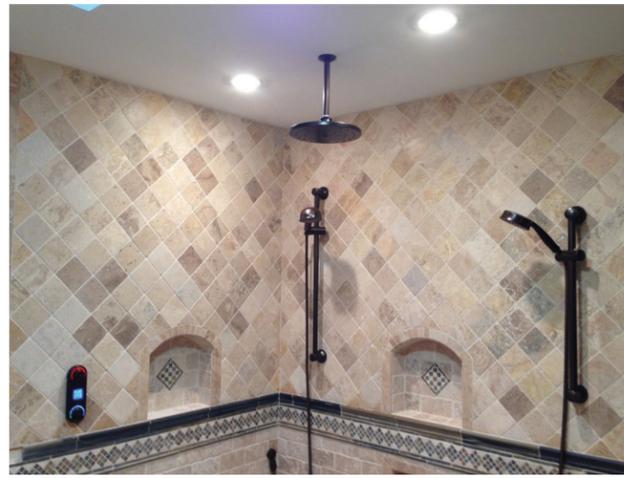




A Beautiful Kitchen



A Luxurious Bathroom

Sidney

ENTERPRISES

By **Chris Cardinale**, Owner

In 2004, after working at a Vacuum Store on National Ave for the past 15, Chris Cardinale and wife Brenda decided to purchase the store with a bright future. A year earlier, his father who at the time was a postal worker decided to quit his job and become a kitchen and bath specialist known as a Small Job Specialist. This inspired Chris to form Sidney Enterprises LLC as a sideline business to his main work at the store. His goal then was to buy fixer uppers and flip them. "I got my hands into the remodeling trade while working on my own homes." In 2008 when the housing market crashed and business was slowing at the store Chris started to transition over to Sidney Enterprises. "We didn't lose any business during the crash since we started at the bottom ... it was a natural progression to grow." In 2016 Chris sold the store that at the time was simply "getting in the way of Sidney Enterprises' growth."

Sidney Enterprises growth took years as the housing market was making a very slow recovery. "The housing market crash brought an end to the house flipping" that Chris had been doing for the past three years. He thought that he was done with construction for good when a friend reached out to him for help on a bathroom project. He agreed to help his friend out and the outcome was life-changing for Chris. "I loved it ... I thought, at this point I've got the design behind me, I've got the skills to do it, so let's see where this takes us." He did a few tiling jobs like

these for friends, family and even store customers. Occasionally, he would post pictures of his work to Facebook. Slowly but surely requests started to steadily come in from people looking to hire Chris for bathroom and kitchen renovations that he had mastered when he was flipping houses.

The business built itself from there. "It was pretty much all word of mouth in the beginning," says Chris. "Now it's a full-blown construction company: major renovations, working with local architects, kitchen renovations from local kitchen design companies, opportunities to build new homes, and custom designed bathrooms." Sidney Enterprises has a crew of eight guys. Chris and his wife Brenda do all the management. Today, Sidney Enterprises LLC is a licensed, Class-A builder, with an A+ rating on Angie's List. The hardest part of this business is finding good workers. "The good guys all have jobs but, what I've found is that people are tired of driving to the city. They like the city money but they don't want to drive over the mountain," Chris explained. "I pay the city money to keep them local. I'm not making any money!" he laughed. "But, I was able to get good guys to come work for me, guys I

can trust in your home, guys who are personally responsible for their work and are proud of what they do."

Chris has a very high standard for his workers too. "My criteria for my Project Managers is that they have to have owned their own business at some point so they understand how this business works." This way, Chris' workers are guys who are totally qualified and love doing what they do, "they just realized it's a headache to run their own business." Since his employees are self-sufficient, Chris is comfortable with giving them control. "I make them project managers, and give them a technician and they're pretty much in charge of the project from start to finish." He also prefers people with families "because there's a reason to work... they're the one who are the most dedicated."

Sidney Enterprises oversees the whole process, start to finish, from demolition to the final result. "We try not to hire subs ... of course that is difficult if you are on a large project. But the subs I do hire are vetted by me and are licensed and insured companies. When you hire me, you hire Sidney Enterprises ...ME....and we will be held accountable for all of the work," says Chris.

While they are working in your house, Sidney Enterprises takes extra care to make sure that your home is comfortable and clean. This includes an efficient cleaning process at the end of each day and a superior dust-proofing procedure. "We were working with

a customer on Stewart Street who is an asthmatic and she was very concerned about the dust. When they left the job she said that "she'd never felt better in her house because of the dust control we were doing." Chris grinned and said, "I think we improved the air quality while we were there." "We also clean up at the end of each day; all the tools and materials picked up and out of sight." And all in a timely manner. "We're efficient My guys know what they are doing and they work hard." Chris and his team go to work every day with the conviction that your home is your sanctuary, and their goal is to make it feel that way. They are constantly exploring new techniques and pushing the limits of what they can accomplish to make their clients' dreams a reality.

Chris is planning to build a new Design and Concept studio late 2016. The studio will have modern building concepts, and samples to look at. "We will have fixtures, door samples, lighting, tile, flooring and cutaways of showers and cabinets." All these items will allow the customer to see what they are getting and help them visualize their dreams.

Chris Cardinale has lived in Winchester since he was 13 years old. He and his wife Brenda have been married for 16 years and they have one son Nicholas. The family likes to travel when the business allows, especially Chris, who is an avid saltwater fisherman.

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