

Building Success, One Generation At A Time.

With nearly eight decades of commercial industry expertise, passion, and impeccable standards, we are proud to recognize Friede & Associates as Wisconsin's Most Trusted Design-Build Contractor.

The long-standing history of what is now known as Friede & Associates starts back in Wisconsin as early as the 1900s. Initially formed by William Friede under the name William A. Friede & Sons, the company was set up as a local residential builder and building materials supplier in Reedsburg, Wisconsin. The 15–20-man firm successfully operated and grew in the residential market for over forty years before shutting down for World War II. When they reopened in 1945, the firm changed its name and chose to focus on commercial construction projects while operating under the name Friede Brothers Construction.

Just over a decade later, World War II and Korean Conflict war veteran Roger Friede Sr. bought the company from his father, Arnold and uncle, Fred, and became the company's President in 1956. The company continued to serve the Reedsburg area, with carpentry, masonry, concrete and even cabinetry crews for the next 40 years before changing focus once again.

By the early 1990s, Roger's son, Roger Friede Jr., took over as President and purchased the firm from his father. Then in 1998, Roger added a new partner in Executive Vice President Scott Truehl and changed the name of the firm to Friede & Associates to represent the new focus as a professional services company featuring design-build construction.

Friede & Associates provides clients with a multitude of services from complete design-build, general contracting, pre-construction, renovation, restoration, and construction management services to name a few. Due to its legacy and renowned reputation as highly trained professionals within the industry, its unmatched expertise has allowed the company to grow both in terms of the types of projects it builds and the geographic areas it serves, which now includes the southern two-thirds of the state of Wisconsin.

As a commercial general contractor, Friede & Associates now self-performs services such as concrete, carpentry, demolition, and steel erection on their commercial, retail, municipal, manufacturing, and industrial projects.

The Friede team has also developed a national reputation for the creativity and imagination that they bring to each of their projects, living up to their unusual tagline "We do Weird Well!" This ability to help their clients accomplish their construction goals through alternative materials or construction methods, and to do so often utilizing alternative work schedules has earned them a large and loyal following of repeat customers. Moreover, it has ignited the nationally renowned trust that has been established by customers and by those who come to work for and with Friede & Associates.

Due to its extensive connection to the hospitality business in the Wisconsin Dells tourist market, Friede & Associates is one of the foremost users of prefabricated wall systems within the market. Projects



Roger Friede, President and Scott Truehl, Executive Vice President

require off-season construction between September and May and typically expect the completion of the new building to function by the start of the new tourism season.

Moreover, the company is also known today for its extensive pre-construction work that includes assisting its clients with everything from obtaining land, to arranging financing, negotiating state and local incentives, and taking care of all the municipal approvals for its projects.

Friede & Associates is recognized for going above and beyond what typical general contractors do, from continuously focusing on improving its service offerings, to the training of its team members. And these improvements have not gone unrecognized, as the firm has become the most awarded contractor in the state of Wisconsin, with nearly 60 of its projects being recognized as "Projects of Distinction" by the Associated Builders & Contractors (ABC) of Wisconsin since 2015. It has also been named both the best commercial and residential contractor in Wisconsin by various publications, recognized by the Silicon Review as one of the "30 Innovators to Watch in 2021" and, most recently, was named one of the "50 Most Admired Companies to Watch in 2022" by the CIO Bulletin.

LUXlife proudly joins the others in recognizing the outstanding work of Friede & Associates by naming them "Wisconsin's Most Trusted Design-Build Contractor in 2022".



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