

Builder/Architect

Feature
Exterior Systems:
Siding's Surge



Barden Homes

Better. Faster. Smarter.

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Barden Homes has a simple mission: they believe in creating the dreams that help America grow. Together with their network of independent Barden Home dealers, they help people make the investment of a lifetime.

Barden is in its fourth generation of family ownership. Founded in 1909, the company began by making wagon wheels, bushel baskets and other manufactured items needed for the agricultural economy of northern New York State. Helping the country's effort during World War II, they produced crates for shipping ammunition. Having geared up for mass production involving wood frames, and having the manpower available, Barden began producing their first panelized homes during the late 1940s. Over the years, Barden grew steadily, helping to meet America's housing needs. They reached 15 million per year in sales by the mid-1990s, hit the 50 million per year in sales mark in 2004, and CEO Kevin Tomko has a goal of 80 million in sales within four years.

As a market where real estate has experienced explosive growth, it is no surprise that New England has been a large part of Barden's

success. Bryan Noonan, director of Sales and Marketing Northeast for Barden says, "The 25-30 active dealers we have in New England account for 20-25 percent of our total revenue."

Not content with the status quo, Noonan notes that Barden believes there is more growth poised to occur in the region's housing, and they are actively looking for additional people to join their ranks as independent dealers. Specifically, Barden is looking to expand on Boston's South Shore, the Worcester corridor, parts of Rhode Island, and eastern Connecticut. Noonan also says that "Maine and New Hampshire are wide open" for independent dealers to establish themselves.

What is Barden's program? In the words of Eric Barden, it is a "duplicable process" based on years of experience. Noonan humbly refers to the company as "a material supplier with design and crafting abilities." At the core of these descriptions is the fact that Barden Homes excels in the design, production and financing of panelized houses. Most importantly, Noonan states, "Without our dealer network, we would not have a company."

The Hemmingway.



When Barden starts working with a client, the first job is to establish the plans for their home, which is what most companies in the industry do. Unlike others however, Barden gives their clients the choice to use one of their catalogue homes as-is, to modify one of the catalogue homes, or to bring their own plans. Barden can offer this flexibility because they have designers and engineers on staff, and they work quickly and thoroughly to draw the plans to the client's satisfaction. Once the floor plan and exterior elevations have been approved, Barden can have final drawings completed within two weeks, ready for production! Given the usual schedules for custom design, this is an amazing pace that can only help the homeowner.



The Sedona.

The next step in the process is financing. Barden has a close working relationship with Robar General Funding Corporation, which assists with this phase, if the client desires. Due to the Barden process, and their tradition of successful projects, Robar offers features

in their financing package that other lenders do not. Robar offers up to 100 percent financing for qualifying new home buyers, with a nine-month construction loan at a fixed interest rate. Rates are a function of credit worthiness and risk. Loans may include the cost to

A Barden detailed custom-designed kitchen.



PHOTO CREDIT



This spacious great room offers casual elegance.

Chatsworth Manor East (2005 Rochester, NY Homearama Home Show)



construct, including lot, closing costs and interest during construction. Robar bases their loans on the appraised value not the cost to construct. They may allow the use of equity from a current home that has not yet been sold, and will allow borrowers to act as their own general contractor. Robar's draw policy is unique and second to no other. They will accommodate almost any number of draws needed to get the home completed in an efficient manner. Draws are processed and mailed out the day they come in, they allow partial payments for deposits and down payments, and all checks are issued to a borrower and the subcontractor or vendor. For more information, they may be reached at (877) 762-2712.

Production and independent construction are the third part of the Barden Program. Barden has recently invested over \$5 million dollars in two new production facilities. One is located in Middleport, NY, near Buffalo and the other is in Tully NY, near Syracuse. These two brand-new, nearly 100,000-square-foot, state-of-the-art facilities use laser-based technology that has allowed Barden to double their production capability, and have precision-designed results. Barden supplies structural material for the frame, all the way from the sill to the ridge. Then, using their buying power, their package includes everything else that the house might need from windows, siding and roofing, and finished stairs. All items are coordinated prior to assembly for ease of transport, and deliveries are coordinated with the independent builder prior to shipping.

For many years, Barden has been an industry leader in energy-efficient construction. Its standard construction specifications add tremendous residual value for buyers, and exceed the Energy Star Program requirements. The Barden material package is between 30–45 percent more efficient than many building codes. Wall panels are manufactured with “L-shaped” corners so insulation can be spread to the outside corners of the building. Each Barden construction has a custom-cut skirting board attaching the foundation sill plate to the wall panels, helping to eliminate another important heat-loss area. Barden uses 2 x 6 truss cords as standard, which allow for wider insulation spaces.

