

# Best Executive Homebuilder - Wisconsin

Providing construction services for commercial, industrial and residential projects throughout Wisconsin, Friede & Associates is a fourth-generation family business that balances decades of industry experience with the dynamic, forward-thinking of a flourishing enterprise. We take a closer look at the factors behind Friede's continued ambition and success, more than a century after its inception.

**S**ince the late 1890s, Friede & Associates has proudly served Wisconsin with high quality for commercial, residential and industrial construction services that include complete design-build, general contracting, construction management, renovation and more. The firm, which is now managed by a team headed by the President, Roger Friede, the fourth generation of the Friede family to take on the role, takes enormous pride in the trusted reputation it has built over more than a century.

Friede's many years in the construction industry have equipped its team with the expertise and resources to deliver comprehensive services, which are broken down into four key pillars of operation: Construction Management, Design-Build Construction, Preconstruction, and Pre-Engineered Metal Buildings. Construction Management encompasses every step of a construction process, from planning, to design, to building, and the efficient identification and resolution of the many financial, budgetary, or logistical challenges that inevitably arise throughout the course of any construction project.

Design-Build Construction, which is offered by Friede as an alternative delivery method to the traditional process of awarding separate contracts for design and construction, is designed to simplify and streamline a construction project by bringing together the owner, contractor, designer, and subcontractors. By managing these parties in a single contract, the owner is able to avoid the adversity that can often arise when managing multiple contracts, thereby seeing their project come to fruition faster and with less competition between teams working alongside one another.

In Preconstruction, Friede has built a reputation for thoughtful and efficient planning, scheduling, and building of unique projects, working with clients and construction partners to ensure the solid (metaphorical) foundations upon which a project can be built. By carrying out effective preconstruction services, Friede can ensure the rest of the project can be rolled out smoothly.

The last, but by no means least of Friede's service offerings is in Pre-Engineered Metal Buildings, which has been made possible through a franchise agreement with Metallic Building Company, one of the leading resources for custom-engineered metal building systems in the US. With the same support of



a dedicated team of professionals as they can expect in any project with Friede, customers can rely on the partnership to build custom metal building systems of all size and complexity, designed to suit a vast array of end uses.

It is partnerships with brands such as Metallic Building Company that have been instrumental in the growth of Friede since the end of the 19th century. Now a team of 45 that features both carpentry and concrete crews, Friede has completed projects of all shapes and sizes for virtually every industry imaginable, taking on even the most complex proposals and delivering extraordinary results that have earned the firm its much-loved tagline, 'We Do Weird Well!'

The versatility and creativity exhibited by Friede have been highly valued by clients across the Wisconsin Dells, which has seen exciting development to become Wisconsin's premier region for tourism over the last 20 years. Simultaneously, the region has become known as the 'Waterpark Capital of the World', initiating an increase in hospitality development across the area. For contractors like Friede, this phenomenon is a much-welcomed one, presenting exciting opportunities in the form of a diverse range of projects.

Today, boasting a rich portfolio that encompasses churches to wineries, airport hangars to convention centers, housing restorations to sports complexes, Friede has established itself as an unparalleled construction service provider of Wisconsin and beyond. With many awards to its name and a growing recognition of its forward-thinking and inclusive internal culture, the firm is proving that, despite having been in the business for more than a 100 years, Friede & Associates continues to be one to watch.

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