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A Letter From Peter L. Brown

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I began my aluminum siding and window business in 1960, selling door to door, working out of an office and warehouse in my barn behind my home in Bloomfield. In 1969 I moved my company to Granby Connecticut.

Over the years I built my business by building customer confidence through quality, dependability and a commitment to excellence. Advertising on WTIC radio with Bob Steele in the early 60's started the phone ringing, and it hasn't stopped since. Through hard work and a dedication to customer satisfaction, the company has become known as the siding, roofing and window specialist homeowners can trust.

My son Ted joined the family business in 1986 and quickly established a niche by diversifying products and developing new markets. Today the Peter L. Brown Company has evolved into a full service exterior home improvement company offering an extensive selection of wood and vinyl windows, vinyl siding, roofing, porch enclosures, doors, storm doors and gutter protection. Our sales and service staff personnel are committed to helping you make the best choices for your home, and providing friendly, courteous service.

Another way we help our customers create the house of their dreams is through our financing program, which is available at competitive rates. Our policy is that you pay for the job when the job is complete and customer satisfaction is assured. We believe in doing business the old fashion way, taking pride in our work, our great reputation and our many satisfied customers. We know it's a formula that works because of the high number of referrals we receive.

At the Peter L. Brown Company, our job is to help you protect your biggest asset: your home. That's why we provide only the best materials and year round professional craftsmen, and live by our motto:

"Do it right the first time and you won't have to do it again."

Peter L. Brown



50 Years and Beyond

By 1990, after 30 years of working 12 hour days building & running the Peter L Brown Co., first as an aluminum siding company then as a vinyl siding and replacement window company, I decided to cut back on my work load. I turned the day to day management over to a long time employee and good friend, Donald Dyson and my son James E. Brown (Ted), who had joined the company in 1986, after college. Sad to say Don Dyson suddenly passed away in 1993 at the age of 53. This put my

son Ted in charge, under my watchful eye.

Ted has done a marvelous job maintaining our reputation as the foremost siding and window company in the state. He has expanded the company and today is the sole owner of the Peter L. Brown Company, which has made me extremely proud.

With the Peter L. Brown Co. in good hands, it gave me time to pursue other interests. I had purchased land in E. Granby center several years prior, with two buildings that I re-

modeled into rental offices along with a new three thousand square foot doctor's office. It was not long before the doctors outgrew the space, so I built them a new sixteen thousand foot medical complex, creating E. Granby Medical & Business Center.

I play golf with my friends a couple of times a week. I am not a good golfer, but enjoy the camaraderie (my buddies are no better golfers than I).

My wife Sandra & I enjoy traveling, which we usually do for a month in the fall. Fortunately, we are able to

2



Where it all began: The original barn where Peter L. Brown started his business



Peter L. Brown accepting one of the many awards acquired during the company's history



Peter L. Brown begins selling aluminum siding

1960

John Warner partners with PLB Co.

1963

PLB Co. moves to Bloomfield and opens warehouse

1964

1965

PLB Co. offers storm windows and doors

PLB Co. installs first vinyl siding job in CT.

spend our winters on Tortola in the Caribbean, the rest of the time, our home is Bloomfield.

When Sandy & I got married, 26 years ago, we said it was "for better or worse, but not for lunch", so I am out of the house by 9 AM. I maintain an office at the Peter L. Brown Co. for my different business interests.

I am extremely fortunate with a beautiful wife and wonderful children and grandchildren. I have a lot to be thankful for...

I would like to thank the loyal and hard working employees at the Peter L. Brown Company, especially Brenda Press, the office manager, and her dedicated staff.

