

Complete Expressions Wood Works – *the Rest of the Story!*



Steve's mom showed him a picture of a bench and asked him if he'd make one for her. Of course, he said "yes". Who can say "no" to Mom? She loved the bench he made and took it to work to show it off which resulted in orders for 17 more benches (without talking to Steve first)!

"I love doing this – it's not work when you love what you do", Steve said. He enjoys the challenges of determining the calculations needed to create his unique products.

Aside from the ever-increasing cost of materials, Steve faces the challenge of the time that is needed to create a high-quality product. He takes the extra steps (and time) needed to make the item special for each customer. He gets to know his customers by listening to them. He gets the client's story which allows him to make the product extra special. An example is a Ford bench he made. The Ford portion was a part of the customer's own truck. When he refurbishes antiques, he takes them back to their original state.

Steve has well over 1,000 satisfied customers. The majority of his marketing is word-of-mouth along with his website (www.completeexpressionswoodworks.com), Facebook Page, and truck decals.

Steve's business reach includes the Willard area including Holiday Lakes, Lake Erie communities, Arizona, Florida, Michigan, and Indiana.



Some of Steve's work!