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LOCAL BUSINESS OWNER EARNS TOP 25 LEADING WOMEN ENTREPRENEURS RECOGNITION AS PARFLOORING BECOMES TEAMPAR

TeamPAR Founder and President Karen Rossilli-Kiefer to Be Honored Dec. 4

MORRISTOWN, N.J. – TeamPAR founder and president Karen Rossilli-Kiefer has been handpicked as one of the top 25 Leading Women Entrepreneurs for 2014. She will be recognized for her accomplishment at the Leading Women Recognition Evening on Dec. 4, 2014, at Fiddler’s Elbow Country Club in Bedminster Township, New Jersey.

Rossilli-Kiefer was originally announced as one of the 150 Leading Women Entrepreneurs & Business Owners in New Jersey this past March. In October, she was identified as one of this year’s top 25.

“I’m honored to be recognized for this prestigious award, and I am proud to accept it on behalf of the exceptional team that stands beside me. They are truly the foundation of my success. I could not have built this company without their commitment and dedication to PARflooring, PARsolutions and now TeamPAR,” Rossilli-Kiefer says.

Rossilli-Kiefer has recently rebranded her multi-million-dollar commercial flooring company, PARflooring, into TeamPAR, as she now offers PARsolutions – the design and project management branch of her business – as a standard service to all of her clients.

“Our customers have asked for more comprehensive design services, and we have answered them with TeamPAR. My team and I are still your same old friends our clients have grown to trust, just packaged in a new way. We provide the same valuable services that we always have, but we’ve restructured our offerings to better serve our customers,” Rossilli-Kiefer says.

“Rebranding the organization into TeamPAR will better encompass our two core service offerings: PARflooring and PARsolutions. The ‘secret sauce’ behind the success of TeamPAR is what we call “value engineering”. It is our team’s ability to engineer commercial finishes to increase performance, while also decreasing construction and maintenance costs.”

TeamPAR has earned the title of “The Educated Dealer” in the commercial real estate industry for being a respected ROI Expert.

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