

Laredo Construction has served Sisters for 25 years

By Jim Cornelius *EDITOR IN CHIEF*

Laredo Construction is standing on a solid foundation established 25 years ago in Sisters.

“It was built on integrity and hard work,” said Laredo owner Carla Merrell.

Shane Riemer, the newest member of the Laredo Construction executive team, adds one more element: “I think what Laredo brings to the client, to the project, is craftsmanship.”

Many people talk about craftsmanship, but, as Riemer notes, true master carpenters are hard to find. Laredo boasts carpenters who have been with the company for over two decades.

Riemer recalled walking into a house Laredo had built 13 years ago and marveled at the attention to detail in the tongue-and-groove ceiling. He was impressed with the quality of craftsmanship.

“To me, it’s the attention to detail, the willingness to do it right, and the desire to do it right,” Riemer said.

Laredo brings that ethic to all of its work — regardless of scope and budget, they will take the time to complete the project with excellence.

That’s an attitude Riemer salutes

— and one that Merrell has relied upon for a quarter century: “They just give their heart and soul,” she said.

“The question is why Laredo is in business,” Riemer said. “We’re in business because of the passion.”

That passion — and genuine caring for the needs of clients — has made Laredo Construction’s client list something of an extended family.

“We have personal relationships with all of them,” Merrell said. “They know our expectations; they know how we work. This has been evident with the relationships seen in Jared, Matt, and Ed who have been part of the Laredo family for a combined 50-plus years.”

Laredo crews will service second-home clients’ homes when weather threatens, offering real peace of mind.

“We’ve got your back,” Carla says.

A reputation for master-craftsman quality can lead people to think Laredo Construction is out of their league — but that’s not the case. In fact, what it means is that a client with a small job is getting the same quality, attention to detail and caring attitude that a “big client” gets.

Riemer emphasizes that, while Laredo specializes in ground-up



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and remodeling work, the company is open to all kinds of projects, from a repair to a full-house remodel or new construction.

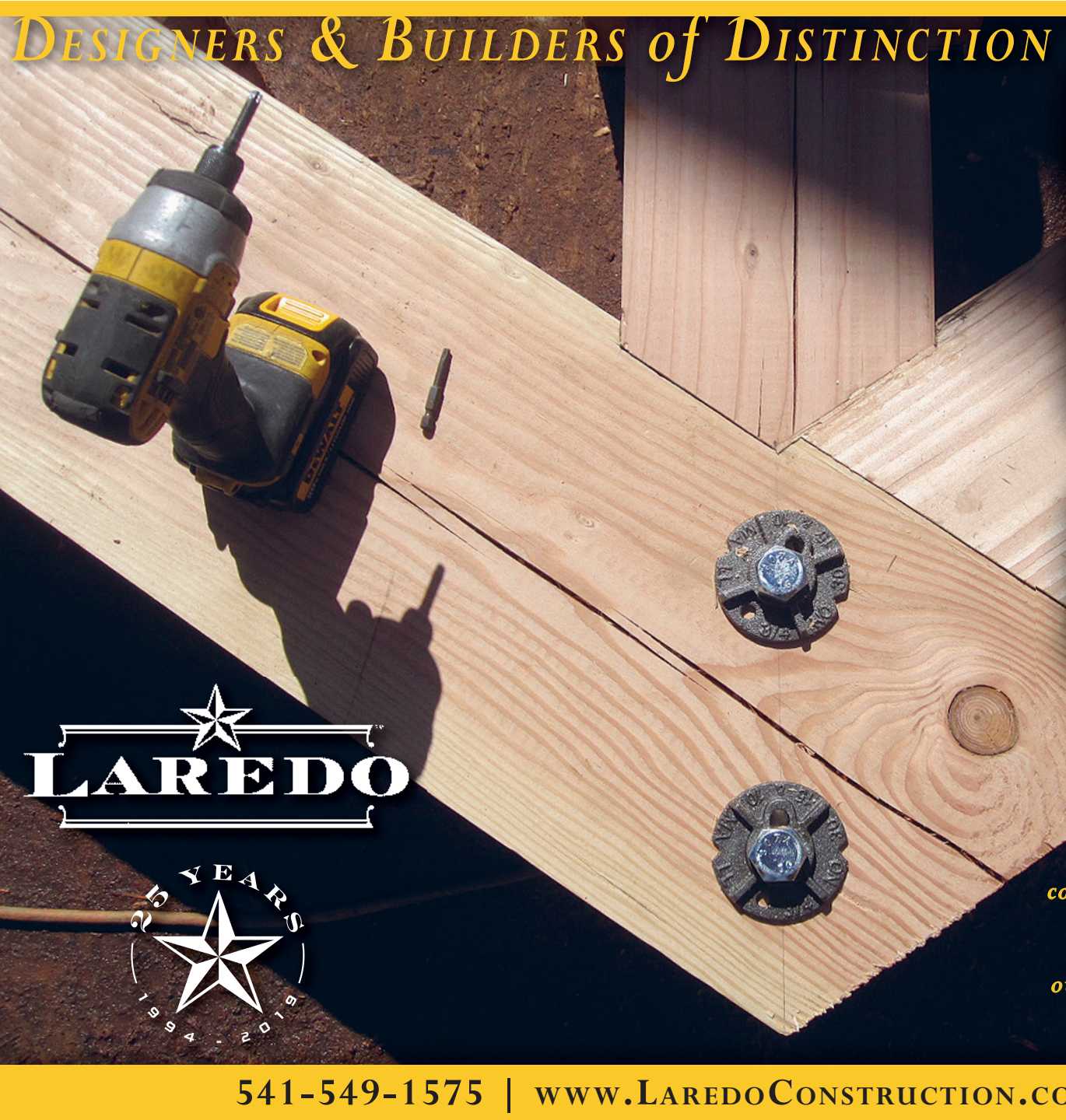
“I’ll look at the \$200 job,” he said. “I don’t care if it’s \$200 or \$2 million — we’ll take small to large, or simple to complex projects.”

As Merrell has learned over the past 25 years, small jobs can turn into big jobs and first-time clients into lifelong friends. She noted that one recent project started with a call to fix fencing around a heat pump. A savvy client knows that a job well done on a quick, easy project bodes well for work of greater scope.

For Merrell and Riemer, it all comes back to a commitment to craft and an ethic of service.

“Residential construction is a colossal mix of design, emotion, craftsmanship, weather, material selections and many circumstances,” Merrell said. “When you strap on the attitude of meeting the need of the client along with being prepared for the unexpected, you get a whole bunch of joy over something built that will make others happy. So we’ll keep on striving to serve and make the construction process an enjoyable part of the lives (of) our clients.”

DESIGNERS & BUILDERS of DISTINCTION



Laredo Construction’s mission is to earn customers for life by providing outstanding quality, service, and value while producing award-winning projects — large and small.

We have been proudly serving Sisters for 25 years with our trusted crew who have been with us for over two decades.

“Laredo Construction has been our ‘go-to’ builder for remodels and new home construction for the last 20 years. The quality craftsmanship and customer service have been outstanding. Thank you, Laredo!”

— Ken and Sheryl Ruetters



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