

ACADIANA BUILDER



Rajun Cajun Construction
Unique is the Ordinary for Rajun Cajun Construction



Photo by Kerry Naquin



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By Kathy Bowen Stolz

Rajun Cajun Construction's Rusty Broussard is a builder who loves to do custom work. How much? His goal is to make each and every one of his homes unique. In fact, he is developing an entire subdivision of 350-400 houses without duplicating any interiors or exteriors!

Homebuyers can see Broussard's fresh and innovative ideas at Monjardin, a four-phase subdivision located off Albertson's Parkway in Broussard. He is developing the property with his partner, John H. Romero, real estate broker; together

they own Acadiana Development and Construction, LLC.

Monjardin's 22-acre/67-lot Phase One is underway with Rajun Cajun Construction as the sole builder for the project.

Exteriors range from classic French Country to modern Coastal Floridian with a Caribbean influence. Interiors include elegant details with expert craftsmanship.

Monjardin is a unique concept for the Acadiana area, according

to Romero. "Not only is the land beautiful, but the development has a lot of amenities, such as treed parks, water walks, lakes with fountains, and gazebos," he said. The subdivision also offers a pool and community center. "We worked hard to design a green space that can be enjoyed by many." In addition, the roads' names have a special connection

"I got more than I ever dreamed of when we selected Rusty as our builder. Not only did we get a beautiful home, we acquired another family. Rusty and his family are like our longtime friends. He would build a house that he and his family would be proud to live in. As a matter of fact, all of the houses that my family looked at could have been our dream home."



to Broussard's roots, combining Acadiana with locations in France. With 15 homes completed, the lots are selling well; in fact, all spec homes are being purchased before they're completed -- perhaps because even the spec homes are custom!

"The whole reason to build a spec house is to show off our work. The proof is in the pudding." Broussard doesn't feel the need to market his business, relying solely on referrals.

With more than 15 years in the construction industry, Broussard said, "There's nothing I don't like about building, but I wouldn't want to do this job if I had to do the same thing over and over." Because Broussard realizes that every client's desires are different, he knows that every house will be unique. He finds it impossible to name a project he's most proud of. "I love each and every one of them because they're all different."

Broussard has a special gift for working with colors and various hard materials, such as glass, marble, tile, and wood, his partner Romero said. "I've worked with a lot of builders in the 20 years I've been in real estate, and I think Rusty is very talented. It's a joy to work with somebody so talented."

"I love the challenge, love the work, love dealing with people. It's like a big puzzle (putting all of the pieces together). I can just see something before it's finished. I have a vision and it sticks in my head. Very, very fun," Broussard said.

Broussard got his start in construction as a boy working with his dad and uncles who were carpenters. At age 19, he began a flooring business, became accomplished as a finisher, and "flipped" houses by remodeling and reselling them. He started Rajun

Cajun Construction in September 2005. A native of New Iberia, the company name is a reference to his roots.

Broussard's volume of new construction keeps his crews busy. "A lot of these guys have been by my side for a long time. Some people have been with me for up to 13 years; others for eight or more years," he said. "I have a good relationship with all of my workers. I'm a very dedicated person. Very, very loyal with people I get to know and like. I won't use anybody else."

Right now the company has almost 20 houses underway in various stages of construction. He has projects in Youngsville, Broussard, and Delcambre.

During the slowdown in the economy, some local builders were not so fortunate, Romero said. "The

"All of my worries were eased from the first meeting till the turnover of keys. My wife and I feel as if we hardly did anything in the process, this is due to Rusty's ability to hear what we were saying and making it a reality. And what a reality! I thought I knew what to expect but everyday my expectations were surpassed by the endless pursuit to make it a dream home."



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thing about Rusty is that he's worked hard to keep his prices affordable." Rajun Cajun's houses are very diverse, ranging from \$229,000 to \$700,000. Sizes range from 1600 to 6000 square foot.

Even though the economy is picking up, he said he knows that this is the time to seek work because you

and Construction. While they expect to build out Monjardin in the next five to seven years, they are also in the process of creating two new developments in Lafayette Parish.

Broussard is also busy with another business and with his community activities. He and his wife Erin own the successful La Lousiane Banquet

never know when you'll need it. Broussard and Romero have a lot more projects planned through their partnership in Acadiana Development

Hall between New Iberia and Delcambre. Proving that his brand of loyalty runs deep, he said, "We have ladies who have been cooking for us for the six years (since we started)."

Erin, Rusty's wife, handles the bookkeeping and accounting for all of Rusty's businesses. With a finance degree from the University of Louisiana –Lafayette and licenses in securities and insurance, Erin worked as a financial adviser for six years before concentrating full-time on the Broussard family businesses. "He's the sales person, and I'm the office person. He's managing in the field, and I'm in the office," Erin said. Together they are raising their

"The extras that you see in other homes are everyday items in a Rajun Cajun home. Rusty believes in making the building of a home into a long term friendship. He keeps in touch even after the closing, just to see how things are going. I have yet to meet anyone who can beat Rusty when it comes to service after the sale. He has attention to detail and excellent taste in design and color choices which makes it effortless for a new home builder." --- The Gachassin Family



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two sons, Noah Michael and Cruz Thomas.

He's active in professional associations, holding memberships in Acadiana Home Builders Association, National Home Builders Association, Teche Home Builders Association, Iberia Chamber of Commerce, and Lydia Cancer Association (LCA).

Rusty's passion for helping those whose lives have been affected by cancer comes from his own experience. As an 18-year-old, he postponed starting his career to care for his mother as she was dying of cancer. His goal in working with LCA is "to raise as much money as possible. It takes a lot of money to help people with cancer." He and his wife, Erin host the annual Zydeco Bash, a fundraiser that benefits the Lydia Cancer Association, at their banquet hall. Last July the event raised almost \$30,000, he said proudly. This year he and Romero are going one step further by donating the lot and house for a raffle called Home for Hope, also to benefit the LCA. Tickets are available for \$50 with the raffle in September of this year.

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