

RHD Plumbing & Remodeling recognized as a People's Choice Award winner

Sponsored content by Mary McHugh, Brand Ave. Studios contributing writer

Dina Opsahl is the first to admit she is obsessed with customer satisfaction.

“That’s our top priority,” said Opsahl, chief executive officer of RHD Plumbing & Remodeling. “We are absolutely committed to providing expert service to every single customer.”

In fact, Opsahl is the one who personally responds to all of the company’s reviews. Every one of them. In addition, twice a month she sends out surveys to customers to solicit their feedback on the service they received to ensure that it was “top notch.”

After assuming ownership of the company in 2017, she and her husband, Mark, a master plumber by trade and chief operating officer of RHD, wanted to create a unique family work environment for the company’s 100 employees.

“We wanted to create a small-family feel, and we wanted customers to choose us because of our team,” she said. “We firmly believe that the relationships we form through our workplace strengthen and enhance our employees’ ability to work at their peak while serving our clients.”

As the only certified women-owned plumbing contracting business in Dane County, RHD provides



PHOTO PROVIDED BY RHD PLUMBING & REMODELING

service within an 80-mile radius around Madison, as well as supports commercial and residential contracts throughout the state. Its 30,000-square-foot facility houses a fleet of 52 trucks, a certified Kohler showroom, an employee training room and a fully stocked warehouse. The company has been recognized with numerous accolades, including the 2025 People’s Choice and Top Workplaces awards.

“We are a one-stop shop for our customers,” Opsahl said, “and we are a little unique in that way. We don’t specialize in just one area of plumbing. If someone wants to have a full kitchen or bathroom remodel, for example, they don’t have to work with a general contractor and subcontractors. We do it all.”

From design to finish, RHD’s capabilities extend far beyond construction, plumbing system repair and fixture installation. The company’s technicians, designers and installers handle everything from commercial, industrial and residential buildouts and remodeling of any size, to new construction. Big or small.

RHD’s rapid response team is available 24/7. If the kitchen is looking a bit outdated or the home lacks the “wow” factor, RHD’s remodeling services can breathe new life into home spaces. From outdated designs to worn-out features, the company tackles it all.

Opsahl said her team is constantly learning about



PHOTO PROVIDED BY RHD PLUMBING & REMODELING

new industry trends through its continuing education seminars and in-house presentations held several times throughout the year.

“New technology comes out every year. In fact, we just installed a toilet in our own house that plays music and has a light show,” she said. “There are always new innovative ways to install pipes and fixtures, and while it’s important to keep up on product changes, whether we incorporate these things into our business depends on the input and feedback from our team. Yeah, it might be new and cool, but is it still a good product? These are the things we discuss and decide as a team.”

As a family would.

To schedule an appointment or for more information, please visit rhdplumbing.com.



PHOTO PROVIDED BY RHD PLUMBING & REMODELING