

Entrepreneurial Services Spotlight

Atteberry Homes is a residential construction company building right here in Wellsville! The company has three employees, Paul, Mary and Ethan. We recently sat down with Paul and Mary Atteberry to discuss their business. We learned they use 3 building techniques for all their homes. First being Insulated Concrete Forms. This method provides the homeowner with super tight concrete exterior walls covered in 5 inches of foam. Second, they build with factory built 2x6 wood panels covered in 2 inches of exterior foam with 6 inches of interior wall insulation. The third method available is factory built 6-inch-thick structural steel and foam panels. These energy efficient construction techniques provide the owner with not only lower utility cost but a tighter, quieter, more comfortable home. Their home plans provide single level living for “aging in place” options such as zero-entry showers and doorways which make the front porch, garage and bathrooms wheelchair and walker accessible. Storm shelters are also available for models without a basement. “We want to be known for our quality of work and attention to detail which also attributes to a satisfied customer experience. **Better Home Better Life!** is our motto,” states Paul.

Atteberry Homes is currently building in The Courtyards at Walnut Creek (near the grade school). They are building three floor plans – the Capri, the Rockaway, and the Gladstone. All these plans have many options – two to six bedrooms, single level to multiple level, zero entry features, etc. Currently, they are building 1400 to 1800 square foot homes that are priced affordably for our market. For these home plans, they can offer a bonus suite upstairs or a basement option on some of the home sites.

When asked what problems Atteberry Homes is solving for the Wellsville community, Paul Atteberry said, “We provide a home for people to stay in as they get older with attractive financial options. The Lifestyle home loan is available to those 62 and older so that once you move in you will never have another house payment!” The target market/demographic for Atteberry Homes is active adults looking to age in place with zero entry options, But with our options we cater to anyone looking for a new home. They will also be building a walking trail from the elementary school to the high school that will run behind the houses on Douglas and Ash streets.

We then turned our conversation to the benefits of their products, Paul told us, “Our homes are energy efficient, strong, and quiet. For instance, because the homes are built so tight they require an energy recovery ventilation system that filters in fresh air constantly providing a very healthy atmosphere inside the home.” We then asked about their loyal customer base to which Paul stated, “Our customer base to date has been built with ‘word of mouth’ advertising from satisfied customers.

Next, we talked about successes and challenges. Any business owner knows that these two concepts go together. As for their most successful products, Paul mentioned, “We are finding that the ICF homes are favored for being sound resistant, especially around noisy areas like railroad tracks. They eliminate outdoor noises and keep your house very quiet. We measure

success by being sought out to build due to word of mouth,” said Mary. We talked about if they had any products that they’ve tried that didn’t work very well. Mary said, “Not at this time. We have had very strong support from our current customers.” They both admit their biggest challenge (as with all builders these days) is to build an energy efficient comfortable home at an affordable price.

When asked how their products are improving the life of their customers, they easily listed many of the things we’d already discussed that are unique to their structures. Paul told us, “We are providing Energy Recovery Ventilation Systems in the energy efficient homes to continuously remove stale air from the home and bring in fresh air. These homes provide lower maintenance options for the homeowner. This led us to ask Paul and Mary about how they market and advertise their products. They said they mostly use Facebook, LinkedIn, Instagram, our website, the EPCON Communities website and through the Wellsville Chamber newsletter.

With all the extraordinary housing models and options Atteberry Homes can provide, this spurred us to ask if they have any new products on the horizon. Mary said, “We are kicking off our new EPCON community with The Courtyards at Walnut Creek. This subdivision is geared towards the active adult community, but we can build for larger families as well. For something new, we are trying to put together a lawn package rather than charging for an HOA. This package could include mowing, leaf removal, and snow removal for homeowners.

There are many questions to ask when working with a builder to build a new home. Some of the most common questions Atteberry Homes is asked is about how to hang an item on a foam wall that has sheetrock over it. Paul said, “We have studs built into the ICF wall that provides for a stud every 8 inches on exterior walls as opposed to every 16 inches in standard homes. We provide the owner with a magnetic stud finder to find the drywall screws, so they can find the studs for this type of build.”

After learning so much about what Atteberry Homes is doing to bring homes to our community, we asked how the Wellsville community could best support their business. They both agreed, “Ask questions. And be sure to follow us on Facebook, LinkedIn, Instagram and spread the word. We’d also love any of the Wellsville community to come out for our Lot Reservations Event. This event is not scheduled currently but is planned for early 2024. It will provide a way for people in our community to see what is available and to better understand the products.”

Finally, we asked how the Chamber of Commerce could best serve their business. Mary said, “The current Chamber newsletter has been a great asset as well as the Chamber Coffee events for networking.” Atteberry Homes is planning a groundbreaking event in partnership with the Wellsville Chamber of Commerce, the City of Wellsville and local realtors. The Chamber of Commerce will also be scheduling a Ribbon Cutting Ceremony at a different time or in conjunction with the groundbreaking event.

If you’d like to contact Paul or Mary Atteberry at Atteberry Homes, the hours of operation are Monday through Friday from 8AM-5PM and on Saturdays and Sundays by appointment. You

can call 913-620-7876 or 913-991-3000. Other ways of contact are the website at www.AtteberryHomes.com or by email at info@AtteberryHomes.com.



ATTEBERRY

HOMES