiday floral arrangements to brighten recipients’ days.

Day 2: We donated \$3,500 to the Sauk Prairie Early Learning Center, helping to meet their fundraising goal to unlock a vital grant for this much-needed facility.

Day 8: We delivered snacks to the Prairie du Sac Public Works Department, recognizing their dedication to keeping the village running smoothly.

Day 3: Our Frey “Elves” replenished the “Care Closet” at Sauk Prairie High School with clothing and hygiene products for students in need.

Day 9: We donated \$2,500 in memory of Robert Davis to Camp Kesem at UW-Madison, helping children impacted by a parent’s cancer diagnosis attend camp.

Day 4: We delivered dog treats, food, and toys to Bullies-N-Friends, brightening the season for rescue pets awaiting forever homes.

Day 10: We delivered non-perishable food items to the Sauk Prairie Area Food Pantry, continuing our cherished tradition of supporting this vital resource.



Day 5: Shani Claus brought cheer to donors at the American Red Cross Blood Drive with gift cards. On this day, we also welcomed Thelma, a rescue pup from Bullies-N-Friends, into the Frey family.

Day 11: We donated TONS of new stuffed animals to Team Emery, spreading hope and courage to children facing adversity.

Day 6: Gift certificates for meals at The Gym Bar & Grill were given to the Sauk City and Prairie du Sac Fire Departments as a token of gratitude for their service.

Day 12: We fulfilled the wish lists of two local families, making Christmas possible for eight children. This effort was made possible by the generosity of our Frey “Elves” and our commitment to giving back.



As we reflect on this journey, we’re reminded of the profound truth: “Let us never underestimate the power of giving, for it is in lifting others that we find the true strength of humanity. Together, we can do just about anything.” We are grateful for the opportunity to give back to the community that means so much to us. From all of us at Frey Construction (and Thelma too!), we wish you a new year filled with love, kindness, and joy.

Is Your Home Properly Insulated?

Eight Signs You May Need an Upgrade

According to the U.S. Department of Energy, heating and cooling account for 42% of the average homeowner's utility bill—a number that can skyrocket when a home lacks proper insulation. During Wisconsin's harsh winters, insufficient insulation allows warm air to escape through your walls and attic, leading to discomfort and higher energy costs. If your home doesn't have adequate insulation or if it's improperly installed, the consequences can be costly for both your home and your wallet.

To help you identify potential issues, we've outlined eight key signs that your home may be under-insulated:

1. Cold Walls, Floors, and Ceilings

Up to 35% of your home's heat can escape through walls. Interior walls, floors, and ceilings should feel warm and dry. If they feel cold or damp, it's a sign of insufficient insulation. Conversely, exterior walls should feel cold, indicating that insulation is effectively keeping warm air inside.

2. Uneven Temperatures in Rooms

Are some rooms in your home consistently colder or hotter than others, no matter how you adjust your thermostat? Uneven temperatures often occur because certain areas—like those above garages or beneath attics—may be poorly insulated. Ensuring consistent insulation throughout your home can help stabilize temperatures and improve comfort.

3. Frozen Pipes

Frozen pipes in exterior walls are a major red flag. Proper insulation not only helps prevent heat loss but also protects pipes from freezing and bursting, which can lead to expensive repairs.

4. Chilly Drafts

Drafts around windows and doors are common during winter and can indicate air leaks caused by insufficient insulation. Windows alone account for about 25% of heat loss in a home. Adding insulation—such as spray foam for sealing cracks—can reduce drafts and lower energy bills.

Notice Any of These Issues? Let Us Help! If you've spotted one or more of these signs—or if you're simply unsure about your home's insulation—our trained professionals are here to help. We offer comprehensive insulation inspections, including thermal imaging to pinpoint problem areas.

Call us today at (608) 643-7914 to schedule an inspection and ensure your home is properly insulated for comfort, safety, and savings.



5. Ice Dams on the Roof

Ice dams are a telltale sign of inadequate attic insulation. Without proper insulation, rising heat melts snow on the roof, causing water to flow to the cold edges where it refreezes. This results in dangerous ice buildup, which can damage your roof and gutters while posing safety hazards below.

