



Carl M. Hansen Companies

ABOUT US:

For three generations, the Hansen family has been building homes of uncompromising quality and craftsmanship. Our mission is to create and add value to the custom home building experience with a sincere commitment to establishing not just fine homes, but lasting customer relationships.

WHAT TRENDS ARE YOU SEEING IN THE HOMEBUILDING/REMODELING MARKET?

With the current inventory of existing homes decreasing, buyers are interested in getting what they want without settling. This has brought life to new construction by unchaining brilliant designers and architects who wield their creativity into custom projects. Homeowners are looking to either stay put and enhance their current home, or create something extravagantly custom. In new construction, buyers are not willing to compromise—and neither are we.

WHICH PROJECTS YIELD THE BEST RETURN ON INVESTMENT?

We have seen a surge in exterior remodeling in an effort to enhance curb appeal and get buyers in the door. Simply redoing a kitchen or bathroom isn't enough to attract buyers; today's buyers expect to get a discount on current inventory and would rather remodel kitchens and bathrooms to their own tastes. Exterior remodeling requires professional architects/designers—coupled with efficient and knowledgeable contractors—to achieve a finish that will attract those picky buyers. If you spend a lot of money redoing your entire house to current design trends, expect to get paid 50 cents on the dollar.

WHAT HAS BEEN YOUR MOST REWARDING BUILDING EXPERIENCE? WHY?

In 2011, when competition for high-end new construction was discounted current or spec product, it was rewarding to be able to provide to our clients a product that was not only high-end and custom, but still of value in comparison to existing inventory. This was achievable due to our long-lasting relationships with suppliers and ability to efficiently manage the process. We have been doing this as a family business for over 80 years, and find it most rewarding being able to pass along the value while exceeding our clients' expectations.



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