Peter L. Brown



**Peter L. Brown in his new Granby office
circa 1969**



**The Peter L. Brown Company's display at an early
Hartford home show.**



**Early photo of the Goshen fair. The Peter L. Brown Company has
been a regular participant at this fair, which continues to this day**

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**PLB Co. moves to
Granby and adds
hardware store and
lumberyard**

**PLB Co. installs our
first Alsco Tedlar
"fade-free" aluminum
siding job**

**PLB Co. begins to
warehouse vinyl
siding**

1968

1969

1970

1972

1973

1974

1976

**PLB Co. introduces
"Full Coverage
Siding" covering
window & door trim**

**Colonial Credit is
formed offering
financing to
customers**

**PLB Co. begins
selling & installing
blown-in insulation**

**PLB Co. installs
their first
replacement
window job**



Early photo of a typical Peter L. Brown Company install



Outside the newly completed medical center



Aerial view of the Granby facility



4

PLB Co. installs our first Tedlar "fade-free" vinyl siding job

1980

PLB develops 16,000 square foot medical & business center in East Granby

1986

PLB Co. opens their first showroom

1988

PLB Co. goes to the British Virgin Islands to install vinyl siding

1991

PLB Co. installs first 40' seamless siding job in CT.

1993

First large condominium complex siding & windows install

1994

PLB Co. begins selling and installing triple pane windows

1997



Peter L. Brown on his way to deliver a 150th anniversary turkey



Peter L. Brown and friends posing in front of the East Granby Medical Center

In 2008 the Town of East Granby celebrated its 150th anniversary. One of the major fundraisers for the three day celebration was a Painted Turkey Project, which the Brown family orchestrated. The painted turkeys were on display before the celebration around the town hall and community area, drawing people from all around. They were in the parade and are now spread throughout East Granby.

5



11 School Street, one of the many properties developed by Peter L. Brown through the years



The Brown family posing by one of the turkeys displayed for Granby's 150th anniversary

PLB Co. installs their first vinyl roofing shingles

PLB Co. begins using "rot-proof" cellular vinyl trim

PLB Co. starts installing Owens Corning blown-in insulation

2000

2001

2003

2005

2007

2009

PLB Co. installs their first modular conservatory

PLB Co. installs their first Gutter ProTech leaf protection system

PLB Co. begins offering Fullback insulated vinyl siding

Mission Statement

"We at the Peter L. Brown Company believe in giving you personalized service and top quality workmanship with a 100 percent satisfaction guarantee. Our philosophy is to keep you happy for many years to come, by professionally installing materials made of the finest quality. We are dedicated to having the most satisfied customers in town."



A Letter From The President

Dear Friends,

I would like to take this opportunity to say thank you. It has truly been a pleasure serving you and our community over the past 25 years since I joined my Dad's company.

I have worked with many people on a variety of different projects (both residential and commercial). Thousands of people have opened their doors and lives to me. They have trusted me with one thing that is very important to them, their homes.

Your home is a place that keeps you warm, dry and protects you from the elements: the cold, rain, ice and snow in the winter; the rain, heat and sun in the summer. Your home gives you privacy to raise your family, spend time with friends, enjoy holidays and make memories. You have put your trust in me to protect the one thing that protects you, your home.

At the Peter L. Brown Company our philosophy has been to treat people the way we would want to be treated. My father built this business on trust, honesty and hard work.

We only want to provide you the best quality products and services at a fair price. We stand behind all of our work with a 100 percent satisfaction guarantee. You don't pay for the job until the job is done and you are satisfied.

We know we have satisfied customers by the many letters and referrals we receive. Our philosophy has been to "do it right the first time and you won't have to do it again."

The most expensive job is the one you have to do twice. At the Peter L. Brown Company we say "the bitterness of poor quality lasts long after the sweetness of low price is forgotten." I wish I had a nickel for every person that has told me, "I wish I went with the Peter L. Brown Company."

Thanks to all of you that have joined the "Peter L. Brown Company family".

Sincerely,

Ted Brown
President



Is Brown Turning Green?

What does going green really mean? I have heard many people talking green and companies saying they are green, but what does "going green" really mean?

I asked Google for a definition so I would have a clear understanding of the phrase. What I found out through many websites were numerous definitions. The two that I related to are:

1) Make your home earth-friendly and be responsible to the environment.

2) Adapting your life style so as to do less damage to the environment.

