

Benny Clark elected a senior life director of NAHB

Charles “Benny” Clark was elected a senior life director of the National Association of Home Builders at the association’s International Builders’ Show board of directors meeting in March. Bob Jones, NAHB vice president and secretary, thanked Clark for his loyalty to NAHB and his 20 years of service as an NAHB director.

“I know the commitment it requires to attain and participate at NAHB board meetings for the 10 years required to achieve the life director status,” said Jones. “Then to attain senior life status through an additional 10 consecutive years of service is a great testimony to your dedication to NAHB and the building industry.”

As a senior life director, Clark has attained a permanent seat on the NAHB board with no continuing attendance requirement.

Clark is a custom builder and developer from Owensboro. He is president of Homes by Benny Clark and has served two terms as president of the Owensboro HBA, from 1982 to 1983. Clark was president of HBAK in 1994.

Clark was named HBAK Builder of the Year in 1997, and HBAK members inducted him into the Housing Hall of Fame in 2006.

When Clark started his business 20 years ago, he had just \$500 in his checking account and a pickup truck. He remembers his first job:

“We took an old tobacco barn and converted it into a custom home,” said Clark. “It was an incredible learning experience, but we did it, and today it is still a great home.”

Homes by Benny Clark has built homes in many Owensboro neighborhoods through the years, including Tanglewood Park, Lake Forest, Stonegate Estates, Fox Chase, the Oaks, Alexandria, the award-winning Sycamore Square and the Sanctuary community in the Summit. The company has become specialists in the complete neighborhood experience, from basic land plan to finished homes.

Clark said his company’s business centers on meeting the needs and wants of his customers. The company conducts a team meeting with each customer to verify construction details and specifications. Attention to detail and open communication with customers prevent many potential problems. An orientation for each new homeowner is conducted four to five days before closing to educate the homeowner on the care and maintenance of the new home, and how to operate it for maximum

comfort and convenience.

Focus groups with Realtors, neighbors and community leaders help the builder deliver homes that people can afford and enjoy. Homes by Benny Clark floor plans have been tested and scrutinized before being offered to a customer. The company also has an in-house architect who works with customers to achieve the homes of their dreams.

The company has faced two monumental challenges in two of its recent development projects. Sycamore Square, a \$4 million condo community in a blighted area of downtown Owensboro, started with the purchase of many downtown parcels of property in substantial depreciation. The process was slow in the beginning, but the neighborhood now offers a maintenance-free lifestyle and is a new tax base for Owensboro.

Sycamore Square serves as a beacon for those who want or dream of improving the quality of life in downtown Owensboro, and the company continues to look for opportunities and areas of development there.

The second challenge was upon entering the Summit, a new golf-course community developed by a local entrepreneur. Raw farmland was developed into palatial lakes



Benny Clark

and fairways that were to be the backdrop for future home sites. Community comments such as “too far out,” “it’ll never make it,” “no new schools” and “no sewer” along with rural two-lane roads were obstacles the company had to overcome.

Six years later, approximately \$20 million worth of housing is inhabited by people who transferred into the Owensboro community. Those new residents are an asset for the county tax base, utilities and numerous businesses in the area.