

design and remodeling trends



times change

A Strong Team Stands the Test of Time

This past December, we began our 37th year of business. It's amazing to us how quickly those years have gone by. It's also amazing the changes we have seen in our industry. We have gone from traditional suburban dwellings to smart houses that allow homeowners to control the temperature and lighting, or monitor their home from across the country. All with the power of technology.

What hasn't changed is the basic necessity of a well-built, durable, safe and comfortable shelter from the elements. Likewise, Blue Ridge Home Improvement's core team of field and office employees have not changed either. Our team has diligently performed their jobs for ten or twenty years. In an industry and time where employees typically move from job to job every three to four years, the dedication and bond our team has built is rare. They demonstrate a commitment to the work, a duty to our customers, and faith in our company. We know how special and precious that is, and we appreciate our employees for building that trust with us. Therefore, this newsletter is dedicated to recognizing our employees and their service.



Tim and Joyce Lawrence

IN THIS ISSUE

Page 2 - 3

Page 4

- In Their Words: The Employees of BRHI
- The 2016 Home Expo



THE BRHI *team*

WE ARE NOT A TEAM
because we work together.

WE ARE A TEAM

because we respect, trust and care for each other.

RICHARD *wimmer*

16 Years with BRHI: A true creative problem-solver, Richard enjoys thinking "outside the box" to solve a customer's needs. He says he's most proud when a customer appreciates him for a job well done. "I know we've done good work when a customer calls back and is willing to wait in line for you to be available to work on their project."



JOHN *risch*

15 Years with BRHI: Over the years, John has witnessed changes in design trends, building codes and construction materials. For that reason, he focuses on learning new skills. "I'm always trying to learn more. That way I can help people create spaces that they enjoy." When the customer enjoys the space, John says that's when he knows the job is well done.



JORDAN *riegel*

One Year with BRHI: One of the newest additions to the team, Jordan is focused on soaking up knowledge from the experienced professionals around him. "On each project, I learn new skills and building codes."



SUSAN *davidson*

12 Years with BRHI: There's nothing Susan enjoys more than a "good ol' challenging design." She stays on top of both design trends and products, and shares them with customers to help make their dream a reality. "I have to understand a customer's personality and get to know them personally to help them find solutions to the reason they wanted to remodel in the first place."

JIM *stade*

11 Years with BRHI: Anyone who knows Jim knows he loves "happy smiles" from his customers. We're pretty sure those smiles are partly due to Jim's own sunny disposition. He says a successful project depends on quality construction, but is also a result of the close relationship between the office and field staff. "I'm grateful for the time spent working with all of my co-workers at BRHI, and for being part of a team that delivers an excellent product on time!"



LANDON & LOGAN *lawrence*

Logan, 5 years with BRHI, (bottom) and Landon, 8 months with BRHI, (top) have literally grown up with Blue Ridge Home Improvement from the time they were born. We are excited to see how these young men continue to grow.



JIM *riegel*

20 Years with BRHI: With the rise of technology, Jim says the whole industry has been elevated over the last 25 years. There are more products, more technical codes, and more knowledgeable homeowners. But he also says customers still need to rely on professionals who have years of invaluable hands-on experience. Jim says each project is a new challenge. "I enjoy creating a plan and working with subcontractors to produce a superior product as a group effort." He also says it's pretty special to "create something out of nothing, and expand [his] ability to create solutions on the fly and think outside the box."



GREG *pardee*

3 Months with BRHI: One of the newest members of the BRHI team, Greg already believes in the team's goal of satisfied customers. "It's really gratifying to see how the finished product improves the lives of the homeowners." He also says he's most proud of his list of satisfied clients.

DESIGN and remodeling
trends
VOLUME 27 NO 1 - SPRING 2016

NEWSLETTER OF:

Blue Ridge
Home Improvement Inc.

P.O. BOX 903
BLACKSBURG, VA 24063
540.951.3505
www.blueridgehi.com

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS



*The
Upcoming
Generation*

Learning the
Ropes

When Tim Lawrence began Blue Ridge Home Improvement 37 years ago, he did so with the wise words of his father. Today his sons, Logan and Landon, are working alongside Tim and the team to continue this legacy.



Pictured Left to Right: Tim Lawrence, Landon Lawrence, and Logan Lawrence at the 2016 New River Valley Home Builders Association Home Expo in Christiansburg, Virginia this past March.