



**UPCOMING EVENTS**

**Oct. 16-19**  
**Urban Land Institute**  
**2012 Fall Meeting,**  
**Denver**  
 Urban Land Institute  
 Uli.org

**Oct. 17**  
**Construction Forecast**  
**Webinar**  
 NAHB  
 Nahb.org

**Oct. 18**  
**Industry Success**  
**Summit, Stamford,**  
**Conn.**  
 Kitchen & Bath Design  
 News, SEN Design  
 Group  
 ForResidentialPros.  
 com/10633336

**Oct. 24-26**  
**PremierDPH Annual**  
**Conference, Kissimmee,**  
**Fla.**  
 PremierDPH  
 Thebgs.com

**Nov. 14-16**  
**Greenbuild**  
**International**  
**Conference and Expo,**  
**San Francisco**  
 U.S. Green Building  
 Council  
 Greenbuildexpo.org

**Nov. 15**  
**Profiting by Design in**  
**the New Economy, San**  
**Diego**  
 Kitchen & Bath Design  
 News  
 ForResidentialPros.  
 com/10633404

**Jan. 22-24**  
**International Builders**  
**Show, Las Vegas**  
 National Association  
 of Home Builders  
 Buildersshow.com

**Jan. 27-30**  
**Gathering of Eagles**  
**2013, Snowbird, Utah**  
 Business Networks  
 Businessnetworks.com

**NAHB REMODELER OF THE MONTH**



**Tito Urias**

Urias Custom Remodeling, Tucson, Ariz.  
 Uriasremodeling.com  
 Founded: 1995  
 Number of Team Members: 5

**Q: When and how did you choose this career?**

**A:** In 1995, I formed Urias Drywall. My appreciation for the construction industry began as a child, having been raised in a family-owned drywall business. I took advantage of the craftsmanship I learned from my father, who built several homes for our family. The combination of my passion for construction, enjoyment of working with clients and their demand for larger remodeling projects encouraged me to expand my business to include all phases of remodeling. This gave birth to Urias Custom Remodeling.

**Q: Growing up, what did you want to be?**

**A:** I wanted to be an astronaut and design my own path to get there. Since I wasn't sure if that would be possible, I decided I wanted to design and build things. As a child, I used to take radios apart and put them back together using my father's tools. Also, I spent my childhood summers working with my father in his drywall business. I also enjoyed drawing, which interested me in the architectural field.

**Q: How has the remodeling profession changed since you've been involved?**

**A:** The remodeling profession has changed drastically by the use of the Internet and social media. Clients have access to information to help them educate themselves to better communicate their wants and needs. They also research the contractor's background and history to make sure the contractor they selected is qualified to meet their needs.

**Q: What is the best advice you received during your career?**

**A:** The best advice was the KISS principle: Keep It Simple, Stupid. I am grateful that I kept my company small enough to make it through the recession without having to make drastic changes, but to manage in a way to build the company stronger.

**Q: What does NAHB mean to you?**

**A:** NAHB is a great resource for the remodeling industry. It provides training, keeps contractors well

educated, offers marketing resources and lets contractors know how the industry is doing.

**Q: What have you done to grow the business during the current economy?**

**A:** I have diversified to include many levels of remodeling, offer clients more services and take on larger jobs than before. In addition, we offer incentives to existing clients for referrals. We also decreased our paper marketing and increased time devoted to online, blogs and social media.

**Q: What motivates you every day?**

**A:** God inspires me, and my family motivates me. I look forward to spending time with my four children and my wife, Jennifer, who is also involved in the business. I love helping and making people happy. It brings joy and satisfaction to see the smile on someone's face by turning their dreams into reality.

**Q: If a movie was made about your life, who would be cast as you?**

**A:** Jimmy Smits. He is always up for a challenge and can handle and overcome any situation patiently. Smits is bilingual and many respect him for his caring, and participation in community outreach.

**Community Giving**

- Sponsor and Organizer — First Annual Oro Valley Expo
- Casas Christian School Golf Tournament
- Muscular Dystrophy Association
- SAHBA Community Builder
- Oro Valley Fast Pitch Softball Sponsorship
- CDO Little League Sponsorship
- Casas Christian School Sponsorship
- Ironwood Ridge High School Sponsorship

**Awards**

- Best of the Northwest, 2012
- Southern Arizona Home Builders Association — Judges Choice Award, 2009, 2010 | **QR**