

CUSTOMER TESTIMONIAL

Bedrock Granite & Tile

BEDROCK GRANITE & TILE
One of the Area's Largest Granite & Tile
262-677-0900 www.bedrockgranite.net



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Hartford Office

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Richfield Office

1297 State Hwy 175
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Slinger Office

439 E. Washington St.
Slinger, WI 53086
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THEIR STORY

After working as a general contractor in his residential home improvement business for more than 20 years, Mark Hoffmann was ready for a change. He had a love for granite and natural stone and a desire to build a brick and mortar company. He also saw an opportunity.

"In my experience as a general contractor, I saw the difficult process my clients went through to pick out the stone for their homes," said Mark. "Most customers would have to go to multiple warehouse locations to pick out their stone and have to wait for pricing to follow."

So, with his love for the industry, Mark opened Bedrock Granite & Tile.

THE CHALLENGE

Bedrock Granite & Tile is family-owned and operated and has been open since 2006. The company originated in Hartford and then moved to Slinger in 2014. Bedrock has one of the **largest showrooms in the area**, displaying multiple options for countertops, bathrooms and flooring. The company also has an **expansive warehouse with more than 160 large slab displays** and hundreds of remnants of granite, quartz and other natural stone and tile. Bedrock offers comprehensive service, including the **latest digital design software, fabrication equipment, and installation techniques** for both residential and commercial projects.

"Our goal has always been to offer superior service and to create a fun and exciting experience for our customers, and I think we do that."

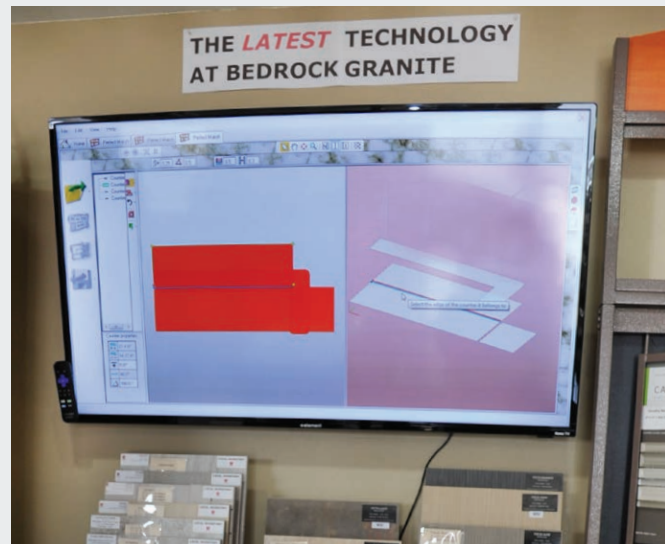
THE SOLUTION

Bedrock Granite & Tile has been growing steadily since it opened in 2006. In 2014, Forte Bank helped Mark finance the new building in Slinger, allowing him to take operations from two different facilities into one single location. Additional capital through the years has helped him improve his operations, including reinvestments in the best technology.

"Our high-tech digital design software allows the customer to see the final layout of their countertops before any cutting is started," Mark said. "Then the countertops are cut on our computer-controlled water jet saw machine. This type of technology creates an incredible customer experience."

Most recently, Forte Bank helped Mark with financing for two truck purchases and business development coaching. Mark had an extremely short window of time to secure the latest round of financing and was **impressed at how Forte Bank went above and beyond to meet his deadline.**

"I got a text at 6:30 on a Saturday morning from my lender that said, 'I've got a solution. Call me.' That is not normal business banking. That is taking things to the next level."





Mark believes the secret to his success has to do with his business ethics.

“The number one thing about me is that I **treat people the way I want to be treated**, and that’s how I am with my customers, my employees, and with distributors. When you treat people the way you want to be treated, it works.”

Mark’s philosophy is in sync with how Forte Bank operates.

“Working with Forte Bank has always been a good experience. I like a local bank. Everyone is very personal, very detailed, and you get answers quickly. If there is ever an issue with something, it’s just one phone call.”

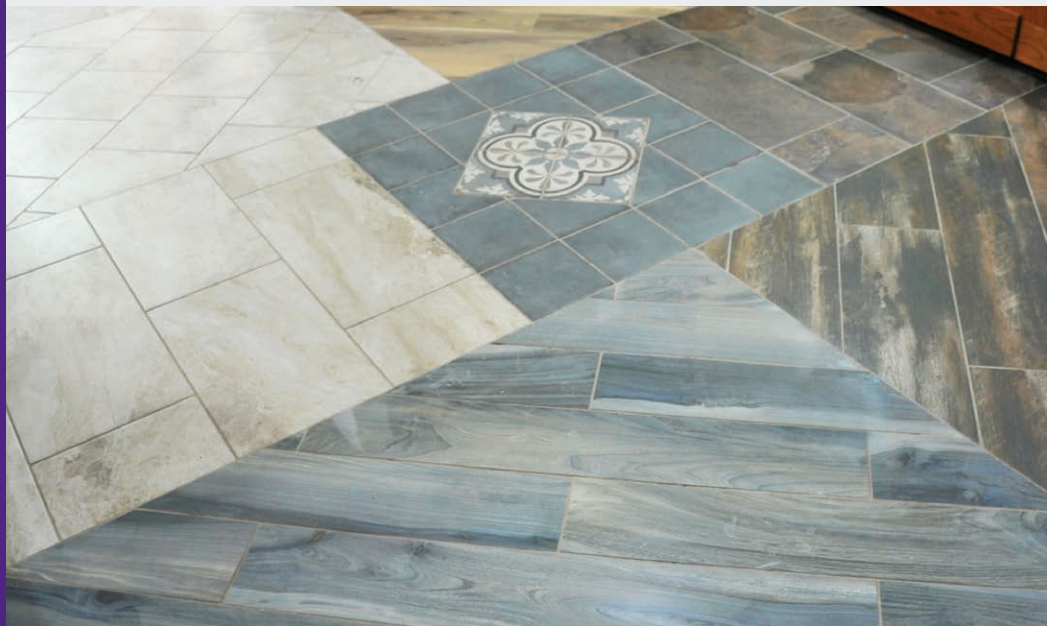
Mark is currently working on plans for a 7,500-square-foot expansion to his building that Forte Bank will be helping with.

“At Forte Bank, they make it a point to check in on me throughout the year to see how I’m doing. That is not your normal experience.”

— Mark Hoffmann

“I feel like a valued customer

at Forte Bank. I am always treated in a personal and professional way and I appreciate that the bank is a human-oriented company.”



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