

BizSnaps

A Snapshot look at local businesses



**FORREST
DESIGN, LLC**

Your Name: Forrest Behrend

Title: Owner

Address: 2132 Center Ave., Janesville, WI 53545

Phone: 608-314-1193

Directions & Business Hours: One block south of Kellogg Road, on west side of Center. 8:30 a.m. to 5:00 p.m. Mon.-Fri. or by appointment.



When was the business started? July, 2002.

Describe your products/services. Complete set of blueprints for residential housing. Draftsman/designer, work with builders and homeowners. New construction or remodeling.

What do you do, product, service or philosophy, which differentiates you from your competitors? I take an owner's dream for a new home and help turn their dream into a reality. My blueprints are in color and so easy to read. I believe the plans should be done quickly and returned to the homeowner or builder as soon as possible. My goal is turnover of 1-2 weeks for plans to be complete.

How did you get interested and/or started in this business? Worked for a local company for 21 years. They downsized and I was let go. Started drawing for local builder on my own and have expanded since then.

What kind of training or background do you have? Two year degree in architecture - draftsman - 30 years' experience in building and drawing.

What have you learned from this business? You have to listen to what people are telling you they want in their house. Put yourself in the design and be honest with people about what will work and what won't. Answer all questions as honestly and as completely as possible. Trust in God to provide for your needs.

What are your future plans for your business? Expand to draw for more builders and possibly add one more draftsman to staff.

What or who has had the most influence in the way you do business? I believe as the Bible says to serve man, be strong in your faith, do everything in love as Christ did. Believe in Christ, as he will always be there for and take care of you.

Do you have a favorite saying that applies to your business? "Be honest, give a good product, be friendly and people will return.

What have been some of the challenges you've faced and how did you work them out? To let people know who I am and what services I offer. Be at Parade of Homes, the home show and talk to builders.

What do you find most rewarding about this type of work? To be able to see people's faces when their plan is complete and they can see their dream come to life.

What type of customers use your products/services? Builders, people building a new home or remodeling an existing home.

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