

Cabarrus

BUSINESS



THE BUSINESS OF REAL ESTATE

Keep On Keeping On – Business is Building | The Drought – A Dry Spell for Business? | Builders Seeing Green – Earth-friendly Projects on the Rise | Vintage Motor Club at Gibson Mill | Executive Living: The Enclave at Timber Ridge and Langtree at the Lake

*Jason and David Benham,
owners of The Benham Real Estate Group*

Cabarrus Business magazine is sent directly to the desks of Cabarrus County decision makers, managers and executives, entrepreneurs and community influentials. This affluent audience is shaping the future of Cabarrus County – one of the fastest growing counties in North Carolina.

Stay in touch with Cabarrus County. Visit us online for current news items and press releases, as well as back issues, community information, advertising rates and more.

.....
www.cabarrusmagazine.com
.....

Cabarrus BUSINESS

.....
JUNE/JULY '08
VOLUME 8
ISSUE 3
.....

President
Mike Minter

Publisher/Managing Editor
Jason Huddle

Advertising
Lisa Green
Kara Price

Contributing Writers
Kimberly Alston
Larry Chesney
William L. Ellison Jr.
Joanne Gonnerman
Gail Martin
LaTonya Mason
Natasha A. Suber
Lori K. Tate
Earnest Winston
Michelle A. Ziner

Art Direction
Kim Cassell

Initial Creative Development/Design
Barnhardt, Day & Hines

Contributing Photographers
Scott Cassell
Walt Daniels
Ron Deshaies
Moyé
Scott Stiles

Cabarrus Business magazine is published by:
Comfort Publishing Inc.
9450 Moss Plantation Ave. NW
Concord, NC 28027

For editorial inquiries, call 704.782.2353.
For advertising inquiries, call Lisa Green at
704.236.7438 or Kara Price at 704.608.4947.

Fax subscription inquiries to 704.782.2393.
E-mail them to khuddle@cabarrusmagazine.com.

Visit us at www.cabarrusmagazine.com.

All rights reserved. ©2008, Comfort Publishing Inc., 9450 Moss Plantation Ave. NW, Concord, NC 28027. Reproduction, in whole or in part, without permission is prohibited. Products named in these pages are trademarks of their respective companies. The opinions expressed herein are not necessarily those of Cabarrus Business magazine or Comfort Publishing Inc.

FROM THE BOARDROOM

I first approached the Benham brothers about being the cover story of our real estate issue at the Cabarrus Regional Chamber's Annual Meeting where they had just been named the Chamber's "Small Business of the Year."



Following that event, The Benham Real Estate Group was nominated for the same award from the National Chamber of Commerce. This is no easy accomplishment, especially for two brothers who took their initial swing at entrepreneurship knowing very little about real estate. These guys were baseball players. Good ones. But they took a major league risk and chose another path.

Ralph Waldo Emerson said, "Do not go where the path may lead, go instead where there is no path and leave a trail."

It couldn't have been an easy decision to leave baseball behind. I'm sure many questioned their choices. But these two young men were determined to make it in real estate and I doubt many question their decision now. Their success has not only changed the lives of the people they serve in real estate, but it has enabled the brothers to give back to the community in very meaningful ways.

Real estate itself is all about taking risks now more than ever.

I hope that this issue of *Cabarrus Business Magazine* inspires readers with stories of real challenges and successful risks. During economic times like these, it may feel safer to sit on our hands and wait. However, the great thing is that life, business and real estate continue to grow stronger in Cabarrus County. If you have a dream, don't wait. Your next move could be a home run.

Sincerely,

Mike Minter
President, Mike Minter Enterprises

The Benham Brothers: Pro Baseball Players Hit a Double Home Run in Real Estate

The combination of skill, timing, athleticism and strategy that once benefited them on the baseball field catapulted them to the top of the real estate market.

BY LATONYA MASON

Who wouldn't have thought that identical twins David and Jason Benham were crazy for walking away from professional baseball careers when they were only 26 years old? And, if that wasn't certifiable insanity, then making a move into real estate – a field they knew nothing about – certainly seemed so. But the brothers, who have had the last laugh, have laughed all the way to the bank.

With little consideration, baseball and real estate would seem to be on two opposite ends of the career spectrum. But not to the Benham brothers, who knew that their ability to succeed in the latter would require good pitches, hard hitting and a lot of coaching. The combination of skill, timing, athleticism and strategy that once benefited them on the baseball field catapulted them to the top of the real estate market. For the Benhams, real estate was another ballgame to be played.

