

Juranek Home Improvement Company  
6001 N Cliff Avenue Suite B  
Sioux Falls, SD 57104



April 25, 2019  
UglyDeck.com  
12277 Nicollet Ave S  
Burnsville, MN 55337

About two years ago I responded to an email that I had received from UglyDeck.com, they were looking for a deck contractor in the Sioux Falls area. I was intrigued by their name and the humor in the name recognition by the use of spinning off of Ugly Duck in their advertising.

We are the Four-Season Sunroom authorized dealer for the Sioux Falls and surrounding area, so we did a considerable number of low maintenance decks as part of that program. I contacted them to see how they handled themselves, and decided to get involved with them, mostly to eliminate them creating a competitor in the low maintenance deck business that we had built for ourselves. One of the main reasons that we decided to team up with UglyDeck.com is that they offered us an exclusive territory, provided we give them enough business to merit it.

I thought that we would be getting the same leads through them that we already were getting, however after they started their advertising campaign, they started sending 3 – 4 times the deck leads than we were used to getting. Our deck sales went from \$199,561 in 2016 to \$446,842 in 2017 to \$823,169 in 2018.

Josh and Bill are awesome to work with, they are very responsive with any questions and prompt with any projects that we need quoted. We took their advice and are remodeling half of our showroom and our deck page on our website. We are looking forward to another big increase in deck sales in 2018, now that we know what to expect.

We are proud to be UglyDeck.com of Sioux Falls, and are happy to give the UglyDeck.com team a good recommendation, as a contractor that does business with them.

Sincerely,  
Dale Juranek - General Manager  
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