6. Rising Energy Bills

Take a look at your energy bills over the past few years. Sudden spikes may indicate your heating and cooling systems are overworking to compensate for poor insulation. Upgrading insulation can significantly reduce energy usage and costs.

7. Pests in Your Home

Rodents and insects often find their way into homes through small gaps around windows, doors, and other openings. These same gaps allow warm air to escape and cold air to enter. Adding insulation not only improves energy efficiency but also helps keep pests at bay.

8. Moisture in the Attic

Moisture or water leaks in your attic can signal insulation problems. Poor insulation lets heat escape and water infiltrate, leading to potential damage such as mold and structural issues. Addressing these problems promptly can save you from costly repairs down the line.



Share the love and Get Rewarded with Our Referral Program!



REFERRAL

PROGRAM

At Frey Construction, we believe that great things should be shared! That's why we created our Referral Program—to reward YOU for spreading the word about us to your friends, family, and neighbors. It's simple: send them our way, and when they choose Frey Construction for their project, you earn money! *It's that easy!*



Whether it's a remodel, a new roof, or another project, your recommendation means the world to us—and we're excited to thank you for helping us grow our Frey Family!

✔ Tell Your Friends ✔ Earn Money!!

Employee Anniversaries

- Monica Ederer, Architect, 5 years on 1/2
- Ben Kuester, Roofing Site Leader, 1 year on 1/2
- John Kessler, Window Division Manager, 3 years on 1/3
- Kelvin Colon Morales, 1 year on 1/29
- Kade Crissinger, Gutter & Insulation Division Manager, 6 years on 2/11
- Adrian Luna, Roofing Site Leader, 1 year on 2/15
- Zach Hildebrandt, Remodeling Carpenter, 1 year on 2/15
- Ashley Meier, Production Manager, 6 years on 2/25



It's getting to be that time again! The nomination window for BEST OF MADISON! We would be honored if you could please take a minute to... **NOMINATE FREY CONSTRUCTION!**

- BEST ROOFER**
- BEST KITCHEN & BATH DESIGN**
- BEST WINDOWS & DOORS**

Starting February 1st, please nominates us in ALL THREE categories! Nominate every day...all month long!

MADISONMAGAZINE.COM/BOM

Check Us Out On Facebook:
[@FreyConstructionHomeImprovement](https://www.facebook.com/FreyConstructionHomeImprovement)

SUPER BOWL
Word Search



O	I	L	K	J	K	J	G	S	R	E	Y	A	L	P
I	Y	A	I	Y	I	G	H	U	F	S	A	K	C	E
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FIND THESE SUPER BOWL RELATED WORDS IN THE PUZZLE. THE WORDS CAN BE FORWARD, BACKWARD OR DIAGONAL.


- SUPER BOWL**
- NATIONAL FOOTBALL LEAGUE GAME TEAMS PLAYERS**
- TV COMMERCIALS HALFTIME PERFORMERS PREGAME FANS TICKETS KICKOFF**

Average Customer Rating


4.9





4.9



619 Reviews
Google Guaranteed



4.9




116 Reviews
Best of Houzz




5



90 Reviews
A+ Accredited



4.8



134 Reviews
Connections



4.8



200 Reviews
Super Service



In the world of "Get the job done" and "Get the job done right" Frey is one of the few that is clearly in the "Get the job done right" category. We went with Frey based on the recommendation of a neighbor and we were not disappointed. Due to hidden damage that no one could have anticipated, the job took much longer than anticipated with the crew working in bitter cold and never complaining--J.J. and his team were phenomenal and went above and beyond. If you get multiple estimates and Frey is higher, remember, you often get what you pay for.

Liam & Judy Collins, Waunakee



WOW! What an amazing experience from the first inquiry call to the completed window installation. Thank you to John and his team of installers - so friendly and professional!! If you are looking for new windows - call Frey! You won't be disappointed.

**Dan & Natalie Anderson
Sun Prairie**



The Frey Construction team's design and construction renovations for our owner's suite bedroom / bath and ancillary space was completed on schedule and within the contract price. Sam, Mark, Roman and the entire Frey team, including the subcontractors and suppliers, were professional, courteous and attended to issues promptly and thoroughly. For example, undesirable floor and wall tile was repaired or replaced, and minor owner-directed modifications made during construction were accommodated professionally.

