

# THE METROPOLITAN BUILDER

## INSIDE STORY



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Alair Homes Is Changing  
Building in North America

British Columbia, Canada



# Alair Homes Is Changing Building in North America

By Kathy Bowen Stolz

When you think of a franchise, you probably think of a McDonald's or a Subway restaurant. But if you're a custom builder, you should also be thinking of Alair Homes.

Thanks to its first-of-its-kind franchise model, Alair is bringing together leading custom builders and remodelers across North America under one brand, one team and one vision, according to the company website. Alair now has the largest footprint of any premium custom home building and large-scale renovation/remodeling brand in the world.

"I'm proud to be part of the Alair family. It's not just an



**Chris Bolio**

organization; it's a family of entrepreneurs who have decided to hitch our wagons to each other to build a better model for our individual companies," stated Chris Bolio, co-owner of Alair Homes Houston.

When Chris started building custom homes in 2005, his goal then and now was to provide clients with a great experience and great homes. He also wanted to provide a good quality of life for his family without limitations and achieve financial freedom. However, he found that there are a lot of moving parts to custom building and renovation, creating many risks and limitations that come with growing a business to scale. "Without a clear path of growth and scale, I was doing everything I could to figure it out along the way, and ultimately I was scaling chaos," he said.

During his search for a better way to build and operate his business, an Alair Homes representative approached Chris about partnering with the company. "It seemed crazy to me at first, but the more I learned, the more I realized just what I could do with my business as part of this group. I found



that the consolidated model and collaborative approach to building our businesses together was the missing link that our industry hadn't found up to that point."

He converted his company, Bolio Custom Homes, to Alair Homes Houston in 2017, seeking a way that he could create a more valuable business that he could sell in the future without diluting the high quality and world class client experience he was known for – all while minimizing his risk and maximizing his profitability.

Alair's franchise model allows its partners – currently at 111 – to work collaboratively to build the highest reward, lowest risk and most valuable construction companies in the world, according to the company website. Each Alair Homes franchisee owns his/her own business, but Alair provides an organization of leadership in addition to marketing, branding, accounting, sales and other facets of building, according to Chris.

"I combine my 20 years of experience with that of other Alair partners. We have a cumulative experience of over 5,000 years! By sharing our experiences with each other, we can create best practices [and standards of excellence]. We have the ability to innovate and test new ideas at a staggering rate. We take those and expand them times 10 or more because of the momentum. By combining and amplifying our efforts, everybody shares in the brand's success," he added.

Founded in British Columbia in 2007 by Blair McDaniel,





a custom builder, Alair started franchising in 2012 – first in Canada and then in the United States – as a way to replicate and share its successful business model. Although franchising was an unorthodox method, it was the most reliable method to create a scalable, repeatable, profitable and valuable model for other builders.

“Alair has an organized method of business and an organized process of business. Joining Alair allowed me to focus on my highest and best use,” Bolio said. He’s delighted that he can rely on Alair’s “world-class accounting department” to handle his finances for an hourly fee, for example, or share in the cost and excellence of an award-winning marketing department.

“My company is more profitable today, even after paying royalties and branding fees, than ever before.” Bolio added that because of his ability to scale, he has found a new freedom in his quality of life and ability to step away from

the daily business.

Chris and his wife Michelle are the regional partners for Alair in southeast Texas. Just as Alair reached out to Chris, he will be reaching out to other builders to determine which ones may be good partners with Alair Homes. Alair seeks the top performing contractors whose values align with the company’s values, such as having a growth mindset, a team focus, process and relationship drive, innovation, adaptability, humility, strong family values and a servant leadership mindset, according to the company website.

*To learn more about Alair Homes’ franchise model, visit [www.discoveralair.com](http://www.discoveralair.com). The company’s headquarters are located at 96 Wallace St., Nanaimo, British Columbia, Canada, V9R5CA. The phone is 250-754-5500.*

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