“Our baseball careers were excellent preparers for what we [would] encounter in the business world,” David said. “[As] we were never trained to be baseball players, we weren't trained as businessmen either. But our father trained us to be faithful in little things, knowing that one day we'd be trusted with much. So, when we practiced baseball, we were faithful and we never cut corners. We are just as disciplined when it comes to real estate.”

David and Jason were introduced to real estate when they were students at Liberty University. The late David Drye had invited them to speak to his employees at the David Drye Company and to his students at Covenant Classical School. Drye was so impressed with the young men that he tried to persuade them to come to Concord. But the brothers were busy preparing for the Major League draft. And Concord, North Carolina, was the last place they pictured themselves settling. The Benhams envisioned having long baseball careers and retiring in their hometown – Garland, Texas. It ►



David and Jason Benham successfully made a leap of faith from professional baseball to real estate.

“We focus on people before money. Touching a life is more important than growing a business. This commitment has naturally allowed us to grow this business beyond what we could’ve imagined.”

-David Benham
Co-owner, The Benham Real Estate Group

looked like their plans had come together when, after they graduated from Liberty University in 1998, they were both drafted by Major League Baseball. Jason played in the Baltimore Orioles organization, and David played in both the Boston Red Sox and St. Louis Cardinals organizations. However, the plans soon changed. David Drye died in 1999 and the brothers retired from baseball in 2001. Jason was

the first to make Concord his home when Eddie Littlefield, son-in-law to David Drye and now the CEO of the David Drye Company, appointed him as the head of their Ministry/Giving Department. Although Jason had the opportunity to continue his career in professional baseball, he turned down the contract the St. Louis Cardinals presented to him, and chose to retire early. Later that year, David retired to work with Jason and, after 10

months at the David Drye Company, they left to pursue their own real estate careers. Being entrepreneurs did not come easily. “We recognized early that we were not gifted realtors. But we were much more inclined to own and run a business rather than sell real estate,” David said. Jason added, “We started our real estate careers under the guiding eye of one of Cabarrus County’s greatest business leaders, Allen Craven. He took us under his wing and gave us a chance to succeed in this industry. He taught us so much about how to operate a business successfully, so, when it was time for us to give way to entrepreneurial longings and start our own firm, he gave us his blessing.” Moreover, entrepreneurship had skipped a generation in the Benham family. The twins are second generational entrepreneurs – their grandfather was a wealthy saloon owner in Syracuse, NY. Another calling that skipped a generation was that of preaching. David and Jason’s great-grandfather was a clergyman and so was their father. True to their lineage, both brothers are preachers. They enjoy speaking to churches and youth groups and are currently serving as chaplains for

David and Jason Benham were the recipients of the Cabarrus Chamber’s 2007 Small Business of the Year award. They are flanked by John Cox, CEO of the Chamber (left), and last year’s award runner-up, Kevin Crutchfield, owner of Casco Signs in Kannapolis.





NATIONAL STRENGTH, LOCAL COMMITMENT®

NO ONE KNOWS CURB APPEAL LIKE WE DO.

U.S. LAWNS.

To find out how you can increase your curb appeal, contact:
U.S. Lawns
William and Sheila Atwell
1235 Mooresville Rd
Kannapolis, NC 28081
Office: 704-932-3348
Fax: 704-932-3424
William.Atwell@uslawns.net

Curb appeal is its own best advertisement.
There's no hiding an uncared for landscape, people notice. A well-cared for landscape can be the mark of success — and we can help you achieve that success.

U. S. Lawns is the leader in the commercial lawn maintenance industry.
Our four ideals, **Trust, Quality, Service and Value**, along with a “**No Job Is Too Big or Too Small**” philosophy, make U. S. Lawns a “cut above” the rest.

We Proudly Sponsor



Confidence.



“YMCA swimming builds my son’s confidence with every lap.”
Margaret, mom

Register now for Swimming Lessons and 2008-2009 Afterschool.

Corporate Office Post Office Box 46 Kannapolis, NC 28082 704.939.9622	Kannapolis Branch 101 YMCA Drive Kannapolis, NC 28081 704.939.9622
West Cabarrus Branch 5325 Langford Avenue Concord, NC 28027 704.795.9622	Harrisburg Branch 4100 Main Street, Suite 200 Harrisburg, NC 28075 704.454.7800