We are very happy with the outcome of the entire project, and we especially appreciate the total service provided up until the final minor punch list items were completed. We plan to contract with Frey Construction again to complete interior renovations to another portion of our home. We recommend Frey to those looking for a knowledgeable and professional contractor to guide them through the stressful experience of renovating your home.

Lance & Sue Swanhorst, Madison



We had windows installed by -- Cody, Dan, Jonny, & John -- from start to finish, they showcased expertise, and a dedication to quality work. The new windows look fantastic and have already made a noticeable difference in the comfort and energy efficiency of our home.

Jason & Annie Powers, Cross Plains



I loved working with Frey. They reroofed my whole house, including front porch, back flat roof, and main roof. Installed foam insulation under roof deck. Repaired structural damage to roof support. The whole team from sales to follow up was a pleasure to work with. The full roofing crew and equipment was awesome to see on the day they did the main roof. Excellent work all around.

Charles & Diane Boardman, Madison

Thank You TO OUR MOST RECENT CLIENTS

**Lynn Allen & Jan Greenquist, Richland Center
Mayra Angel, Dodgeville
**Cori Bates & Sarah Meyers, Black Earth
Jeff & Miriam Block, Waunakee
Brian Boettcher & Lisa Stewart-Boettcher, Arena
Tony Brashi, Madison
**Tom & Karen Brown, Middleton
**Matt & Amy Byers, Pardeeville
Steve & Amy Chafe, Middleton
**Diane Chalmers, Baraboo
Michael & Diane Chalmers, Rock Springs
Jeff & Robin Cherwinka, Verona
**George & Sara Christiansen, Madison
**Liam & Judy Collins, Waunakee
Cindy Curtes, Mt. Horeb
Carol Dambach, Lodi
Andy & Sandy Devine, Fitchburg
Terry & Mary Devitt, Cross Plains
**Doug & Julee Dredske, Pardeeville
Steve & Jane Edwards, Lodi
Dave Ehlert, Lodi
Ryan & Elinor Elphick, Pardeeville
Angie Elsner, Baraboo
**Lisa Fromm-Sarto, Madison
Gallus Rentals LLC, Merrimac
**Stan & Denise Garvin, Madison
**Tom & Martha Glowacki, Sauk City
Dan Gralnek & Heather Bartlett, Middleton
David & Jill Green, Portage
Mike & Claire Griese, Verona
Linda Guthrie & Lynda Lawler, Baraboo
**David & Mary Hall, Poynette
Michael & Sheri Hall, Oregon
**John & Jane Hart, Prairie du Sac
**Mark & Carolyn Hartich, Verona
Carol Haskins, Baraboo
**Barb Hellenbrand, Cross Plains
**Brett Herschleb, Rock Springs
**Steve & Linda Hess, La Valle
**Hill Street Condos, Baraboo
John & Maryanne Holzbauer, Merrimac
Nancy Honaker, Madison
John & Lorrie Hylkema, Madison
**Mike & Laura Jacobs, Prairie du Sac
**JN Woodworks, Sauk City
David Johnson & Kelsey Shean, Madison

