

Langhorne's Remodeling Concepts is now Good Boy Roofing & Siding

After 25 Years, the Owner Is Stepping Aside. Greg Is Taking Over. Greg is a chocolate Labrador retriever.

LANGHORNE, PA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- After 25 years in business, Remodeling Concepts has announced a change in leadership. The company is now [Good Boy Roofing & Siding](#), named for Greg, a chocolate Labrador retriever with no license, no formal training in construction, and no apparent interest in obtaining either.

Greg was not interviewed for the role.

"He didn't ask," said Dave Martin, who founded the company in 2001 and will continue running it in every practical sense. "He started riding along to job sites, and then he started walking finished roofs like he'd paid for them. At some point our customers knew Greg better than they knew our logo. That's when you stop arguing and put the dog on the truck."

Martin said the company did investigate whether Greg could be added to its contractor license. (He cannot.)

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Doing everything meant competing against specialists on every single job. We'd rather be the specialist.”

Dave Martin, Founder, Good Boy Roofing & Siding

GREG'S QUALIFICATIONS, AS PRESENTED BY THE COMPANY

- Twenty-five years of combined roofing experience, none of it his
- Has personally inspected approximately 50+ completed roofs
- Approval rate: 100 percent



- Defects identified to date: zero
- Reports to no one
- Wears an orange bandana, which he did not earn

Greg's inspection process is consistent. He walks the perimeter of a finished job, investigates a downspout, sits down, and leaves. The company has begun documenting these inspections on social media under the title "Good Boy Inspection," on Instagram @rooferwithadog.



"He has never rejected a roof," Martin said. "I'm not sure he knows how. But the crews have started waiting for him to sit down before they load out, and honestly, I've stopped correcting it."

Beneath the leadership announcement, the rebrand reflects a real narrowing of the business. After 25 years of taking on kitchens, baths, additions, decks, roofs, and siding, the company is now focusing on: roofing, siding, windows, and 1-day baths.

"Doing everything meant competing against specialists on every single job," Martin said. "We'd rather be the specialist."

WHAT ACTUALLY CHANGED

The company also confirmed that the following did not change: ownership, the crew, the office staff, the phone number, and every warranty issued under the Remodeling Concepts name over the past 25 years, all of which remain in force.

Good Boy Roofing & Siding has additionally opened a second market serving Long Beach Island and Ocean County, New Jersey, and is hiring in both regions. Martin said coastal properties fail differently than inland ones - salt air corrodes fasteners from the inside, and wind finds shingle edges that would sit flat for thirty years further west - and that the bigger gap on the island is service timing.

"Half the owners out there are ninety minutes away in February," Martin said. "They need somebody who'll actually drive out, get on the roof, and tell them the truth when they're not standing there watching." The company is offering free roof condition inspections with written reports and photographs in both markets.

Greg was made available for comment. He was not helpful.

ABOUT GOOD BOY ROOFING & SIDING

Good Boy Roofing & Siding is a residential and commercial contractor based in Langhorne, Pennsylvania, serving Eastern Pennsylvania and Burlington, Ocean, Monmouth, Mercer, and Middlesex Counties in New Jersey. Founded in 2001 as Remodeling Concepts, the company specializes in roof replacement, home siding, window installation, and 1-day baths. Its tagline is "Your Home's Loyal Companion," which it means literally.

Learn more at callgoodboy.com, or follow @goodboy.roofingsiding on Instagram and Facebook for real project documentation — tear-offs, flashing details — and @rooferwithadog for coverage of Greg specifically, which currently outperforms the company's own page.

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