

Pro4mance Contracting

The difference between empathy and sympathy is that in order to have empathy for someone you have to have experienced what they are experiencing. Maybe that is why Neal McClanahan of Pro4mance Contracting is so good at what he does. When homeowners who are experiencing a tragic loss at their home meet Neal, it is comforting to them to know that Neal has also experienced and felt the feelings and emotions they are dealing with.

It all started in the early 1990's when Neal started working for his uncle Warren, a builder in the southern Indiana area. The home they were framing was at that vulnerable point where anything could happen. While setting rafters a storm moved in very quickly, before everyone could take cover a lot of what they had done had blown over. As they checked each other they noticed their friend on the floor with piles of lumber on the top of his body.

The loss that day affected Neal to the point of escaping a bit from everyday life. Neal his wife and children moved to a primitive location in Crawford County. This home had no electricity or running water. The family learned to live and enjoy this "simple life". Looking back on this experience Neal feels it was good for

his children to grow up in this way. No electronic games or TV to turn their minds to mush. The children had to learn to explore and have fun the old fashioned way.

Construction was in Neal's blood, it had always been something he enjoyed doing and after a few years in Crawford County he had to get back in the business. Neal's Uncle Warren had taken a job as an estimating contractor in the Insurance restoration field and had asked Neal if he wanted to help restore fire and water damaged homes. Neal was ready to go and quickly excelled in an industry where he could use his skills.

All was well until March of 2005 when Neal's own home was damaged by fire. Neal still feels the pain as he thinks about the family keepsakes that were lost in the fire. Neal knows what it is like to come home to devastation and to long for the good times had in the family's abode. Neal relives the emotions of that day every time he is called out to look at a burned out and damaged home.

In John Maxwell's "Law of the Niche" people will never really fulfill their greatest potential until they are working within the "niche" that best suits them. Neal feels that he is in the groove, working and consulting people about the



Bender Lumber Customer Sales Rep, Jim Speer and Neal McClanahan of Pro4mance Contracting.

rebuilding of their home. Neal knows the lost home was more than a house and the memories can never be replaced.

Neal's boss, the owner of *Pro4mance*, Phil Jones has the same demeanor as Neal. The primary objective of the company is to create a new home where new memories can be started and the client is satisfied to the fullest. "Satisfaction First" is the unofficial motto of *Pro4mance* a full service fire, water and general contractor.

The same commitments made to the homeowner by *Pro4mance* are made to the contractor by Bender Lumber. Many of our associates are former contractors themselves. They have experienced and overcome the obstacles that the contractor is facing. We know what it is like to buy from an unreli-

able supplier. That's why Contractors are a priority at Bender Lumber. Neal knows we are customer service oriented, he likes going into our Madison Indiana store where everyone knows him by name.

Neal says, "My contractor sales rep, Jim Speer, has become a part of my business. 80% of everything I buy is from Bender Lumber. Jim and Bender Lumber deliver when it comes to service and quality. It's great to know there is a company we can trust and respect."

Bender Lumber Company would like to thank Neal and *Pro4mance* for all they do in the Madison community and surrounding areas. Thank you for letting us serve you, and know that as *Pro4mance* continues to grow and expand in areas we can serve; we will be there to help you keep your commitments.