

# Longtime Wilmette business continues to thrive

Owner, a Lake Forest resident, part of the success

ALEXA BURNELL  
Freelance Reporter

Lake Forest resident Doug Stein says that when exceptional service is combined with skilled craftsmanship, the result is a thriving business that can stand the test of time.

Stein would know — he has owned Kashian Bros since 2004, taking over a business that has been a part of Wilmette history since 1910. While only a rug cleaning business at first, Kashian Bros evolved when Jim Allan (1960-2004) took over, and has further grown leaps and bounds over the past 14 years, through Stein's commitment to excellent customer service and investments in the latest technology and research.

"I was once a customer and the very first thing I noticed about [Kashian Bros] was the people. There were so many terrific and talented individuals; I knew I had stumbled upon something unique," Stein said.

With his faith in the folks fully secured, Stein proudly took ownership, intrigued at the growth opportunity at hand. His first thoughts centered around updating the business with a new warehouse, new cleaning equipment, remodeled showroom, phones, computers and everything in between. Stein also focused on expanding services. When he learned about a new dust-free method of sanding floors he, "jumped right in with both feet."



Employees (left to right) Manual Surtu, Mike Kepralos, Lake Forest resident and owner Doug Stein, Nancy Vert, Kevin Kraus, of Kashian Bros, located at 1107 Greenleaf Ave., Wilmette. ALEXA BURNELL/22ND CENTURY MEDIA

To him, the investment in high-quality technology and equipment fit with his overall goals.

"We were the first ones on the market to introduce dust-free sanding and people couldn't believe the process," Stein said. "We decided from there on out that investing in the technology that could help us get the job done better, faster and easier and even healthier was to be our focus."

Soon Stein invested in other top-of-the-line products and methods like quick dry stains and

water-based finishes, free of toxic fumes. They don't cut corners, even milling their own parquet flooring, cutting and assembling specific to a customer's desire. In fact, they custom tailor each job to achieve the client's goals, making the work enjoyable because "no two jobs are the same; each project is custom to what the client is trying to achieve," Stein explained.

Last year, Stein added tile and countertops to their list of expertise, becoming a one stop shop for a customer's interior

needs.

With 70 percent of their business coming from the surrounding North Shore neighborhoods, Stein and the crew pride themselves on being able to provide multiple flooring services with consistent, reliable and compassionate customer service.

"What makes us feel good is the relationships we build with our customers. In Villages like those on the North Shore, people want to know who the business owner is, which is why I'm always on site and available to speak to

anyone who may stop by," Stein said. "We don't just sell material; we install, repair, clean and advise our customers. We work like crazy to make our customers happy; to make them feel valued."

With business booming in Wilmette, Stein recently took another leap of faith, purchasing a second store, Deerpath Carpets, in Lake Forest, infusing the new business with the same values Kashian Bros is known for.

"Whether in Lake Forest or Wilmette, I believe people want to come to work

with an expert; someone they can trust to do the job with utmost integrity and skill. I know that is what we provide," Stein said. "The people who work here don't only love to sell flooring, they love the craftsmanship, the attention to detail, the quest to perfect each job and to see each job as unique and individual. This is no cookie-cutter business."

To learn more about Kashian Bros, visit [www.kashianbros.com](http://www.kashianbros.com) or pop in at 1107 Greenleaf Ave. in Wilmette to meet Stein and his team.