

JM Construction Group

Trusted Contractor Sets Sights on Wisconsin

By Jim Taylor, managing editor

Since opening in 2012, JM Construction, 4915 Auburn St., in Rockford, has completed more than 5,000 projects with commercial and residential roofing, siding, windows and gutters – work that has landed the company on the 2025 Inc. 5,000 list of fastest-growing firms and *Qualified Remodeler's* Top 500 list. A year earlier, the company received the Better Business Bureau's Torch Award for Ethics.

Now, owner Justin Swanson is channeling that momentum into Wisconsin, where he's putting the finishing touches on JM Construction's new office at 425 E. Milwaukee St., in Janesville. The new location positions the company to better serve homeowners across the Janesville-to-Madison corridor and surrounding communities. It's a region, Swanson says, with steady construction activity and a growing demand for reputable contractors.

"We wanted to grow into Wisconsin, and it's a great area to do that," he says.

For Swanson, the move is less about entering a new market and more about bringing the same reputation for reliability and service to the next chapter. Before launching JM Construction Group in the Rockford area, Swanson spent years as a union commercial roofer, learning the craft in an industry where trust wasn't always guaranteed. Over decades on job sites, he saw firsthand how often contractors failed to stand behind their work, or they cut corners or leaned on cheap materials.

"I wanted to give homeowners someone to trust," Swanson says. "I'm building a company that is family-owned and can be handed down to the next generation."

He's candid about the challenges homeowners face when navigating construction decisions. The industry, he says, sees many operators who appear under new names each year, enticing homeowners with lower costs only to disappear once a problem pops up.

"The price tag shouldn't be the reason you choose a contractor," says Swanson. "We tell people to do their research. Make sure the person you work with is licensed, insured and bonded. Ask for referrals and look up reviews online."



Justin Swanson



JM Construction Group in Rockford has built a solid following on honesty, quality and value, factors that are leading the company to expand into the Janesville-Madison corridor.

Warranties are another good indicator. A trusted contractor, Swanson says, will guarantee their work for longer than the industry standard of one year. JM Construction Group provides extended workmanship warranties that range from five to 25 years. Materials should also come with a guarantee. Fly-by-night contractors, Swanson points out, will use cheap materials to save on their bottom line.

"That's huge here in the Midwest," he says. "The material has to be good, and it has to be installed right."

JM Construction Group's recent designation as a Platinum Installer with Owens Corning – a distinction held by only about 1% of contractors nationwide – underscores Swanson's focus on using high-quality materials backed by strong warranties. The designation reflects strict installation standards and performance benchmarks while also allowing JM Construction to offer enhanced manufacturer-backed coverage.

"We can offer up to a 50-year workmanship warranty with Owens Corning shingles," says Swanson. "No average contractor can do that. If you're going to be in your home for a while, having that kind of peace of mind is huge."

Internally, JM Construction Group maintains a compact but structured team. Alongside Swanson, the company includes office staff for both locations, a project manager, a field supervisor and a shop manager, along with dedicated roofing, siding and window crews.

Much of the company's success, Swanson says, is due to its workforce stability. Several crews have remained with JM Construction Group for years.





“We try to treat everyone like family,” he says. “If you treat your staff well, you don’t have to keep retraining people. People like to see the same faces when they order material or give us a call. That’s one of the main reasons that we’ve been able to expand. We have a great sales team, a great office team and great workers in the field.”

Communication, Swanson says, is as important as craftsmanship. From the first consultation to the final walkthrough, the team emphasizes clear expectations and consistent updates, ensuring homeowners understand each step of the process. Swanson always encourages his customers to ask questions. To him, transparency builds confidence and prevents surprises, particularly when it comes to timelines, materials or costs.

“Our motto is ‘Quality construction, honest service and great value,’” he says. “We want you to know that is our main priority. We make sure the homeowner is involved at every step of the way. We love for homeowners to know everything they can.”

JM Construction Group specializes in full-service exterior remodeling, handling roofing, siding, windows, gutters, and soffit and fascia. As a design-build contractor, the company manages each phase in-house, from initial consultation and planning through installation and final inspection. That streamlined approach, Swanson says, ensures every component is selected and installed with the larger system in mind. The advantage of a design-build model becomes especially clear on complex exterior projects, where multiple elements must work together to perform properly. Roofing, siding, ventilation and insulation are closely connected, and decisions in one area often affect another.

“The exterior of your home all flows together,” he says. “It’s good to have one contractor who can come in and do it as a one-stop shop.”



JM Construction Group was recently named one of Qualified Remodeler’s top contractors, one of the Inc. 5,000 fastest-growing firms and a Better Business Bureau Torch Award winner.



Using a single contractor also strengthens accountability. Homeowners know exactly who to call with questions or future needs, and the continuity often leads to long-term relationships built on familiarity and trust. Many customers, Swanson says, begin with one project and return later for additional exterior work.

“It’s nice to be able to build that trust with our customers,” he says.

JM Construction Group also offers a preventative maintenance program designed to help homeowners protect their investment and avoid costly repairs. The service includes a full property inspection, gutter cleaning, and roof and attic mold checks. Through routine inspections and regular upkeep, the team can identify early signs of wear – from minor shingle damage to ventilation concerns and gutter buildup – before they escalate into larger problems.

“That’s another thing that 99% of contractors don’t offer,” Swanson says. “A good inspection each year can go a long way.”

With the new Janesville office, Swanson’s goal is to build the same kind of longevity JM Construction Group has established in Rockford: steady growth rooted in consistency and follow-through. He believes homeowners often place greater confidence in established, brick-and-mortar contractors who have operated in a community for years, rather than companies that appear briefly and move on.

“People call us knowing that we’re not going anywhere,” says Swanson. “We’ve built a model on that reputation, and it’s been working.”

By putting down roots in Wisconsin, Swanson hopes to reinforce that sense of permanence while earning trust the same way the company has from the beginning. Nearly half of JM Construction’s work comes through referrals – proof, Swanson says, that reputation travels.

“When you have a referral base from previous customers that makes up 50% of your revenue each year, it tells you that you’re doing something right,” he says. “It shows that we care about what we do.” ■



In an industry where trust is essential, JM Construction Group sets itself apart with a focus on quality work – an attribute that’s earned the company numerous awards over the years.