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Jennifer Urias

Women In Business

Jennifer Urias, who went to Canyon Del Oro High School and graduated from the University of Arizona, is now the vice president and co-owner of Oro Valley business Urias Custom Remodeling.

She said her unique business has been remodeling homes in Oro Valley, Tucson and SaddleBrooke, since 1995.

“Our mission is to exceed your remodeling needs and expectations with a serious focus on customer satisfaction and superb workmanship that you will recommend to family and friends,” she said.

Last month, Urias Custom Remodeling was voted Best of the Northwest 2012.

“Urias Custom Remodeling truly cares about its clients, their home and happiness. We want to build a relationship that will last for many years to come. Our customers become part of the Urias Family.”

Urias' path to become a business owner began when she was young helping her parents, Gary and Karen Graham in their underground construction company. There, at the age of 12, she learned how to do bookkeeping for the business. By 15 she worked two jobs while going to school.

After graduating high school and going to college, Urias continued working full time while getting her degree in Business with an emphasis in accounting.

From there, she married and had children and worked for Tucson Electric Power all the while running her business.

“While trying to balance home life, my career, self employment and (then) having my third child, my husband and I made the decision to manage our business on a full time basis in 2006. (Then) in 2008, my fourth child was born.” Urias said. “The flexibility to work and have a large family was an important factor.”

As a female entrepreneur, Urias faced many struggles, but the biggest challenge for her was wearing the different hats.

“You have to be a quick learner and excel in every aspect of your business and your personal life,” she said. “The goal to overcome this struggle is being able to find life's balance. I try to stay focused, positive and take care of myself by exercising regularly.”

She strongly recommends others who are trying to do the same thing to take time and enjoy their family and life.

Urias said female entrepreneurs are generally planners who look ahead to avoid problems with the economy, cost of doing business, cash flow, lack of customers and problems hiring qualified employees.

“We are handling this by keeping our name out in the community, branding and constantly marketing our business.”

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