



® An Independent Dealer Featuring

barden
Building Systems

Success Magazine: Chris, as a fourteen year veteran in the log home industry, how has your success been defined?

Chris Connolly: After fourteen years in the log home industry, I define my success not only by the number of homes delivered or sales awards, but by the number of positive testimonials received from satisfied customers. Over the years, many clients have referred me to their friends and family and have come back to me time and again for their future needs. In my opinion, this is a true measure of success.

SM: When did you first become interested in the construction industry? How did you know this was your calling?

CC: I first became interested in the construction industry years ago as a contractor's assistant in Sun Valley, ID. I had never seen such beautiful homes.

SM: What have you done to evolve Connolly Homes into an industry leader over the years?

CC: Connolly Homes has evolved out of my fifteen-plus years in the log home industry. Not only does it serve the traditional log home builder, but it also encompasses the needs of the more traditional home builder. Connolly

Built to Last: Uncompromising Values

Chris Connolly - Owner, Connolly Homes
2294 State Route 9N • Lake George, NY 12845 • 518-685-5398
www.lakegeorgecustomhomes.com

Homes has products that are suited not only for suburban type neighborhoods, but also for wooded lots located on a mountainside.

SM: What are your specific areas of expertise?

CC: My specific areas of expertise include my overall working knowledge of the building industry. I thoroughly understand what it takes to go from the initial concept of a home to final construction. Obstacles need to be overcome and my years of experience have provided me with the knowledge needed to help my customers succeed. I truly am my customers' advocate.

SM: You are an independent dealer of Barden Homes. Why have you chosen their product, and why should a client choose the Barden Building System?

CC: I saw an exciting opportunity with Barden Homes based on the fact that they are a proven leader in the home building industry and were about to launch a new log home product. Between my expertise in log homes and their expertise in building systems, I knew it was a perfect match. Barden Building Systems offer clients a complete package: they start with stamped and sealed engineered blue prints. We provide a complete shell package from your first floor system over the foundation, first floor walls, second floor system, second floor walls, complete roof system, interior walls, exterior windows and doors, trim packages, stairs, and kitchen cabinets.

SM: Where do you build your custom homes? How far does your client base stretch?

CC: Connolly Homes is able to service clients throughout the Adirondack Park and Western Vermont. Many of our clients may reside outside this area, but have plans of either relocating or building a second home in the "North Country." Many absentee homeowners have been kept informed of their "housing" progress by our visiting the construction site often and then emailing or sending pictures of the progress.

SM: What can a client expect from their experience with Connolly Homes?

CC: Based on the testimonials received over the years, clients can expect personal service not only during the contract stage, but all the way through the completed product. The personal touch is not just a phase, I truly go-to-bat on behalf of my customers whenever the need arises. Their complete satisfaction—not only with the product they have chosen, but with the level of service and attention throughout the construction process—is my ultimate goal.

SM: What is the most valuable lesson you have learned from owning a business? How will you apply this to your personal life?

CC: One of the most valuable lessons I have learned from owning a business, is how to be a "Jack of all trades." I realized it wasn't good enough to have a great product and to understand how to sell it. I needed to be a marketing expert, technical expert, etc. I no longer could focus on my selling alone; I needed to multi-task.

SM: What are the three most important values you strive to live and work by?

CC: The three most important values I strive to live and work by are honesty, integrity, and hard work. I truly believe that if you combine these three values, you will succeed both personally and professionally.

SM: How has the recession affected your business? What have you done to keep strong during the challenging times and what advice would you give to other entrepreneurs or business owners struggling with the same?

CC: The recession opened up the opportunity to start my own business. If my former employer had not filed Chapter 11 I never would have taken the "leap of faith." To stay strong during these challenging times, I've been able to diversify the products I have to offer clients. With Barden Home packages, there is a wide range of prices and products available.