

Excel Custom Decks Marks 25 Years and 5,000 Completed Projects

June 25, 2026

FRANKSVILLE, WI - June 25, 2026 -

Excel Custom Decks, a family-owned custom deck builder with offices in Franksville and Madison, Wisconsin, this year marks 25 years in business and more than 5,000 completed projects since its founding in 2000. Led by President and CEO Rob McDonald, the company designs and builds custom decks and outdoor living spaces across Wisconsin and Northern Illinois, and backs every build with a lifetime labor warranty alongside material warranties of up to 50 years on qualifying composite systems.

McDonald entered the building trade early and grew the company through word-of-mouth referrals rather than rapid expansion. In its early years the business took on residential, industrial, and commercial subcontracting, including 300 deck builds for Home Depot across Wisconsin and Northern Illinois between 2002 and 2004 and custom home projects for Lowe's in 2006. That period gave the company volume and range, but it also clarified where its strengths lay. In 2008 it shifted its focus entirely to its own custom deck and outdoor living work, defining the niche it has occupied since.

"Narrowing our focus to custom decks in 2008 is what shaped the company we are today," said Rob McDonald, President and CEO of Excel Custom Decks. "Twenty-five years and 5,000 projects later, the deck is still the center of everything we build."

Custom decks remain the core of the business, and the company installs a range of decking, railing, framing, and lighting systems to support them. Its work spans composite, PVC, and wood decking, with framing built in wood, steel, and aluminum and foundations set on helical piers for stability through Wisconsin freeze-thaw cycles. Deck configurations include platform, raised, multi-level, freestanding, rooftop, pool, curved, screened, and covered designs, and every project moves through design consultation, 3D modeling, permitting, framing, and final inspection. McDonald holds Deckorators Certified Pro Elite status, among the highest tiers in that manufacturer's professional program.

Beyond the deck itself, the company builds pergolas, covered and screened porches, three-season rooms, and sunrooms, and installs pavers for patios, walkways, and pool surrounds. Features such as fire pits, outdoor kitchens, privacy screens, and integrated seating are designed as extensions of the deck rather than standalone projects, an approach the company says keeps each build centered on the structure at its core. Underdeck drainage, lighting, and finished living space have also become a particular specialty, allowing homeowners with elevated decks to use the space beneath them.

The 25-year milestone arrives as the company operates from two offices serving distinct regions of the state. Its Franksville office anchors the work across Southeast Wisconsin, while a second office in Madison extends the same design-build approach into the South Central part of the state. The two-location structure reflects steady regional growth while keeping the business family-owned and operated.

"Opening the Madison office let us bring the same process and standards to homeowners in another part of Wisconsin," McDonald said. "It is the same company and the same approach, just closer to more of the people we build for."

From its Franksville office, Excel Custom Decks serves Racine County and surrounding Southeast Wisconsin communities and reaches into the greater Milwaukee and Walworth county areas. From its Madison office, the company serves Dane County and the broader South Central Wisconsin region, and it also takes on select projects in Northern Illinois.

Excel Custom Decks is a family-owned custom deck builder and outdoor living company based in Franksville, Wisconsin, with a second office in Madison, led by President and CEO Rob McDonald, a Deckorators Certified Pro Elite. The company has completed more than 5,000 custom decks and outdoor living spaces across Wisconsin since 2000 and backs every project with a lifetime labor warranty. For more information, visit excelcustomdecks.com.

###

For more information about Excel Custom Decks, contact the company here: Excel Custom Decks - Franksville Josiah McDonald +14144852817 josiahmcdonald@gmail.com 12000 W 6 Mile Rd Suite A, Franksville, WI 53126, United States

Excel Custom Decks

Excel Custom Decks is a family-owned deck builder based in Franksville, Wisconsin, serving Racine County homeowners since 2000. Owner Robert McDonald is a Deckorators Certified Pro Elite, and the company is a NADRA

member firm with BBB accreditation.

Website: <https://excelcustomdecks.com/franksville/>

Email: josiahmcdonald@gmail.com

Phone: +14144852817

