

MEMBER SPOTLIGHT

Capital Region Builders Association (CRBA)



CRAIG ALLEN TOUPS | 2018 CRBA President

Tell us about yourself.

I am a life long resident of Baton Rouge, Owner of Craig Allen Homes, LLC (home builder and developer) and Co-founder of Britesite, LLC (Safe Roof and Exterior Cleaning).

What company do you currently work for and what is your position?

I started Craig Allen Homes in 2007 building spec homes, then started custom homes during the recession, eventually developing Rose Park, an infill subdivision off Old Bluebonnet. I am currently designing a 29 acre development right now. I also co-founded Britesite in 2017 as a company that protects people's investments in their home by extending the life of the roof.

What is your educational background?

B.S. in Civil Engineering from Louisiana State University.

What accomplishments in your professional career are you most proud of?

I am proud of serving the association over several years by assisting with the Building and Remodeling Show, Parade of Homes and leadership positions starting from the Board of Directors to now serving as President. Also, I am currently serving as a Director on the boards of the Louisiana Home Builders Association and the National Association of Home Builders.

What makes your company or you as a professional unique?

With the engineering background, and a passion for good design, I can help customers navigate the many and sometimes overwhelming decisions that come during the home building process.

MEMBER SPOTLIGHT

Capital Region Builders Association (CRBA)

What makes CRBA important to you?

CRBA is important one, for the work it does in protecting and advocating for our industry with government officials. Two, because it is important to support and learn from other people in the business, both other builders and associate members.

How has CRBA aided in the way you do business? In other words, what have you gained since becoming a member (or more accurately, the president)?

Being involved with CRBA in various leadership positions, and now being the president, offered me the opportunity and challenge to develop skills that are vital to any business. Having to speak in front of small or large groups and working to build support among committee members are things that being a small business owner I never had the opportunity to do and was not very good at doing. Perhaps, it has not so much changed how I do business but it has helped in how I deal with people, which of course, is a part of everything you do in business. Getting to interact with all types of personalities, you learn how each person needs different approaches to be persuaded or motivated.

While being a member, what has been one thing you have learned and been able to apply to your job?

It has reinforced that marketing matters. It doesn't matter if you have a great product or service if no one knows about it. Seeing the effort needed to market CRBA has persuaded me to look at increasing the marketing efforts of my own business.