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**EXCEL BUILDERS & RENOVATORS INC.  
SELECTED AS BEST PRACTICE WINNER**

**Brooklyn, NY October 5, 2009** – With more than 500,000 small businesses in the tri-state area, *The New York Enterprise Report* honored the best of the best at the Small Business Awards 2009 Gala held September 30 at the Metropolitan Pavilion in New York City, NY. Excel Builders & Renovators Inc. was chosen as the best practice winner in the Sales & Marketing category.

Nominees were chosen based on their ability to demonstrate the use of a best practice to generate competitive advantages, revenue profits and/or long-term value. Twenty-seven companies, based in the NY metro area, were selected as finalists and were recognized at the event. Awards were given in the areas of Customer Service, Green Business, Human Resources & Leadership, Sales & Marketing and Technology.

“We are honored by this award”, said Excel Marketing Director Adam Goldfine. “The entire Excel team put a lot of effort into communicating what makes Excel unique in the building industry and among businesses as a whole. It’s gratifying to see that work recognized by the New York Business Community.”



Begun in July of 2008, the award winning marketing strategy was designed internally at Excel Builders then executed with the assistance of designer Rebecca Golden of Website Garden who created a new company logo and redesigned website. “Rarely do you come across a company with such great vision, organization and openness to try new strategies”, said Ms. Golden. “From our initial consultation it was apparent Excel was committed to standing out and doing what was necessary to accomplish the best results.”

In addition to recognizing the best practices winners, the New York Enterprise Report Small Business Awards honored some of the area’s most dedicated and well-known small business community’s advocates and supporters. The Small Business Awards Gala attracts some of the fastest growing small businesses along with other centers of influence. Past attendees have referred to the Gala as the “networking event of the year.”

**Excel Builders & Renovators Inc.** is a Brooklyn based custom builder and boutique developer bringing modern and traditional elegance and the highest quality materials and construction methods to urban living. Since 1997 Excel has been creating total living environments that both aesthetically and ergonomically anticipate the homeowner’s needs. An obsessive attention to detail in both what you can and cannot see makes Excel’s work a thing of lasting beauty.

For more information about Excel Builders & Renovators Inc, visit [www.excelbuilds.com](http://www.excelbuilds.com) or contact Matthew Goldfine at (646) 294-6475.

**Website Garden** is a Phoenix-based brand identity and website company. Specializing in brand strategy, Website Garden's mission is to help businesses grow through strategic efforts and the creative process. For more information visit their website at [www.WebsiteGarden.com](http://www.WebsiteGarden.com) or call (480) 225-6457.

**The New York Enterprise Report**, in print and online ([www.nyreport.com](http://www.nyreport.com)) features “how-to” articles written by experts for small and midsize businesses in the tri-state area. Each issue of The Report, which is the only media in the New York area exclusively for the leaders of smaller businesses, provides thousands of dollars of much needed expertise making it a must read for those wanting to grow their businesses.

For more information about the New York Enterprise Report, visit <http://www.nyreport.com/> or call (516) 997-1950 or email [info@hjmt.com](mailto:info@hjmt.com).

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