

# HOMEFRONT

## A Chat With: THE LOG HOME INDUSTRY'S LEADING EXPERTS

What has been the most significant change you've noticed in the log home industry over the past 15 years?

### jim YOUNG

Owner & President

PrecisionCraft Log & Timber Homes  
www.precisioncraft.com

The most striking change has been customer demand for more creative and unique designs. Log and timber homes have always attracted buyers seeking something a little different. Once considered a fringe segment of the housing industry, log homes are now widely accepted and sought after. As such, there's been an increased demand for more imaginative designs and ingenious ways of using logs and timbers. Customers have a greater recognition and appreciation for the value of professional architectural and engineering services. We have seen a shift from "product-driven design," to "design-driven products" and we have adjusted our manufacturing to meet the needs of the more customized homes.



Also, as log houses have become more intricate and complicated to build, we've seen fewer owner-builder projects and more reliance on professional general contractors. Our challenge for the future is to continue to develop innovative and imaginative designs as well as creative ways to use log and timber products in those designs.

**QUESTIONS FOR JIM?** Ask him online in the Log Home Neighborhood at [www.loghomeu.com/profile/JimBYoung](http://www.loghomeu.com/profile/JimBYoung)

### kathy JANCZAK

Co-Founder & Owner

Wisconsin Log Homes Inc.  
www.wisconsinloghomes.com

Over the past two decades, log and timber homes have become, in a word, sophisticated. Since my husband, Dave, and I introduced our Thermal-Log™ Building System to the industry in the 1970s, we've seen an overwhelming increase in the demand for log and timber homes that live as well as they look. Energy-efficient homes have become a necessity—no matter how large or small the home is. With our Thermal-Log™ system, we've also set the groundwork for the exciting hybrid-building sensation that's so sought-after today. Design freedom means that homeowners can dream without boundaries, making custom design possibilities truly infinite and resulting in beautiful homes that are personalized in every nook and cranny. A full service experience, with a team you can trust, has become invaluable—especially in today's busy world. Choosing a company that can take care of it all makes the process an enjoyable and efficient experience. And of course, no one just builds homes; they build relationships that last a lifetime, too.



**QUESTIONS FOR KATHY?** You'll find her in the Log Home Neighborhood at [www.loghomeu.com/profile/KathyJanczakWisconsinLogHomesInc](http://www.loghomeu.com/profile/KathyJanczakWisconsinLogHomesInc)

### dana DELANO

Director of Sales

Ward Cedar Log Homes  
www.wardcedarloghomes.com

The No. 1 change we've seen in the log home industry over the past 15 years is the use of the Internet. A decade ago, the way consumers researched log home providers and shopped for options was to visit open houses or models, study plansbooks, meet with dealers and then start asking questions. It was a much slower process then. Now, the consumer is self-educated before they walk through our door. They've been online comparing not two or three local companies, but scores of them from across the country; learning about each one's log system and design options. When they do come to us, they're asking more detailed, product-specific questions. They no longer need us to tell them what's included in our package—they already know. Now, they want us to tell them how we're going to make their dream home a reality.



The Internet also has opened buyers' eyes to all the design possibilities that are out there. Fifteen years ago, we built from our plansbooks, but today nearly every job we do is a custom design, and we love that. We're waiting for customers to challenge us—to give us something great to do.

**QUESTIONS FOR DANA?** You can talk to him directly in the Log Home Neighborhood at [www.loghomeu.com/profile/DanaDelano](http://www.loghomeu.com/profile/DanaDelano)