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**Brown Goes Extra Mile
with Prestige Custom Homes**



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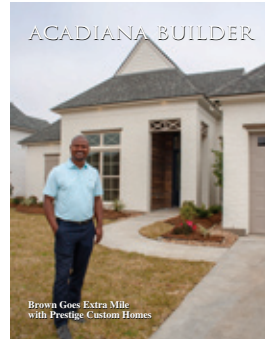
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Message from the President

William "Bill" LeBlanc, Heritage Home Builders

Happy Spring, everyone! I trust that you are all eagerly anticipating what the next few months has in store for our industry.

On behalf of the entire Board of Directors, I extend a big thanks to all those who participated in the Acadiana Home and Design Show earlier this month. I'd like to especially recognize those companies and organizations who made a financial commitment in the way of sponsorship dollars to assist in successfully executing such a fine event—the REALTOR(R) Association is Acadiana, Bath Fitter, Acadian Total Security, Atmos Energy and Home Bank. The enthusiasm of both our loyal vendors and the attendees gives me optimism that good times are ahead.

In just a few short weeks, AHBA will once again produce it's eagerly anticipated Parade of Homes. I encourage you to visit the homes on this year's tour—each of which is built by LOCAL, AHBA member builders. These builder members have made an investment in and a commitment to our economy and our community. Their finished products represent the countless hours of labor performed by people making a living in our area; they represent millions of dollars in materials purchased from storefronts in Acadiana who

employ our neighbors; they represent a commitment from local builders to continue the tradition of providing quality, affordable housing for the people of Acadiana. It's important that we encourage and support their efforts. I look forward to seeing you on the Parade route!

Shortly thereafter, we shall celebrate the successes of our spring events at our annual crawfish boil scheduled for May 9th at Acadian Village. I hope you make plans to join us for an evening of good food and good company!

In this issue you'll notice that AHBA and KATC-TV3, through our annual Home for the Holidays campaign, recently invested \$140,000 back into our community. These contributions total over \$2.2M that we have been able to contribute to local agencies whose missions are to provide shelter to our neighbors in need. I applaud the efforts of so many who've been affiliated with this campaign since it began back in 2005. These contributions are undoubtedly a testament to the commitment that our association and its members have in ensuring the community in which we all work, live and play is a great continues to thrive.

As I mentioned in my previous address, I'm focused on getting back to the basics during my year as President. I want to hear the needs and desires of our members and I

want to creative an environment in which we can work to confront obstacles that lay in our path and work together to achieve success.

Throughout this year you'll be given numerous opportunities to plug in to our organization and maximize the benefits of your membership. I encourage you to seize that opportunity and play an active role in the association that works tirelessly to better the industry in which we make a living.

As always, I'm available to you all should you have any questions or concerns.

Until next time, take care!
Bill

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Brown Goes Extra Mile with Prestige Custom Homes

By Kathy Bowen Stolz

Jeff Brown of Prestige Custom Homes decided when he became a builder in 2014 that he was going to deliver the best product possible. It doesn't matter if he's building a 1,700 or 4,000 sq. ft. home or if it's a speculative project or a presold custom home. He builds every home as if he were going to live in it.

"We go the extra mile. We use higher quality materials, such as Tech Shield on the roof instead of OSB. We blow in insulation instead of using bat. We don't skimp on

quality. We would rather spend extra money and deliver a great house."

Going that extra mile saves Brown steps in the long run. He's been using the same skilled subcontractors for a long time. He said that focusing on delivering a great house prevents call backs and increases the customer's experience. "We like to get it right the first time, but if there's an issue, I'm just a phone call away."



Jeff said Prestige Custom Homes' entry in the 2018 Parade of Homes got a lot of interest from attendees because his philosophy of going the extra mile equates to exceeding the customer's expectations. His next two presold projects are a result of last year's Parade of Homes show.