The real advantage of panelized construction comes from the precision manufacturing process, and the speed and quality of delivery. At Barden’s manufacturing facilities, trained operators run a stapling bridge that attaches sheathing to wall panels six inches on center. Each staple is center-fired on the studs with a precision and power that could never be achieved in the field, enhancing the strength and durability of the finished panels. Panels are constructed on wall jigs, allowing for square and evenly spaced studs. They are inspected and numbered to correspond to a detailed set of plans.

After the components are constructed, they are delivered to the site, and craned into place. Deliveries are scheduled every two to three days as needed. This efficient and careful process means that a weather-tight, lockable home, commercial building or church can be erected in just one to two weeks. Barden continues its flexibility during construction. The homeowner can act as their own general contractor, work with one of Barden’s independent dealers, or hire a construction coordinator associated with the local dealer. Whichever direction the homeowner chooses, due to the speed and accuracy with which Barden can produce the panelized frame, the costs are much lower. Noonan stated, “Putting sweat equity into your home is a tremendous investment of one’s time, effort and energy.”

With such an efficient and quality-driven process, what type of builder is Barden looking to attract as an independent dealer? Bryan is enthusiastic in his response: “We want someone who

knows construction from the field side of the business; a builder who is looking for an opportunity to grow.” Also important for Barden is someone who is personable and presentable, who understands that customer service is paramount.

Once an independent builder signs on with Barden, the company provides support through extensive education and training, standard manuals, forms and access to Barden’s family of suppliers. Noonan says that the average independent dealer builds between seven and 10 Barden homes per year, and in New England the homes range in size from 2,000 to 4,500 square feet. Recently, the top 25 dealers nationwide were rewarded with a fantastic trip to Las Vegas!

Joe Sena, regional manager for Barden Homes, states that a very important aspect of our entire distributor network is that they truly care about the customer. “It’s wonderful to see how our dealers take the time to understand the customer by developing a needs analysis which maps out every aspect of their client’s needs and desires. With good building lots becoming more of a challenge, Barden dealers have taken the time to partner up with some of the best real estate agencies in their marketplaces to ensure that a site will be secured. They not only will visit





those sites, but also inspect it, making sure that is suitable for the selected client plans. Once that is accomplished, a prospective home buyer can then visit one of the many Barden Design Centers to view the quality of the materials used as well as select their kitchen cabinets, vanities, windows plus much more that is all part of the Barden package to make that special dream come through.”

Selecting a plan and building a Barden home, as one client stated, is an experience. Once the process begins, the customer is assigned an access code to enter into the Barden database. This allows them and their dealer to view and follow their plans, delivery dates and any other pertinent information in the building of their home. As one homeowner stated, “I felt like I was moving into my house well before I actually did, because I watched every step of the process online! This truly is the Barden experience!”

Barden Homes has a couple of mottos: “Better. Faster. Smarter” and “Quality.Precision. Tradition.” It is evident that they produce better, faster, smarter results, and have a tradition of assisting people achieve the goal of owning a quality, precision-designed, well-built, affordable home. The tradition of being a fourth-generation-owned company with family values is also paramount to all associated.

While Barden’s major focus is on home design, we would be remiss if we did not mention that they also have one of the best and renowned Church and Commercial Divisions in the nation, in addition to one of the most sophisticated and in-depth Web sites in the Industry. Many of Barden’s home and commercial designs and plans can be found at www.bardenhomes.com, as well as virtual tours, testimonials, recent news, homes under construction, and much, much more.

For more information about Barden’s homes, churches and commercial buildings, or about opportunities to become an independent dealer for any of our Divisions, contact: Bryan Noonan at 1-800-945-9400 or visit the Web site at www.bardenhomes.com. ■

Barden Homes Dealers

Connecticut

New England Home Partners
Bill Uhlan
Hartford
Office: (860) 728-0141

CBS
Pete Maida and Glen Savrine
Hartford/Waterbury
Office: (203) 881-1881

Tearman Custom Homes
Scott Tearman
Watertown
Office: (860) 274-3959

His Light Builders
Theodore Stever
Brooklyn
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PBS
Steve Shappert
Danbury
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Bentley Homes
Paul Palasciano
Waterbury
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Classic New England Homes
Don Griffin
Canton
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Greater Manchester, Vermont

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Vermont Built
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Colchester

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Flagship Home Builders
Alan Croteau
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Greater Boston

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Central Massachusetts

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