

# MEMBER SPOTLIGHT

Capital Region Builders Association (CRBA)

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## **BRIAN JORDAN | CRBA Remodeler**

*BritesitE, LLC.*

### **What company do you work for and what is your job description?**

I am the the Co-Founder of BritesitE, LLC.

### **How long have you been a CRBA member and why did you choose to join?**

I have been an Affiliate Member for 1.5 years through Home Bank, plus four months as an owner of BritesitE. While originally having joined through Home Bank as a Mortgage Banker, CRBA was a natural fit. The organization enabled Home Bank to introduce its most versatile mortgage products beneficial to builders, remodelers and customers. After a year and a half of membership and serving on the Membership Committee, CRBA was the first organization we wanted to be a part of when we formed BritesitE, LLC.

### **What makes CRBA important to you?**

CRBA represents the positive side of the building/construction industry within our community. It's a quality organization, made up of many good people of integrity and traditional values. As a business owner within the residential and commercial contracting sector, it's important that we align with those whose values we share while also helping them to be successful.

### **How has CRBA aided in the way you do business?**

Having recently joined, it's our hope that we will develop a win-win relationship. Being a part of CRBA's 1,000+ membership, BritesitE looks to increase public awareness of our unique, innovative service benefiting the majority of the residential and commercial properties throughout the Baton Rouge area. In turn, BritesitE looks to team with CRBA to advance its growth and prominence within the community.

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## **Why do you believe it is important for other businesses to join CRBA?**

CRBA provides a positive and valuable atmosphere for its members to support and learn from one another. The atmosphere makes it possible to network and stay on top of the latest trends and governmental issues affecting our local building industry.

## **What is your most notable memory while being involved with CRBA?**

Meeting so many good people throughout the organization.

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

CRBA consists of more than building and remodeling contractors. Its many affiliate members provides valuable networking and positive relationship building opportunities.

## **What has your CRBA membership meant to you both personally and professionally?**

Personally, CRBA has given me an opportunity to meet many others within our local industry and to make a number of good friends, such as Craig Toups. We met while serving on a CRBA committee in 2016 and became friends and eventually formed BritesitE together.

## **What would you recommend to a new CRBA member to make the most of their membership?**

Participate. Attend functions and volunteer to serve on one or more committees. Getting to know fellow members can open doors to future opportunities. One's participation also lends valuable support to the organization.

## **How have you been able to impact the community being a CRBA member?**

We're looking forward to making a very positive impact for both BritesitE and CRBA.

## **What is your favorite tip for someone working in the same industry?**

Consider joining CRBA. It can provide many benefits to you, your business and the industry.

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## Have you received any awards or recognition? Tell us about it!

Successfully launched Home Bank into being chosen as one of Baton Rouge Business Report's "Best Places to Work" for 2016. I was nominated as a candidate for Baton Rouge Board of Realtors' "2017 Affiliate of the Year" Award. Aside from work, I am the 5-Time Louisiana/Mississippi State Track Racing Champion. I've also received over 40 first place track racing titles.

## What are your hobbies outside of work?

Spending time with my wife, Jennifer and Westie (CC). I also enjoy going to our church, cycling, gym training, reading business and marketing publications and doing many other things.

## What motivates you?

BritesitE and seeing the smiles on our customers' faces when we've made their properties look bright and new again.

## What is a typical day like for you?

None are typical. Each day presents multiple opportunities.

## What are three things on your bucket list?

Making BritesitE a household brand, attending the Tour de France and visiting Scotland.

## Where are you originally from?

Baton Rouge, LA.