Some of those walking through the show home were empty nesters looking to downsize; others were first-time buyers. A smaller home was appealing to both groups. His 2019 Parade of Home entry will be a 2,600 sq. ft. home in the \$500,000 price range.

He takes prides in providing higher-end finishes, such as crown moulding, exposed beams, special wall finishes, extra shiplap siding, eye-catching island finishes and better

quality fixtures. "It's pretty rewarding to have people notice our attention to detail."

Because he's also a real estate agent (working for EXP Realty) he's aware of what is trending and what is not trending in the Lafayette market. "We try to make sure we're incorporating things to set us apart from the competition. Spec homes allow us to showcase our product. And spec homes lead to custom home contracts."

Helping him is his wife of 21 years, Lea Brown. "She is an important part of the process. I couldn't do it without her. She makes the paint selections, the fixture selections, the color schemes. She has the vision to be able to see how things should develop, which a lot of people, including

Continued on Page 12

\$140K Distributed to Local Shelter Organizations

2018 Home for the Holidays Campaign Proceeds Distributed



Home for the Holidays Inc. recently contributed \$140,000 to local, shelter-related charitable agencies, proceeds realized from raffle ticket sales during the 2018 campaign.

Home for the Holidays is an annual project of the Acadian Home Builders Association (AHBA) and KATC-TV 3 in which AHBA members construct a new, high-end home, raffle it off and donate the proceeds to local non-profit shelter organizations.

“Despite the continued uncertainty of the economy, the outpouring of support from the great people in Acadiana never fails. The 2018 campaign ranks among some of our most successful ones with regard to ticket sales.. The generosity of our community enables us to continue our mission of providing safe, affordable housing to our neighbors in need and,

for that, we are most appreciative,” said Doug Trahan, Home for the Holidays President.

This year’s campaign brings the total amount of contributions to \$2,213,000 Million that Home for the Holidays, Inc. has been able to distribute to its adopted agencies since the project’s inception fourteen years ago.

Monday evening, a reception was

held to distribute the proceeds from the 2018 Home for the Holidays campaign to local Acadiana agencies and educational programs. Doug Trahan conducted the ceremony while members of the Board of Directors presented the monetary donations. Each of the project’s four adopted agencies: Faith House, Healing House, Lafayette Habitat for Humanity and the St. Michael Center for Veterans received \$34,000.

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Faith House of Acadiana serves an important role in Lafayette by providing protection and aid to abused and battered women and their children. The shelter and its services provide safe housing, food, clothing, health screenings, medications, counseling and legal assistance to help mistreated individuals and their kids escape dangerous situations.

Healing House, Hope for Grieving Children provides support and

education to children and their caregivers who have experience the unfortunate death of a loved one. Their facility provides a safe place where these children are able to express their thoughts and feelings in a comfortable atmosphere through interactive play, expressive art work and discussion groups with peers experiencing the same trauma.

Lafayette Habitat for Humanity's mission is to make the American

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dream of home ownership a reality for low income families in the Acadiana area. The organization builds simple, decent, affordable houses and then lends a no profit, no interest mortgage to a selected family to help them purchase one of the newly built houses at a very low monthly payment. In the 20+ years Habitat has been operating in Acadiana, they have built over 100 homes for their partner families.

St. Michael Center for Veterans is a division of Catholic Services of Acadiana and is an emergency and transitional housing program for homeless veterans. They offer supportive services including substance abuse recovery, education, and employment and housing placement. Proceeds from previous Home for the Holidays campaigns have aided the group in their mission to drastically reduce the number of homeless veterans who seeking shelter in our community.

Also receiving donations of \$2,000 each were the University of Louisiana at Lafayette Foundation to be placed within the John "Harry" Hebert Memorial Scholarship Fund and AHBA's Professional Women in Building to assist the organization with their annual "Building a Better Christmas" efforts.

