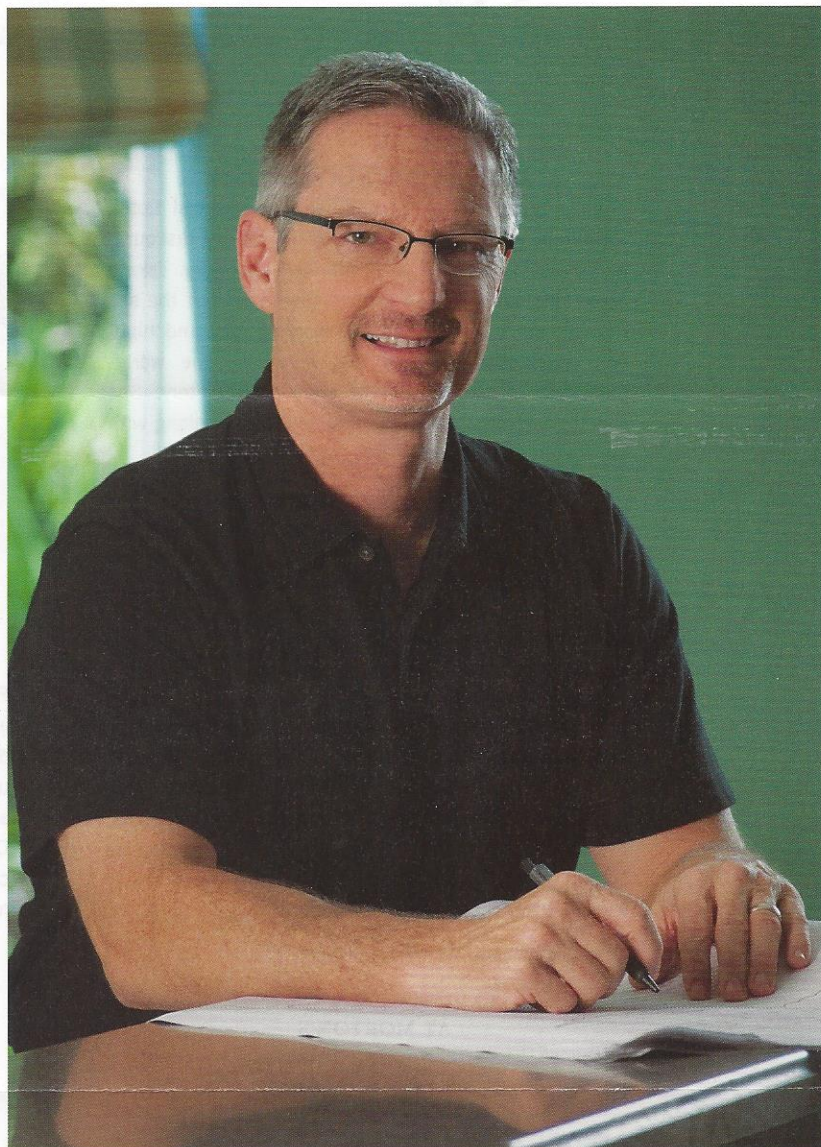


# YODER HOMES AND REMODELING

**DENNY YODER**, PRESIDENT

## HOW ARE PEOPLE LIVING MORE GREEN TODAY THAN THEY USED TO?

Living on the sunny Gulf Coast, where nature is such an integral part of our community, residents are much more interested in the usage of green products than in other parts of the country. In the past, the construction industry drove the introduction of most new technologies. Today, it is not uncommon to be introduced to new products by our customers. Consumers are easily able to do their own research and gain a comfort level in the reliability of these products and are anxious to use them. Ten years ago customers were more hesitant because of the unknown. For example, when "finger joint" (recycled pieces adhered together rather than one continuous length) studs first came on the market, customers rejected them, thinking the contractor was trying to cut corners. In reality, the studs cost more, but had less tendency to bow and made better usage of our resources. They eventually gained acceptance and today are considered to be the norm. Current innovations that are becoming more commonplace are LED lighting, countertops using recycled products such as glass (IceStone) and tankless water heaters. Younger generations are more accepting and are helping to bring these changes to fruition because they are exposed to green concepts at an early age. Today consumers are much more conscious of green product availability and importance because of the access and availability to information via the Internet.



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—Denny Yoder

Specializing in residential and commercial condo renovations, room additions and home repairs, Yoder Homes and Remodeling has satisfied countless clients with its sleek designs and reliable, environmentally responsible work. After earning his degree in mechanical engineering from the University of Arizona and serving as president of Delagrang Homes in Indiana, Denny Yoder moved to Southwest Florida in 2005. He marveled at the beautiful condos on Lido and Longboat Key but was surprised to discover many of them were 20 or 30 years old and hadn't ever been remodeled or upgraded. The Fort Wayne, Ind. native founded Yoder Homes and Remodeling and quickly got to work renovating area kitchens and bathrooms. His work grew in scope to include such projects as remodeling of the

5,000-square-foot Sarasota Ritz-Carlton Penthouse. Today, Yoder Homes is a well-established and trusted local firm that has expanded its renovation services to include custom kitchens, bathrooms, cabinetry and custom built-ins. The firm, which includes Project Managers Shawn Johnson and Scott Gromen, recently remodeled the old Sarasota News and Books location with a chic new look for Apple retailer and high-tech media café Media on Main. No matter the design challenge—whether it's a small condo in need of more open space or a kitchen begging for creativity and a more modern feel—Yoder Homes is there to help. In just five years, the company's commitment to sustainable, quality work has helped it grow from approximately \$250,000 in sales in 2005 to more than \$2 million.