

Blue Ribbon Remodeling is building good customer relations

By Mitch Moore

Special Publications correspondent

Blue Ribbon Homes, one of Knoxville's premier full-service real estate firms, is now offering the public its expertise in home remodeling.

The remodeling division, although new to the general public, was formed to renovate the company's 160 rental homes. Designed as an internal operation to maintain these homes, it has grown large enough to serve the public with its extensive knowledge of the construction and remodeling business.

Blue Ribbon Homes is well aware home remodeling projects can be stressful undertakings. That is why the goal of the remodeling division, which began public operations earlier this year, is to build a relationship with each customer founded on confidence and a clear understanding of the customer's goals, says Rusty Kruciak, director of project management.

"We start by getting an assessment of what the customer's desires are according to style and functionality," Kruciak says. "We then try to give them choices and understand what they see creatively, so we fit with their preference." From there, Blue Ribbon pools its construction and design resources to give homeowners multiple options for achieving their goals.

"Sometimes we may come up with ideas the customer didn't think of. Most of the time, we simply expand the customer's understanding of choices available to them," says Kruciak. "And in the end, we help them make the best decision based on their individual ideas."

During each phase of the remodeling process, team leaders keep customers abreast of developments. "We know a remodel can be frightening, so we communicate regularly with our customers and assure them we're going to be there from beginning



Photos by Steven Bridges

Rusty Kruciak, director of project management at Blue Ribbon Remodeling.

BLUE RIBBON REMODELING

Address: 108 Stekoa Lane #102, Knoxville

Owner: Victor Jernigan

Director of project management: Rusty Kruciak

Type of work: Home remodeling and renovation

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to end," Kruciak explains. "At completion, we follow through to make sure everything is done to customer satisfaction."

Blue Ribbon Remodeling offers a full range of remodeling and improvement services. Projects can be as small as sprucing up a home for a real estate showing or remodeling a bathroom. Other jobs include room upgrades, customization work for new-home construction, and room, deck or garage additions to an existing home.

"We have worked with the East Tennessee Historical Society and Knox Heritage Inc. to restore historic homes in North Knoxville.

More recently, we have worked to restore homes in the Alcoa area to rejuvenate an aging, yet vital neighborhood there."

Much of the company's new business develops from leads generated by previous ones, Kruciak adds.

Blue Ribbon Remodeling employs a full-time maintenance staff of 12 capable of handling a variety of jobs. They also work with several area subcontractors, depending on the type of work needed.

Blue Ribbon Remodeling is one of several divisions of Blue Ribbon Homes, which Knoxville developer Victor Jernigan started 25 years

ago. The company is now multifaceted, with separate operations devoted to property management, real estate sales and new-home construction.

"As we grew and acquired more assets, remodeling seemed like a natural fit. It was something we were already doing," Kruciak explains. "Victor has a genuine feeling about Knoxville. He sees it as a tightly knit community, and he has built his businesses on that very premise."

This development spotlight was paid for by Blue Ribbon Remodeling Inc. If you are interested in purchasing a development spotlight, call Brenda Hines at 342-6566.