Located in Bayou Tortue Manor subdivision, the 2018 Home for the Holidays was valued at over \$480,000 and was built by Lisa & Bill Schoeffler of Schoeffler Built Homes. The raffle was held and a winner announced during a live KATC-TV 3 broadcast on December 5, 2018. The lucky winner, John Richard, II, took possession of her his home in January.

To make a project like Home for the Holidays successful, it takes

numerous donors, laborers and behind the scenes volunteers. At the reception, these important individuals and companies were recognized for their generosity. Platinum sponsors, those individuals or companies whose donations exceed \$20,000, were recognized for their commitment to the project and Acadiana. Those sponsors included: Bayou Tortue Manor Development, Doug Ashy Building Materials, Home Bank, News Talk 96.5 KPEL FM, Schoeffler Built Homes.

The 2019 Home for the Holidays, to be built by Pam & Lee Weaver of W Homes, Inc., will be located in The Reserve at Woodlake Subdivision

in Lafayette. The campaign will launch to the public on September 1, 2019 when tickets are made available for purchase.

*Please pass me around the office.
Acadiana Builder makes great reading material for anyone interested in the building market.*



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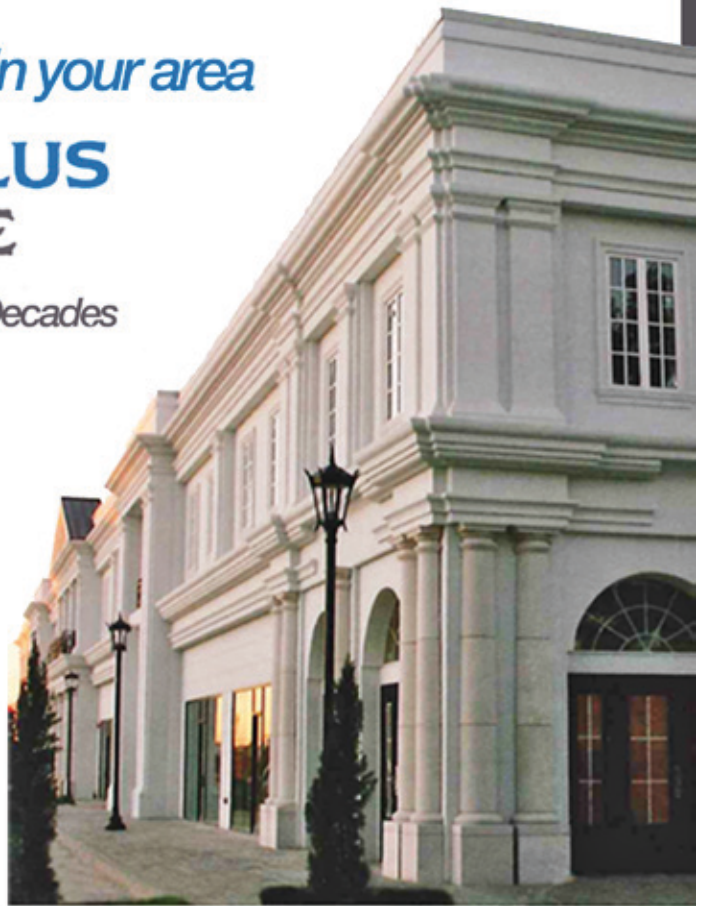
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Continued from Page 7

myself, have a hard time seeing. I let her go with the flow and take the design idea by the reins. Our open houses are always a hit.”

Many of Prestige’s clients work in technology fields and work from home. Others work in the medical field. The diversity of the Lafayette Parish’s economic base is keeping the real estate market stable. Brown noted that 2018 was the best ever for real estate sales, topping 2017 real estate sales.

He got his real estate license in 2010 because he does a lot of lease negotiations for the furniture company where he is the director of operations. One part of that position is to find new store sites, often the size of a supermarket, and renovate them. He now uses his license just for Prestige Custom Homes’ purposes of buying lots and selling speculative homes. He earned his contractor’s license a few years later, anticipating that he would focus on commercial properties rather than residential building.

