



GENERAL CONTRACTOR

Name: Tracer A. Freeman
Title: President/CEO
Business: ERC General
Address: 2100 E. Milwaukee St, Ste 6,
Janesville, WI 53545
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Directions & Business hours: Located inside the Fairview Mall on the corner of S. Harmony and E. Milwaukee St.

When was the business started? 1988

Describe your products / services: New construction: residential, multi-family structures and commercial facilities. We are also experienced in renovations and restorations.

What do you do, product, service or philosophy, which differentiates you from your competitors? Most of our clients are referred to us from clients who have experienced our craftsmanship, affordable prices and our ability to get the job done quickly and efficiently, without sacrificing quality. Several clients have built multiple homes with us. It is our philosophy that every client has the ability to make an idea become a vision and then a home. It is our honor to be able to work with them in accomplishing this goal.

How did you get interested and/or started in this business? I am a third-generation builder. Building structures, whether they be homes, churches, assisted living centers or factories, are in my blood.

What kind of training or background do you have?

I have been involved with the building trade since childhood, as my grandfather, father and mother owned their own building companies. I am also highly trained on Computer Assisted Design and have a strong background in real estate, carpentry and construction management.

What have you learned from this business? The client's needs, ideas and input are the most essential and important part of the process in anything I build. I have learned that we are here to serve our clients by helping them build a monument to themselves and realize their dream.

What are your future plans for your business? Enjoy continued success in building quality homes for our clients that bring them pride and happiness.



What or who has had the most influence in the way you do business? My mother, Betty J. Freeman. She is the basis of my integrity towards our clients. She always said, "You need to do everything that you need to do for them, no questions asked. They are your employer. IT IS YOUR JOB".

Do you have a favorite saying that applies to your business? "It all begins with an idea".

What have been some of the challenges you've faced and how did you work them out? One of the biggest challenges I have faced with this business is economic fluctuations and being able to get through the down times. Helping us through those potentially difficult times has been our outstanding reputation of quality products and a staff that is always willing to go the extra mile for our clients.

What do you find most rewarding about this type of work? Knowing that people live, work and worship with pride in the structures that we have built.

What type of customers use your products / services? Everyday, mainstream people.