I relate to "going green" myself and I see it as improving the energy efficiency of my home, my business and the homes and businesses of my customers. I'm continuously looking for better products that will reduce energy costs, help us become less dependant on foreign oil and reduce the carbon footprint we leave on every home we work on.

The Peter L. Brown Company has been in the energy saving business since the early 60's. When my Dad started selling aluminum siding, triple track aluminum storm windows went hand in hand with siding and were becoming very popular. They offered energy efficiency in the winter and with a built in screen they offered ventilation in the summer.

Due to the gas shortage in the mid 70's there was a demand for new ways to save energy. The Peter L. Brown Company began selling and installing double pane replacement windows, blown in insulation and a core-board insulation that was in-



stalled behind aluminum siding.

The first replacement windows were made of metal that conducted the cold. By the mid 80's manufacturers began making the first all vinyl re-

"Air leaks and poor insulation are one of the major pathways of home energy loss. An average home can waste up to 30% of their energy use because of air leaks."

placement windows. Today most vinyl windows are heat welded at the corners to increase strength and decrease water and air infiltration. All manufacturers offer a double pane glass with high performance Low E coatings and an Argon filled air space between the two panes of glass to meet Energy Star requirements. The better manufacturers offer a high per-

formance triple pane glass that exceeds Energy Star standards and increase your energy savings. The best energy efficient windows will cost less, because they decrease your heating and air conditioning demands and save you money.

Today the Peter L. Brown Company offers many products that will make your home more energy efficient and maintenance free. In addition to the replacement windows, we offer insulated vinyl siding that comes 12 foot long, 16 foot long and even in 25 foot long seamless vinyl siding. We offer insulated doors that are made of commercial gauge steel and fiberglass doors that look and feel like real wood. In addition to our windows, doors and siding we are now offering our customers Owens Corning blown in fiberglass insulation.

Without even knowing what "going green" was 50 years ago our business was ahead of the curve in our energy saving endeavors. I guess you could say we turned green a long time ago.



More Than Just Home Improvements

The Peter L. Brown Company is a residential home improvement company that specializes in vinyl siding, replacement windows, replacement doors, gutter protection, roofing and blown-in insulation. The



Churches, hospitals, historic renovations and other commercial endeavors are both challenging and rewarding

majority of our work is performed in the Greater Hartford area. However, we often expand out of our local area.

Many of our clients that live in this area have utilized our services for second homes. Every year we al-

ways have a few projects working on summer cottages that take us to the



Wamago School

shore or out to the countryside.

Our primary work is residential; however, we have many requests each year for commercial jobs. This year we completed a large window installation for Saint Francis Hospital. Through the years we've installed siding on over 20 churches, completed many historic renovations, worked for many property management companies, nursing homes and multiple condominium complexes... We have even installed vinyl siding on a few restaurants.

About 10 years ago I received a

call from Steve Antonio of Antonio's family style Italian Restaurant in Simsbury Connecticut. I met Steve at his restaurant to discuss the installation of vinyl siding on the front of his building. The first challenge is that the front of the building is the shape of an A frame that is made to look like a slice of pizza. Even the walkway around the front entry is painted to look like a pizza with mushrooms, meatballs and pepperoni. To keep the look we installed red shake vinyl siding with an almond colored trim.



Long Bay Resort, Tortola

Steve and I have remained friends ever since. He even named their chef salad the "Ted Brown Salad" because I order it so often. I love their salads, but all their food is excellent.

The most unusual job I ever worked on was in the Caribbean. My



Dad received a call from a friend in 1991. Jimmy Scott was designing a pool for Long Bay Resort in the British Virgin Islands and the builder asked Jimmy if he knew anyone who installed vinyl siding. The plans for



On site in the British Virgin Islands

the resort had called for vinyl siding, but no one had any experience installing it. That winter we sent two crews south to complete the project. To say the very least, the installers loved it.

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The Wave Of The Future

One of my greatest challenges in business is keeping up with the latest products, services and technology to offer our customers the best products and services available today. This information is not easy to find, it is something you must search out.