He quickly changed his mind when he saw an opportunity to work his wife who was unhappy in her long-time job of working for an oil field company. Jeff laughingly admitted that there have been spirited





conversations in working with his wife, but it has been extremely rewarding for both of them to see the completion of many projects.

Brown prefers to build in the Acadiana area because it's easier to manage projects efficiently and effectively in nearby locations where he can check on his two or three job sites morning, noon, and night. He said it usually takes about four and a half months to complete a smaller house and six months to complete a 4,000 sq. ft. house.

Currently using several local architects to customize house plans for clients, he is creating a book of house plans of popular different styles, such as Acadian, Mediterranean and French Country. In the future he envisions speeding up the customization process by using his son's developing CAD skills. His son graduated with a degree in industrial engineering from University of Louisiana at Lafayette (ULL) and is currently a student at the University of Colorado studying drafting. Jeff also has a daughter who is studying to be a nurse at ULL.

In the meantime he encourages clients to take pictures of architectural and design elements that they like. These photos help the architects accurately interpret his clients' desires. Brown noted that clients are more versed in design

elements than in the past thanks to social media sites, such as Pinterest.

Jeff uses social media, specifically Facebook, to market his spec homes. He finds that Facebook, in addition to word-of-mouth referrals, open houses and MLS listings to be sufficient in selling his homes. But he's not above stopping people who are scouting for homes in a neighborhood and inviting them to check out his spec home.

He enjoys meeting new people, citing those experiences as one of the most enjoyable elements of being a builder. Like many builders, he also finds pleasure in creating something from nothing.

However, he finds it challenging that there's always a problem in a building project, such as not having materials on the job site on time. "It's always something, but you've got to be able to work around it. It's how you overcome the curve balls."

No doubt Jeff Brown goes the extra mile even in his free time. He loves to fish in salt water, primarily at Venice, Cypermort Point and Calcasieu Lake. He also enjoys listening to live music and hanging out with good friends.



For more information about Prestige Custom Homes, contact Jeff Brown at 337-780-1485 or jeff@prestigecustom-homes.com. The company's mailing address is P.O. Box 950, Duson, LA 70529.





SAVE THE DATE:

**Saturdays & Sundays April 6th – 14th
1:00 p.m. – 6:00 p.m. each day**

The Parade of Homes is a self-guided tour, and ticket purchases include the official Parade of Homes Guide Book containing pictures and descriptions of each home, builder profiles, and a map.

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**\$10/each (children 2 and under admitted free)
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The Reserve at Woodlake- Lafayette

402 Amber Pond
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503 Ember Grove Crossing
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Walker Village- Phase II Lafayette

110 Bancroft Dr.
Prestige Custom Homes
Jeff Brown

100 Bancroft Dr.
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Sabal Palms- Youngsville

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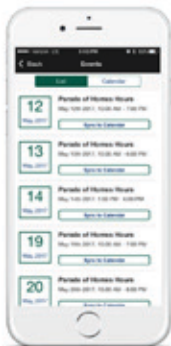
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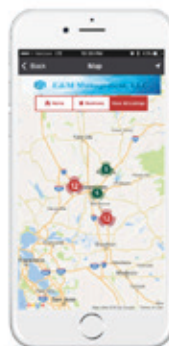
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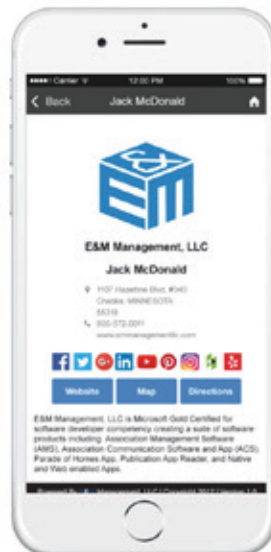
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