



# Hometown Custom Home Builder

## BODINE-ASHNER BUILDERS LEGACY

SPONSORED CONTENT

Coming from a Realtor background in the mid 1950's, a suit and tie was Leo Ashner's everyday attire. As he worked with the builders of the day, he saw them wearing khaki pants and desert boots, and he thought to himself those guys look really comfortable. The appreciation for what the builders were doing and how they were doing it, led to Leo and his boyhood friend, Virgil Bodine to take the leap to build their first home. They became home builders in 1957, and formed Bodine-Ashner Builders. That partnership lasted until 1979, when Leo became the sole owner. Since the humble beginnings, the company has built several hundreds of projects earning multiple awards for their residential homes, shared son Chris Ashner, now president of the company. Bodine-Ashner Builders is a custom residential builder serving the Leawood, Lenexa, Olathe, Overland Park, Prairie Village, Shawnee and Shawnee Mission areas of Johnson County.

Chris joined the family business in 1992 when he came back to Kansas City after attending the University of Kansas and spending two years in Aspen, Colorado. "I was always around the homebuilding industry growing up," shared Chris. "I used to follow Dad around picking up lumber, electrical box slugs and discarded wires as a little kid thinking I found treasure. Later on I was able to help clean up jobsites and work on other things around the homes. I remember watching workers like framers, plumbers and

electricians using their different trade skills. I think I must have picked something up watching them." Considering himself a "Boutique Builder" and "Kansas City's Hometown Builder," Chris enjoys meeting with homeowners, listening to their needs and giving them his personal touch. "I'm happiest when I can get into a space and come up with a great solution to satisfy everybody's desires. I like to design and draw things out and create something unique." Chris says he's purposely doing fewer homes these days so he can oversee all aspects of the project. "Customers know when they are getting that personal touch. We seem to attract families with kids and that's really our demographic." Homeowners deal directly with Chris and he's 100% hands on with the tradesmen who are building his homes. "Construction is complicated and I want to be there every step of the way," stated Chris. The philosophy is to deliver impeccable customer service so that he can pour himself into the project creatively and give more time to his customers. The process is smoother and every home



ends up being one-of-a-kind.

Customers appreciate Chris being a "Boutique Builder." A "boutique" is, by definition, "a small company that offers highly specialized services or products." Like a boutique investment bank or law firm, a boutique luxury builder serves the specific and unique needs of a discerning clientele.



Being a boutique builder, Bodine-Ashner Builders Legacy focuses on constructing only a handful of custom homes and remodels at a time, thereby providing a higher standard of customer service to its clients. Unlike other builders that may have complex organization structures, with much of the day-to-day supervision delegated to project managers and site supervisors, Chris has a profound commitment to personalized service and time for every client, as exceeding the client's expectations is of utmost importance.

Getting influences for home design from many places, Chris's inspiration could come from the Coliseums in Rome to the Empire State Building in New York City. It's not uncommon to find classic, older details incorporated into his new home builds. "Years ago, you could go find old architectural pieces at various places pretty readily. Today it's really expensive and it is becoming harder and harder to find something that I like. Now we're designing and building our own pieces like newel posts and mantles that look like reclaimed items to emulate what you would see in old homes. We have craftsmen that finish and antique pieces to look like they could have been built a century ago," shared Chris.



Chris's favorite project is whatever he's working on right now. "People, families and lifestyles evolve. So, whatever I used to build I wouldn't necessarily build today because it may not be appropriate for today's lifestyles or sensibilities." He concentrates on being creative and innovative. "I try to innovate, but not necessarily reinvent the wheel."

Now, the next generation is starting to get involved in the business. "Yes, my kids come to work with me and they actually help shape what I do architecturally," Chris shared. "In fact, I was working on a home recently where I had a bonus room and the kids and their friends with them thought it should be a hidden playroom." They suggested "It would be so awesome if there could be a big screen TV over here and seating over there," so that is exactly what Chris did and the homeowners loved it. "Our target is families with kids. That is our House Style," smiled Chris.

Chris Ashner is blazing new trails in design, personalization and possibilities so he can build homes that reflect the unique people who live in them. The result is a homebuilding experience that is more personal, more collaborative, and more empowering than what homebuyers ever could have imagined. Through every step of the process, he works directly with everyone involved – ensuring that every detail is carefully planned and constructed in a clean, efficient, beautiful and cost efficient manner. ■



FOR MORE INFORMATION  
913.696.0050 | 913.219.7423  
BodineAshnerLegacy.com