



## Builder Profile: Heath Clark of Bill Clark Homes

**B**ill Clark Homes got its start over 30 years ago in Greenville, N.C. The company is still going strong today, consistently ranking among the Top 100 builders in the nation. In the most recent Top 100 list, they were one of only four North Carolina-based companies on the list and the only one based in eastern North Carolina.

While the headquarters are located in Greenville, Bill Clark homes builds throughout eastern North Carolina including Raleigh, Jacksonville, Wilmington, Fayetteville and New Bern, and also in Myrtle Beach, S.C.

Throughout its three-plus decades in existence, the company has remained a family-owned and operated business. Each of Bill Clark's three sons is involved in the business.

The Wilmington office, which is the largest volume producing office within the company and the largest builder in New Hanover County, is run by son Heath. After graduating from East Carolina University in 1995, he went straight to work for his father's company.

Fifteen years later, Clark is faced with the biggest challenge of his career: the lack of available credit to builders and developers. Clark says the severe credit crisis, coupled with strict government regulations, makes the home building industry a tough business to be in right now, but he knows that Bill Clark Homes will remain a family business and ride the economic crisis by staying true to the values they've held for more than 30 years.

According to Clark, one of the main things that separates Bill Clark Homes from other home builders is their ability to communicate with the buyer quickly. They have many house plans of their own that can be customized to the customer's desires by their in-house design team. With more than 100 employees, they're able to get the plans drawn up, priced out and to the buyer in a very short amount of time.

"We've got the knowledge and talent level to do it all here at Bill Clark Homes and that's a huge benefit to us," says Clark.

One of the most-discussed topics in home building—green building and energy efficiency—is something that Clark hasn't seen take hold in his area.

"I haven't seen a big green push in my price range," Clark said. "There will be a point where green will be the standard. We're not quite there yet, but it will be soon."

Clark says his company is ready with the knowledge and tools when customers start asking for green features. He is working toward his Certified Green Professional designation with NAHB, and most Bill Clark inventory homes are ENERGY STAR® certified. They also work with Progress Energy through their Home Advantage Program.

### HBA Involvement

Heath Clark is an active member of the Wilmington-Cape Fear HBA, where he serves on the board of directors. HBA membership and involvement in the association is something he would encourage of everyone in the industry. "Past and future leaders of this industry are all members of the HBA," he said. "I don't see how anyone in the home building industry could not join their local HBA."

Clark is also on the board of the Business Alliance for a Sound Economy (BASE), which is the governmental affairs arm of the WCFHBA. Governmental affairs is an area Clark is passionate about, knowing that it is one of the largest factors affecting his business and other builders.

"We all have the same fight: new regulations to hinder our growth," Clark said. "It's simple to build a house, but very difficult to run a business when you are dealing with government regulations, environmental regulations and banks. It's hard to stay focused on your customer."

Clark is thankful for both organizations that keep him and other builders well-informed and ahead of what's happening in the industry. 🏠