



Krumm Exteriors Team Members Assist Stranded Motorist En Route to Family Milestone

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NEW RICHMOND, WI - August 14, 2026 -

Krumm Exteriors has shared an account of two team members who recently stopped to assist a woman stranded roadside with a damaged tire. The motorist, identified as Cecilia, was traveling to be with her daughter on the final day of chemotherapy treatment. The crew members provided the needed help, enabling her to continue her journey without further delay.

In a subsequent message to the company, Cecilia described the impact of the assistance. She noted that the day held special significance as her daughter's last chemotherapy appointment and that the unexpected support reminded her that help can appear even when circumstances feel difficult. The company publicly thanked the crew members for representing Krumm Exteriors through their actions and extended congratulations to Cecilia and her daughter on reaching the milestone.

The incident aligns with the company's longstanding emphasis on integrity and community-minded service. Krumm Exteriors, home of KangaRoof, has operated as a family-owned exterior remodeling business since 1997. Owner Penny Austad has guided the company with a focus on treating every interaction as an opportunity to build trust and deliver consistent results. The firm specializes in roofing, siding, windows,

gutters, decks, and storm damage restoration for residential and select commercial properties across western Wisconsin and eastern Minnesota.

Team members routinely manage projects that demand precision, accountability, and attention to detail under the region's demanding weather conditions. From heavy snow loads and ice dams in winter to hail and high winds in warmer months, the company addresses a wide range of exterior challenges. Krumm Exteriors holds manufacturer certifications including CertainTeed ShingleMaster, Andersen Certified Contractor, and LP SmartSide Master Preferred Contractor status. These credentials support installation standards that meet manufacturer requirements and help homeowners access extended product warranties where applicable.

Operations are based in New Richmond and Menomonie, Wisconsin, with an appointment-only location in Stillwater, Minnesota. Service areas include Wisconsin communities such as Eau Claire, Menomonie, New Richmond, Hudson, and River Falls, along with Minnesota locations including Stillwater, Woodbury, St. Paul, and surrounding Twin Cities communities. The company maintains full licensing as a Wisconsin Dwelling Contractor and Minnesota Building Contractor, ensuring compliance with state regulations on every project.

"Acts of ordinary kindness by our team members reflect the culture we work to maintain every day," said Penny Austad, Owner of Krumm Exteriors. "Stopping to help when someone is in need is consistent with how we approach both our work and our presence in the communities we serve. Integrity is not limited to the job site. It shows up in the small decisions people make when no one is watching."

The company's approach to exterior work emphasizes clear communication, transparent estimates, and follow-through from initial inspection through final walkthrough. Projects often involve coordinating multiple systems, such as roofing paired with gutters or siding upgrades, to create cohesive and durable results suited to Midwest climate demands. Crews are trained to treat each property with care, recognizing that a home represents more than a construction site for the families who live there.

Customer feedback over the years has frequently highlighted professionalism, reliability, and a willingness to go beyond minimum requirements. The recent roadside assistance incident illustrates how those same qualities can extend into everyday interactions. By publicly acknowledging the crew members' decision to stop and help, Krumm Exteriors reinforced its expectation that team members represent the company values both on and off the job.

Krumm Exteriors continues to focus on delivering durable exterior solutions while fostering a workplace culture that prioritizes integrity, respect, and community engagement. The roadside assistance account serves as a reminder that the company's impact can extend beyond completed remodeling projects to the everyday conduct of its people. The firm remains committed to serving homeowners with the same level of care and accountability that defines its approach to exterior remodeling and restoration work throughout the

region it has served for nearly three decades.

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For more information about Krumm Exteriors, contact the company here: Krumm Exteriors Penny
Austad 715-246-6090 info@krummsiding.com 1424 WI-64, New Richmond, WI 54017

Krumm Exteriors

Every great project starts with a conversation. We've been having them with Wisconsin and Minnesota homeowners for almost 30 years, and we're ready to have one with you. No pressure, no commitment, just honest advice.

Website: <https://krummexteriors.com/>

Email: info@krummsiding.com

Phone: 715-246-6090

