

50 **Big50** Industry Impact

Paul Panagiotidis and George Avgeris
Total Home Construction Corp.
Plainview, N.Y.

Full-service remodeling
20 years in business
2007 volume: \$3.2 million
Staff: 2 office, 6 field

Started by Paul Panagiotidis (left) and his brother-in-law George Avgeris (right) in 1989, Total Home Construction Corp. has grown steadily over the years. Recently the company has begun expanding its showroom and is seeking a second showroom location.

The brothers-in-law are developing systems and procedures — including a new siding system — to differentiate Total Home Construction from other local remodelers. The goal: to double the company's revenue and become Long Island's largest vinyl siding and roofing business.

In its highly competitive market, Total Home Construction has cultivated many "raving fans" who hire the company for repeat remodeling work as well as for roofing, siding, and window projects. "Repeat customers are our biggest asset," says Panagiotidis, a hands-on owner who visits projects daily. "I'm the first one in and the last one out," he says.

With a loyal staff that has been with Total Home Construction from its inception, the company maintains a steady focus on professionalism and providing detailed estimates, quality craftsmanship, and what Panagiotidis calls "fanatical customer service." —S.F.



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James Madsen
James Barton
Design-Build
Apple Valley, Minn.

Design/build remodeling
11 years in business
2007 volume: \$3.4 million
Staff: 6 office, 6 field

James Madsen (pictured, in blue) is raising the level of professionalism in the industry by working with the local community, educating employees, and coaching subcontractors.

His staff designers are CAASH (Certified Active Adult Specialist in Housing) certified and are taking classes for CAPS (Certified Aging-in-Place Specialist) certification, both through the National Association of Home Builders, to better serve empty-nest clients who want to remain in their homes as they age. "We would like to design about 30% of our jobs for the aging-in-place demographic," Madsen says.

The company is also evolving into a green leader, recently participating in the state's green pilot program. Even though the certification guidelines have not been finalized, Madsen's crew remodeled a rambler following an outline of the program's goals. "Whether or not homeowners want to certify their houses, we should be helping all of them make wise choices," he says.

When Madsen sought to build a new office, he worked with city officials to find a location and capitalize on limited commercially-zoned land, and built a 16,000-square-foot space to house not just his company's office but other business tenants as well.

The company also funded a scholarship for high school students to use for advanced education related to design and construction. "We need to encourage the next generation by showing them that they can create a career," he says. —N.P.