



Log Home Outfitters

John and Beth Cipperley

Success Magazine: John, how did you become involved with Log Home Outfitters?

John Cipperley: I have always loved the feel of a log home. There is something unique about it; a different lifestyle. I believe it is homier and a richer—a more relaxed environment, closer to nature. Anyone who owns a log home can tell you it offers a different ambiance than the conventional home. We built our own six years ago. We love it and decided to create this lifestyle for others to enjoy.

SM: Why did you choose to purchase the Log Home Outfitters dealership?

JC: Log Home Outfitters fit a very specific need. The quality of the product and the building is second to none. Log Home Outfitters picked up the ball and ran when another supplier ran into trouble. They provide us with the products we believe so strongly in. The Log Home Outfitters network is filled with quality-and customer service-oriented people eager to assist potential log home owners with their dream home.

SM: What experience do you have in the building industry?

JC: I have been involved in building for a good portion of my life. I have built homes, garages, and remodeled a variety of properties (on a private basis). Many years of research went into my decision to build and become a dealer for log homes. We have helped numerous clients achieve their goal with log home living at its best. We look forward to many more opportunities to assist others in the future.

SM: Who is your target market for Log Home Outfitters?

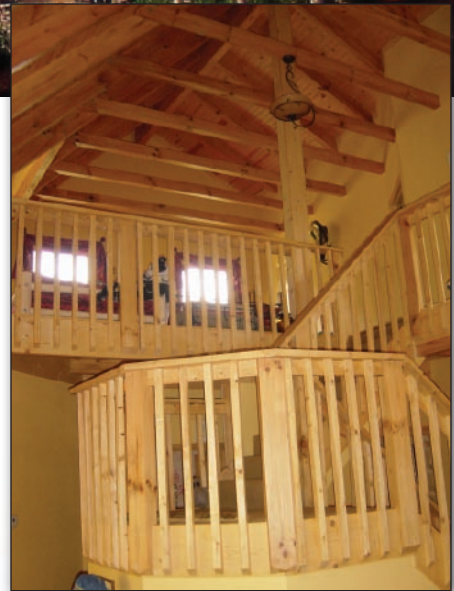
JC: Pretty much it's across the board interest from all marketing groups, but we see most interest in the middle to upper income level professional. They are looking for the comfort and luxury that can be afforded with log home living. We see primary residences and quite often second homes; we have done several on lakes as second homes.

SM: Beth, what is your role within the company?

Beth Cipperley: I offer a woman's perspective to potential clients. Often the wife wants to know particulars about log home living, decorating, and upkeep. I offer my opinions to assist in the design of the log home. I also maintain the office and keep records. I assist with shows and often visit potential job sites with John. I am involved in all aspects of the business.

SM: Why are people buying the Log Home Outfitters' product?

BC: The main reason is the quality of the products, but also the assistance with design and purchase. We are there with the client throughout the process. While we do not provide building service presently, we offer several competent contractors to build their home. We offer in-house architectural service which is included as part of our package. We do all this at a very competitive price.



SM: What inspired you to begin your company?

JC: I guess the answer to this question lies with the belief and confidence of the product we represent. There are many log home companies out there who provide an array of different systems for building. We chose the system provided by Log Home Outfitters. This is not currently our full-time career, but could be. The market has been soft—no secret about that. We feel that offering this product as we are now will position us in a great spot once the market begins to rebound. We will be ready to respond.

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Log Home Outfitters

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