There is no home improvement university to attend. You can go to college to be an engineer or an architect. You can even go to school for construction management. But there isn't a school that teaches how to install vinyl siding or what makes one door better than another. So how does a contractor get educated?

One way to learn more about the building industry is to join an organization. A builder might join the Home Builders Association (HBA or NHBA). A home improvement contractor can join the Remodeling Contractors Association

(RCA or NARA). These organizations offer seminars on building codes and OSHA rules, but still no formal education. They also have loc-



al and national shows that display many of the latest products available. The national home show is once a year and is a great way to stay on top of the latest technology and to see the newest products.

Many suppliers offer training on the

products they sell. The manufacturers' reps will put on a seminar to discuss new products and changes to their existing products. The manufacturers can be a wealth of information. They often research the market and use this information to develop new products or make changes to their existing products.

My father taught me that experience is one of the best educations someone can get. If you have seen something or done something before, you will know how to handle a situation that could otherwise become a disaster. My father has helped me many times by giving me advice through experiences of his own.

I am fortunate to have been given the opportunity to join the Seamless Siding Association. It opened my eyes to a world I would otherwise have never seen. It was an organiza-

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tion of contractors from around the country where they shared ideas and discussed their experiences. Because people were from different parts of the country they were willing to help each other in any way possible. This is rare in our industry because the only contractors you come in contact with are local contractors and most contractors wouldn't think of sharing ideas with their competition.

Through this experience I found a need to continue to improve and edu-

cate myself and my staff. I continue to read books and find new ways to improve my knowledge of this industry.

My latest project I am working on is creating a proper roofing system thru training offered by Owens Corning. This is increasing the amount of insulation to maximize energy efficiency with a balanced amount of ventilation. Not everyone realizes how important it is for a house to breathe. As you insulate you need to make sure there is enough ventilation. The proper balance of insulation and ventilation not only will save money on your heating and air conditioning costs, but a balanced ventilation system will help to prevent ice damming, reduce moisture that could cause mold and mildew and increase the life of your roof.

I'm amazed at the advancements in technology and products that have developed since I started with my Dad. I can't wait to see what products the industry will have to offer in the next 25 years.

Testimonial

"Your salesman was very professional, knowledgeable, helpful and did not pressure us into choosing your company to do the siding on our house. Your installer is an invaluable asset to your company. Professional, neat, clean, courteous with a keen eye for detail. He takes such pride in what he does and you know he is working as if the home was his own. Any time you would like to show our home to a prospective client, we would be more than proud to show off the installer's quality workmanship. Again, thank you for having such talent in your company."

Sandy B.
Bloomfield, CT



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Rebuilding Together: Hartford



Our mission is to rebuild homes, while rebuilding communities and lives. Our goal is to bring warmth, safety and independence to homeowners. Here in Hartford, we've been accomplishing this over the last 13 years thanks to thousands of volunteers and the kindness of many corporations, small businesses, community groups, trade organizations and faith based communities.

Locally, we have made a significant impact in Hartford's neighborhoods, rehabilitating more than 300 homes for low income Hartford homeowners who are elderly, people living with disabilities, and multigenerational families, as well as several non-profit facilities. This equates to a market value of more than \$3 million in home improvements, home repairs and community revitalization projects in at-risk neighborhoods.

Four years ago, we introduced an emergency home repair program for the Hartford program to address the immediate home repair needs of low income Hartford homeowners. We also continued our educational workshops called "It's My House" In these workshops, homeowners have the opportunity to come together in a safe and comfortable learning environment to learn how to take care of their homes in the most affordable, practical ways possible. These workshops have not only grown into an opportunity for learning, they have provided a deeper sense of community among participants.

In 1995 I received a call from a friend, Dave Dewey, who was the president of the Remodeling Contractors Association. "Hey Ted, Christmas in April is coming to Hartford. Do you want to get involved? They help the elderly live more comfortably by helping to fix up their homes." People tell me I'm soft but how can you say no to this?

