

Remodeling

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Industry Impact

Kevin Frasco
Craig Custom Builders
Wayne, N.J.

Residential remodeling and new construction
20 years in business
2005 volume: \$2.5 million
Staff: 2 office, 4 field

Since joining his local builders' association in 2001, Kevin Frasco has expanded its name (the Builders and Remodelers Association of Northern New Jersey), expanded its membership by at least 25 companies, and begun his second term as its president. Not for his own glory, but because "I want to raise the bar," says Frasco (left, with project manager Michael Frech and project coordinator Rosemarie Wilson). Competition is fierce in Frasco's area, and failure is common, so he aims to provide a free-flowing, ongoing exchange of information about contracts, customers, and anything else that contributes to remodeling success or failure.

A framing subcontractor until 2000, Craig Custom Builders (named for Frasco's first son) now does both high-end whole-house remodels and new construction. Frasco attributes his successful segue to his being "really finicky about schedules" and "not playing games" with employees, clients, or trade contractors. His straightforward yet friendly manner wins him remarkable respect. In letters of recommendation for this award, companies ranging from tile and lumber retailers to painters and mechanical contractors lauded his integrity and professionalism. —L.T.



James Prince Photography



CUSTOM BUILDERS

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