

# MANOR HOMES

on Creating Good Value, Collaborating with Buyers and Having Building in Their Blood

Walking through Manor Homes' stunning, multi-award winning entry from the Eversole Run BIA Parade of Homes in Jerome Village is a wow-inspiring experience. Everywhere I look, I see signs of quality construction and innovation.

The home demonstrates that Manor Homes has the creativity, skill and experience to take new builds to a higher level. And soon into my conversation with their leadership team, I learn one way they do it: Manor Homes brings all the advantages of a cohesive, smooth-running family business to every project.

"One of the reasons why it works is we all have a common goal. That's a driving force in all of us," says Brad Yates, Manor Homes founder and partner. "It's easier to do business with partners and people you can rely on and trust."

Along with Brad, Manor Homes' core team includes two of Brad's three sons, Andy and Kevin, and his nephew, Jeff Yates. Brad's wife Carol, a retired Dublin Coffman high school guidance counselor, also pitches in part-time. But the family's construction expertise doesn't stop with the two generations currently working at Manor Homes — building has been a Yates family cornerstone for more than a hundred years.

Brad shows me proof that homebuilding is in their DNA while we're talking in the

mountain chalet-inspired home's kitchen, which features a stone range hood and a live-edge table built into the island.

He places a vintage family photo on the SapienStone porcelain countertop, showing his grandfather Leo Benore, a homebuilder, posing with his team in a framed house he's building. Taken in Flint, Michigan, in the early 1920s, the photo isn't the only treasured memento of the family's construction past. "In our barn in Michigan we have an old tool chest that has all of my grandfather's tools," says Brad. "Building is in our blood from way back."

As we move into the breathtaking great room, with a lodge-style fireplace that soars to the top of the space's 20-foot ceiling, Jeff tells me another important factor that sets Manor Homes apart: buyers work directly with the ownership team. "We're the face with the customers, from digging the foundation to doing the walkthrough," Jeff says. "We really give it the personal touch."

The family team takes projects up a notch by pooling their talents and strengths. They enjoy adding creative features and design to their homes, and have constructed everything from golf studios to wine cellars. "We've been doing a lot of covered porches lately and we've perfected how we do that," says Andy. "We've been adding a lot of detail to

Pictured in photo from left:  
Brad Yates, Jeff Yates, Andy Yates, Kevin Yates





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open rafters and tall vaulted ceilings.”

The Yates family brainstorms ideas with each other, as well as their longtime subcontractors and interior designers. They also trade concepts with their buyers. “We like to collaborate with the clients. We give them ideas and take their ideas, and we bring them all together,” says Kevin. “We help do it in a cost-effective way to give them a look that they like, but without breaking the bank.”

Adds Andy: “We try to help them find what’s the best bang for their buck and the best use for the square footage.”

We step up to the chalet-style owner’s suite, a retreat that combines a rustic look with touches of glamour. The space is so unique and gorgeous that it won the Parade’s gold award.

As I admire the reclaimed wood accent wall, Brad, who has a construction management degree from Michigan State and a background in homebuilding, tells me he started Manor Homes in 1989.

Jeff, who also has a construction management degree from Michigan State, spent his summer breaks working at Manor Homes before joining the business full time in 1998. Kevin, a licensed Realtor with a strong talent for design, joined the company in 2002, and Andy, who earned a construction management degree from Bowling Green, came on board in 2006. Brad’s son Ben also has a construction management degree and is a Project Controls Manager at AEP.

“We joined Manor Homes because we all have a common interest, and there’s a sense of pride,” notes Andy. With a nod to Brad he says, “We had a good teacher.”

Although Manor Homes’ core business is building single-family homes priced from \$600,000 to the million-and-a-half range, the company has also developed subdivisions and built condo communities.

Many of the ideas Brad began with are still a strong

part of Manor Homes today, including an openness to new products and innovation. “All of our homes are Energy Star certified,” says Kevin.

The company is also known for incorporating newly developed products with time tested materials into their homes. “We find the use of reclaimed wood accents paired with innovative new products gives a home modern day character while keeping heritage and history around,” says Jeff.

We walk through the master suite’s comfortable reading nook, to its bath — where the star feature is a galvanized steel soaking tub. The space is filled with luxurious tile and the shower, conveniently enabled by Alexa voice control, features quartz walls.

Brad tells me that the Yates family not only works together, they play together too. They own adjoining properties around a lake in Michigan and often go skiing, boating and snowmobiling with each other.

As we talk, I’m struck by the way the Yates family enjoys each other’s company and how they trust each other. “That’s the same mentality we take with subcontractors, we find people we can trust and that are like-minded and we get along with — and they can rely on us as well,” observes Jeff.

They extend the family-feeling to their buyers — and their favorite part of the job is working with them. “It’s talking to the clients and seeing their excitement during the building process and when they’re working with the designers,” says Kevin.

Brad notes that clients can feel comfortable throughout the process, from planning through closing. “We create good value for our buyers,” he says. “Every project we work on, we try to maintain quality and build it as if we’re building it for ourselves, with what we could want in our own house — that’s a key thing.” ■

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