# Krumm Exteriors Introduces Enhanced Instant Online Roofing Estimate Tool for Midwest Homeowners

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NEW RICHMOND, WI - May 19, 2026 -
Krumm Exteriors has launched an upgraded version of its instant online roofing estimate tool, designed to give homeowners in western Wisconsin and eastern Minnesota immediate, transparent pricing insights without sales pressure. The tool reflects the company?s ongoing commitment to straightforward communication and helps property owners better understand potential costs for roof replacement and repair projects in the region.

Available directly on the company website, the enhanced tool allows users to input basic home details and receive a preliminary estimate range based on local material and labor factors. This resource addresses a common pain point for homeowners facing aging roofs or storm-related concerns by providing clear information upfront. It complements the company?s free inspection process for full replacement projects and its modest-fee repair assessments.

Since 1997, Krumm Exteriors has served as a family-owned exterior remodeling specialist, operating as the home of KangaRoof. The business has completed hundreds of projects across western Wisconsin and the Twin Cities metro area, focusing on durable solutions tailored to Midwest conditions such as heavy snow

loads, freeze-thaw cycles, and seasonal storms. Roofing remains a core service, with installations and repairs using premium products from manufacturers including Owens Corning, CertainTeed, and others.

The new tool enhancements incorporate updated regional pricing data and expanded material options, helping users explore choices like asphalt shingles, metal roofing systems, and impact-resistant products suited to local weather patterns. Homeowners can quickly compare options that balance upfront investment with long-term performance, energy efficiency, and warranty coverage.

?Our goal has always been to remove guesswork and pressure from the process,? said Penny Austad, Owner of Krumm Exteriors. ?This improved instant estimate tool lets homeowners explore realistic numbers on their own time, so when they contact us, they already feel more informed and confident about next steps.?

She added, ?We see how valuable transparency is when families are planning major exterior work. The tool sets realistic expectations, and our team then delivers the detailed, site-specific assessment that turns those numbers into a completed project done right.?

Krumm Exteriors holds key industry certifications that support its roofing expertise, including CertainTeed ShingleMaster status. These credentials, combined with full licensing as a Wisconsin Dwelling Contractor and Minnesota Building Contractor, ensure installations meet or exceed manufacturer and local code requirements. Every project receives the company?s workmanship warranty, layered with extended manufacturer warranties available through certified installer status.

The company provides comprehensive exterior services beyond roofing, including siding with LP SmartSide, steel, vinyl, and stone options; seamless gutters and LeafAway protection systems; energy-efficient windows from Andersen, Marvin, and Pella; and custom deck construction. All work emphasizes integrated system performance ? where roof, siding, gutters, and windows work together for better protection, lower energy costs, and increased home value.

Service areas include Wisconsin counties such as Chippewa, Eau Claire, Polk, St. Croix, Pierce, Dunn, and Barron, covering cities like Eau Claire, Menomonie, New Richmond, Hudson, and River Falls. In Minnesota, the company serves Ramsey, Washington, Chisago, Dakota, Anoka, and Hennepin counties, including Stillwater, Woodbury, St. Paul, and surrounding communities. Three local offices ? in New Richmond and Menomonie, Wisconsin, plus an appointment-only location in Stillwater, Minnesota ? support responsive service throughout the territory.

High customer ratings across review platforms highlight consistent themes of professional crews, clear communication, and quality results. Homeowners frequently note the absence of upselling and the reliability of completed work, aligning with the company?s ?How can we make you smile today?? philosophy that

guides every interaction.

The instant estimate tool forms part of broader educational efforts to help Midwest homeowners maintain and improve their properties. It joins existing resources on topics such as recognizing storm damage, understanding siding material differences, and planning successful exterior projects.

Krumm Exteriors continues to focus on integrity-driven service as it approaches three decades of operations. By combining local knowledge, certified craftsmanship, premium materials, and tools that promote transparency, the company delivers exterior solutions built for long-term performance in challenging regional climates. Homeowners interested in exploring roofing or other exterior needs can access the instant estimate tool or schedule a consultation through the company website or by calling local offices.

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For more information about Krumm Exteriors, contact the company here:Krumm ExteriorsPenny Austad715-246-6090info@krummsiding.com1424 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.*

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