



AMERHART'S CUSTOM FABRICATION

Provides unlimited design options for
Kirchner Custom Builders



Beyond the Order®

Tony Kirchner and his brother Marty started building custom homes in 2001, when Tony was only 20. Since then, Kirchner Custom Builders of La Crosse, Wisconsin, has made custom homes, built to customers' exact specifications.

More recently, Kirchner Custom Builders has also branched out into commercial building and concrete, but the focus on high-end homes has been a major part of the business and helped it get through the economic recession. Tony offers his clients the opportunity to build a truly unique creation, letting them bring any and all ideas to him for their dream homes.

In order to build these unique dream homes, Tony needs to be able to customize them to his clients' visions. Custom home building brings its own set of special challenges and rewards.



CHALLENGES OF CUSTOM BUILDING

One of the many challenges of custom building is that you have to be able to build just about anything that the customer wants. Whereas most builders just offer a number of options, Tony's customers often come to him with just a picture of what they want. He has to take that picture and make it all happen.

“You can't really say no in custom building since you're building whatever the customer wants,” – Tony said.

The other major challenge for custom building is keeping the project on schedule while walking the client through the full process, from selecting a lot to completing the final landscaping. “For a commercial building, the architect has it all spec'd out. For a custom home, it comes down to how fast people are going to put stuff out,” Tony noted.

As a custom builder, Tony works with his clients to make their dream homes come to life. Time and expenses can be issues when dealing with custom products, so keeping costs low and turnaround time high while providing the same level of quality is critical to a custom builder.

CUSTOM FABRICATION

With locations around Wisconsin, Illinois, Michigan and Minnesota, Tony was already aware of Amerhart's lumber and building distribution business, as their hub is in Green Bay. Kirchner heard about Amerhart's custom fabrication services from fellow builders, and he was intrigued. He's been an Amerhart customer for over a decade.

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“The bottom line is the stuff holds up,” Tony said. Since Amerhart is a local company, turnaround time on fabrication is quick and the labor costs are low for custom products. Not only that, but the custom goods are durable. That means Tony gets happy clients who are able to enjoy seeing their dreams come alive while maintaining a budget.



“That’s what is so great about Amerhart’s fabrication,” – Tony said.

“We buy all their stuff, but the exterior fabrication is so important. If I see an exterior post I can say ‘yes we can build it and yes we can make it look nice.’ I can build exactly what they want with Amerhart.”

THE AMERHART DIFFERENCE

By building quality custom homes with quality exterior products, Tony has grown his business as a builder with high-end clientele. While most builders in his position are in their 50s, Tony is still in his 30s. He’s been able to grow the business quickly in a lucrative market, while earning a great reputation among homeowners.

One example of the Amerhart difference that Tony provided was the amount of time and money you can save when installing their post wraps. Working with Amerhart “cuts installation time of post wraps in half.” Saving that kind of time allows him to provide superior service to his clients, while maintaining the bottom line.

Amerhart’s fabrication services have streamlined customer exterior products for Tony’s business. “With the ability to customize virtually anything on an exterior trim project, unlimited design features is the ultimate attribute to me,” he noted.

Any kind of exterior product is possible with Amerhart’s custom fabrication. While other builders have to give their customers choices, thanks to Amerhart, Tony can provide whatever products his customers desire: “I say give me a picture and I’ll make what you want. With Amerhart, you don’t have to give them a choice, you just make what they want.”

Tony and his customers are “100 percent satisfied” with Amerhart’s products and services. He added that he would recommend Amerhart products to other custom builders who are looking for quality fabrications.



ABOUT AMERHART

An independently-owned lumber and building materials distributor based in the Midwest, Amerhart provides ongoing services from inspiration all the way past product delivery. By providing quality building products at fair prices, Amerhart helps clients to build their versions of the American Dream. By providing custom fabrication, Amerhart helps custom builders provide unique, quality exterior products while maintaining the bottom line.



Beyond the Order®

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