



True Grit Construction LLC is now True Grit Roofing Company - Plus New Hours, New Logo & Rebranding

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True Grit Construction LLC is excited to announce they are rebranding their company to update their brand identity and better represent their evolution from an exterior construction company to a roofing company. True Grit Construction LLC started in 2016 with the intent of helping Olathe residents with their various exterior construction needs.

Over the last seven years, this licensed, insured and manufacturer certified company has been a total success story within the Olathe, KS community and surrounding areas. They won the "Expertise Best Roofer in Olathe" award for the last three years in a row and were featured on BuildZoom for "consistently ranking in the Top 5% of licensed roofing contractors in Kansas."

They have grown into a multimillion-dollar business while becoming well known for delivering homeowners a high-end customer experience. In fact, their superior roofing service accumulated over 300 reviews across Google, Yelp & Homeadvisor, contributing to an overall 4.9 out of 5 stars.

They expanded their service area in Kansas to include: Johnson County, Leavenworth County and

Wyandotte County. In addition, they expanded their service area in Missouri to include: Jackson County, Clay County, Platte County and Cass County.

They distinguished themselves as a highly skilled roofing contractor and they are now ready to shift their focus by embracing roofing as their primary service. Owner and roofing contractor Sergio Flores realized a potential rebrand would likely require changing their business name.

Sergio had this to say: "We learned some folks were confused about the services we provide with the name "True Grit Construction LLC". We also discovered search engines like Google placed a lot of weight on the words in a business name when calculating rank. The solution to both problems is changing our name so that it clearly identifies roofing as our primary service. We're excited to announce our new name: True Grit Roofing Company. As we continue to find ways to improve our brand, we still have the same great service that our customers know and love."

Their name change marks a significant milestone in True Grit Roofing Company's legacy, yet it is still just one part of a much larger rebranding effort. The foundation of their rebranding effort starts with their company's Purpose, Mission Statement, Vision Statement and Core Values.

Their Purpose is to educate their customers so that they may make informed decisions that fit best with their unique circumstances. They don't use high pressure sales tactics.

Their Mission Statement focuses on building lifetime relationships with educated clients and their Vision Statement focuses on continual learning, improving and growing toward the ultimate recognition as a leader in the roofing industry.

They have improved their logo by replacing "Construction" with "Roofing Company", utilizing more modern and pronounced colors and incorporating an arrow in the background of the logo to pay homage to the local geography and its rich Native American history.

They listened to customer requests for increasing service hours so they are happy to report that they are now open 24 hours a day, 7 days a week. Only closed for major holidays.

They also redesigned their website to incorporate all of the aforementioned changes brought on by the rebrand. This makes their website an excellent resource for anyone looking for roofing services in Olathe, Kansas.

The new name and brand identity for True Grit Roofing Company are effective immediately.

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For more information about True Grit Roofing Company, contact the company here: True Grit Roofing Company Sergio Flores (913) 313-9594 sergio@truegritkc.com 11507 S Strang Rd A Olathe, Kansas 66062

True Grit Roofing Company

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