**Tom & Marisa Joyce, De Forest
**Sarah & Blair Kirchoff, Madison
**Zackary & Brittany Kluck, Reedsburg
David Kosmas & Beth Hautala, Elroy
**Al & Amy Kurth, Fitchburg
**John & Krista Laubmeier, Madison
Rob Laux & Ann Casey, Verona
**Josh & Lara Ligocki, Oregon
**Kelly & Paul Maguire, Portage
**Jill Mallory & Rose Pinkstaff, McFarland
Lyn Malofsky & Jessica Perez, Madison
**Cindy Martin, Prairie du Sac
**Roy Matuszak & Gene Wojcik, Edgerton
**Carl Mauer & Kari Davis, Madison
**Rich McVicar & Laurel Losenegger, Middleton
**Gary & Nova Mijal, Prairie du Sac
**Richard & Jill Miller, Lodi
Theran & Leigh Myers, Madison
Nik & Michelle Nayar, Madison
**Henry Nehls-Lowe, Fitchburg
Kevin Olson, Lodi
**David & Shelley Petzold, Middleton
**Dian Phelan, Madison
Jason & Priscilla Pinnell, Verona
**Matthew & Asifa Quraishi-Landes, Baraboo
Mike & Diane Raizin, North Freedom
Valerie & Daniel Ressler, Fitchburg
**Michael & Kristina Riordan, Middleton
**Jim & Leslie Satchell, Madison
Frank Scharenberg, Montello
Jack Schuster & Barb Bickford, Madison
James Severson & Julia Ward, Madison
Randolph & Joann Solberg, Mt. Horeb
**Greg & Marcy Sommers, Pardeeville
**Scott Staedter & Jeanne Hrovat, Madison
**Joe & Krista Stark, Pardeeville
**Eric Sternberg, Madison
**Joann Tennant, Richland Center
**Ardith Thomas, Madison
**Mike & Erin Treder, Belleville
**Warren & Aili Tripp, Fitchburg
**Mike & Leslie Tukiendorf, Reedsburg
**John & Kristen Wallner, Waunakee
Gregory Weber & Marilyn Hadlick, Arlington
Jennifer & Jason Yu, Cross Plains
Lian Yu & Karen Jones, Madison
Scott & Mari Zimmerman, De Forest

***Indicates Repeat Client*



FREY CONSTRUCTION HONORED WITH ANGI SUPER SERVICE AWARD

Award reflects company's consistently high level of customer service.

Frey Construction & Home Improvement, LLC has earned the service industry's coveted Angi Super Service Award, reflecting an exemplary year of service provided to members of the local services marketplace and consumer review site in 2024.

"Our mission has always been to exceed our Clients' expectations for quality and service," said Scott Frey, owner of Frey Construction & Home Improvement, LLC. "This award is a testament to our team's hard work and dedication. We are truly humbled by the incredible reviews from our Clients, and we're thrilled to see our efforts recognized in this way."

The Angi Super Service Award reflects consistent excellence in customer satisfaction and performance, demonstrating why Frey Construction continues to be a trusted name in the industry.



Crockpot French Onion Meatloaf

Ingredients:

2 pounds ground beef	1 packet French onion soup mix
1 cup breadcrumbs	1/2 cup milk
2 eggs: <i>beaten</i>	1/4 cup ketchup
1 tablespoon Worcestershire sauce	1 cup caramelized onions
1 cup Swiss cheese: <i>sliced</i>	Fresh thyme: <i>for garnish</i>

Directions:

1. In a large bowl, combine: ground beef, French onion soup mix, breadcrumbs, milk, beaten eggs, ketchup, Worcestershire sauce. Mix gently until just combined. Avoid overmixing to keep the meatloaf tender.
2. Shape the mixture into a loaf and place it in the crockpot.
3. Cover the crockpot and cook on low: 6-7 hours **OR** high: 3-4 hours. Cook until the internal temperature reaches 160°F.
4. In the last 30 minutes of cooking: spread the caramelized onions evenly over the top of the meatloaf. Layer Swiss cheese slices on top. Cover and let cook until the cheese is melted and bubbly.
5. Carefully remove the meatloaf from the crockpot (use a spatula or two for support). Slice and garnish with fresh thyme for a burst of color and herby aroma.
6. Pair with mashed potatoes, roasted vegetables, or a fresh salad for a comforting, complete meal. Enjoy!

Note for Caramelized Onions: *If making at home, cook sliced onions low and slow with a little butter until golden and sweet. Yellow onions are generally considered the best choice for caramelized onions.*



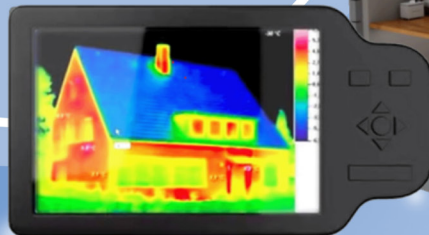
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FREE THERMAL IMAGING +

20% OFF

**Insulation, Air Sealing &
Ventilation***



Offer valid thru February 28, 2025. Not valid on previously signed contracts or combined with any other offers. Must mention at time of signing.