The way I understand it the organization started in Midland, Texas over thirty years ago. A group of people got together to help an elderly neighbor do some repairs to her home. She was so happy she said, "It's like Christmas in April!"

Today there are now over 200 affiliates across the country. In Connecticut alone there are affiliates in Hartford, Litchfield County, Manchester, New Britain and Stamford/Greenwich. Nationally, Rebuilding Together is the largest nonprofit organization working to preserve affordable homeownership and revitalize neighborhoods by providing home repair and renovation services at no cost to those in need.

The organization has grown very quickly. As it grew, the national office, in Washington D.C., felt the organization needed to redefine itself. As a result the name changed from Christmas In April to Rebuilding Together. The

main reason for the change is to better define the work the organization does and to create better branding across the country.

Many national and local businesses support the nonprofit organization.



A few of our national sponsors are the Pepsi Bottling Group, Lowe's, Sears, HGTV and Choice Hotels. Locally, long-standing sponsors include Saint Francis Hospital and Medical Center, Valley Building Supply, Sanford and Hawley, Travelers,

continued on page 15





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Personally I have been a part of the organization since 1995 - the second year it was in Hartford. I was a project coordinator for individual homes for many years, and I sat on the board for 6 years. I was a Vice President, chaired the House Selection committee and participated on the Material and Supplies committee.

Jodie Liddy is the Executive Director of Rebuilding Together Hartford. She is a wonderful energetic woman who does a fantastic job. Cynthia Fowler, the Director of Outreach, is the engine that keeps the organization running and the glue that keeps it all together. She works primarily with homeowners and volunteers. Vince Castagno, a past Board member and Chair, is the Director of Programs. He primarily oversees house selection, emergency home repairs, and educations

workshops.

This year, Rebuilding Together Hartford is celebrating its 15th year of ser-



vice to low-income homeowners. In that time, we have successfully improved over 375 Hartford homes. This was made possible by the over 500 volunteers that sign up each year to help work on approximately 25 homes each year. While National Rebuilding Day is our signature project, we also work on special projects and

make emergency home repairs year-round.

The Board of Directors meets once a month as does the Executive committee. National Rebuilding Day is always held the last Saturday in April and kicks off the day at Saint Francis.

On November 21, 2002, I received the Community Impact Award, one of the Heroes of Greater Hartford awards given by the American Red Cross for my time and dedication to Rebuilding Together Hartford. This was one of the proudest moments of my life. Thank you Cynthia for the nomination; you are a very special person.

My time with Rebuilding Together Hartford has truly been a life altering experience. Many thanks to Dave Dewey for making that phone call.

To learn more about Rebuilding Together Hartford or to get involved yourself, you can either visit the website, www.rthartford.org or call the office directly, (860) 757-9425.

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It's In The Details

There's more to a vinyl siding job than meets the eye. Fancy trim work such as crown molding and accent siding on the gables will enhance the appearance of any siding. Window and door wrap as well as the soffit, fascia and rake trim are a stand-



ard part of most siding jobs. The cost of the trim material is irrelevant in comparison to the quality of the installation.

The real value lies in the workmanship. We give a lot of attention to our trim work to retain the look of your

home. Depending on the age and style of your home we offer many options. It is necessary for us to build out your trim with wood before we cover it because we are adding a layer of insulation and vinyl siding. We can make your trim wide or narrow, we can bend the trim to show more of a molding appearance. A bad job will spoil the look of your home. Only true craftsmanship will increase the value and appearance of your home.

Some of the popular choices of trim are shutters, door surrounds, crown molding and unique gable siding options, such as fish scales. Recently Azek has manufactured many moldings out of cellular PVC that have made the options endless. The up charge for many of these items is minimal, and they add a great deal of curb appeal to your home. Add your own unique look to your home!



The Simsbury Bank would like to congratulate the Peter L. Brown Company for 50 years of quality home improvement and community service.



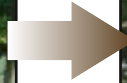
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Before & After



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