



StraightForward Fence puts customer service first

Levittown company caters to customers' needs and creates custom fences that stand strong

By Jessica Ercolino

Staff Writer

Feeling indecisive about improving your property? Stop straddling the fence — get one.

StraightForward Fence Co., located in Levittown, sells and installs a variety of fencing for residential, commercial and industrial clients in southeastern Pennsylvania and South Jersey.

The company offers vinyl, aluminum, chain link, post and rail, wood and ornamental fencing and accessories. It also installs aluminum, wrought iron and vinyl railing.

StraightForward specializes in vinyl fencing, said Marta Schwartz, chief financial officer.

“Our installers are rigorously trained in vinyl fence installation and have the experience and knowledge to overcome and adapt to unique situations and applications,” she said.

Schwartz warned consumers about purchasing low-grade vinyl materials from other companies.

“A lot of times I hear from customers, ‘Oh, I don’t know if I want vinyl,’ because they’ve seen it sagging and yellowing and falling apart, but that’s department-store-quality vinyl,” she said.

StraightForward offers free estimates, and all vinyl and aluminum fences come with a lifetime guarantee, Schwartz said.

The company uses the highest-quality



Gary Sherwin (above) and Marta Schwartz founded StraightForward Fence Co. in 2002. The company is in good standing with the BBB.

materials for its fencing, she added.

StraightForward’s vinyl fencing has a seven-inch pocket rail that prevents sagging. Wood panels are all double nailed for strength, and the use of aluminum nails prevents streaking down the pickets, she said. The business also makes its own cedar panels and is willing to do custom work to meet customers’ needs.

Gary Sherwin, owner of StraightForward Fence Co., and Schwartz started the business in 2002. Sherwin handled all the installations, while the CFO did estimates and kept the books. Now, seven years later, the business has grown to include nine employees in the field, two in the shop and one secretary. All employees are there year round with “no subs,” Schwartz said.

“Our installers all take great pride in

their work and never take shortcuts,” she said. “They’ll do whatever is necessary to get the job done right.”

StraightForward employees normally work with clients’ in their homes, but customers can visit the Levittown office, too. The company also has a shop in Morrisville, but customers generally wouldn’t go there unless they wanted to see the products or purchase materials for a “do-it-yourself” project, Schwartz said.

StraightForward plans to open a retail location within the next year or two, she added.

The company, which is fully insured and licensed, is an active and good-standing member of the American Fence Association and a member with a perfect record of the Better Business Bureau, Schwartz said.



Photos courtesy of StraightForward Fence Co.

StraightForward prides itself on its exceptional service.

“We have made our niche in the industry by providing exemplary customer service,” Schwartz said. “We have built our business on word-of-mouth referrals and therefore, customer satisfaction is of the utmost importance.”

The business has a 24-hour call back guarantee 365 days a year, she added.

StraightForward Fence Co. is offering winter discounts now through April 1 and financing with up to one year with no interest.

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Shop Talk Quick Profile

StraightForward Fencing Co.

In business since: 2002

Location: 58 Ailanthus Lane, Levittown

Phone number: 215-355-6275

Web site: www.straightforwardfence.com

Hours: Monday to Saturday 7 a.m. to 9 p.m.

Promotions: Winter discounts available through April 1, financing with up to one year with no interest