JOIN the next EVOLUTION
...THE 100 YEAR Y MOVEMENT

Cannon Memorial YMCA
KANNAPOLIS • WEST CABARRUS • HARRISBURG
www.CannonYMCA.org

Financial Assistance Available

the Kannapolis Intimidators and the Charlotte Knights. The Benham brothers have learned to watch what they pray for. When they first started in real estate, they prayed to be blessed with a niche in the market, and waited for an opportunity in foreclosures. A few months later, they received their first three listings. “They were horrific little houses and weren’t much more than \$30,000 each, but we didn’t care. We were thrilled to have the opportunity,” David said. Realizing that the houses had to be maintained, cleaned and painted, they purchased their own supplies, mowed

lawns, painted walls, stained doors and cleaned out the houses themselves. Maintaining the homes instead of paying others to do it enabled them to acquire more listings. Within six months, their inventory grew to 40 properties and they opened The Benham Real Estate Group. The brothers have grown a three-house venture into an award-winning small business with 15 offices across the nation. The Benham Real Estate Group is one of the leading foreclosure real estate brokerage firms in the country, as it provides banks and asset management companies outsourcing opportunities to liquidate their foreclosed properties on

the retail market. The company is also a full-service real estate agency for both buyers and sellers. Carving out a niche in an ever-changing market proved to be a clever move for the brothers. Another thing that works in the Benhams’ favor is that of being twins. While many business owners wish that they could be cloned, David and Jason reap the rewards of teamwork. “One Clydesdale horse can pull up to 10 tons of freight, yet two of them can pull up to 80 tons,” David said, referring to the advantage of working alongside his brother. “The definition of TEAM is Together Everyone Accomplishes More, ►



The Benhams share their success with several nonprofits, like Wings of Eagles Ranch, a therapeutic horseback riding facility for special-needs children.

several areas, including financial performance and business history, staff training and motivation, community involvement, customer service and business planning. Winning the national blue ribbon award puts the Benhams a step closer to winning the biggest prize – one of seven U.S. Chamber Small Business of the Year awards.

The brothers are excited and hopeful about receiving the big prize, but, in their minds, giving is always better than receiving. David and Jason are known to give their time and money to churches as well as charitable organizations. One example is Wings of Eagles, a therapeutic horseback riding program for special-needs children.

“Like our company, Wings of Eagles does not spend much time or money on advertising; rather, they focus solely on the children and meeting their physical and emotional needs. It’s a touching experience to see the children riding and all the love they receive from the ranch volunteers,” David said. His six-year-old son, Ty, has been a Wings of Eagles rider for the past three years.

The staff at Wings loves Ty and his family just as much. “David Benham ►

SERVING CABARRUS COUNTY SINCE 1976

The Mynatt Tradition

BY DEFINITION, IT MEANS PARTNERSHIP.
IT MEANS QUALITY, DEPENDABLE
CUSTOMER SERVICE LONG AFTER
THE SALE.

BEN MYNATT COMMERCIAL & FLEET SALES
IS BACK TO EARN YOUR BUSINESS.
CALL OR COME BY TO SEE OUR
ON-SITE INVENTORY, TODAY!

Chrysler • Cadillac • Pontiac • Buick • GMC • Nissan

281 Concord Parkway S.
Concord, NC 28025
704-786-2151
www.benmynatt.com

and we have seen the truth of this definition.”

David also mentioned that being twin realtors helped them to be easily remembered by their clients. The only disadvantage, he joked, was that the brothers had to split their profits in half.

In five years, The Benham Real Estate Group has managed and sold 2,000-plus foreclosed properties in North and South Carolina for more than 115 different clients. The company specializes in property valuation, contract negotiation, repair and improvement management, closing and settlement management, and property preservation, to name a few. The Benham Real Estate Group is an approved broker for several lenders, including HUD, VA, Fannie Mae, Countrywide, Coldwell Banker and BB&T.

After winning the 2007 “Small Business of the Year” Award from the Cabarrus Regional Chamber of Commerce, The Benham Real Estate Group won a U.S. Chamber of Commerce Blue Ribbon Small Business Award. Out of nearly 100,000 applications, the U.S. Chamber honored 25 companies across the country that exemplified dedication to excellence in

Mary Kelnhofer
(704) 794-9777
470 Church Street
Concord
MaryKelnhofer@allstate.com

© 2007 Allstate Insurance Company allstate.com



The Intimidation Has Begun!

JUNE

- 6/2 Gem Theatre Movie Ticket Giveaway (1st 500 Fans)
- 6/3 Education Day #3: 10:05am/Avante at Concord Senior Club
- 6/5 *Thirsty Thursday/Motorsports Mania
- 6/6 Post-game Fireworks & Seat Cushion Giveaway (1st 1,000 Fans) courtesy of CMC-NorthEast/Girl Scout Sleepover/Cabarrus County Gymnastics Exhibition/JDRF Recognition Night
- 6/12 *Thirsty Thursday/Country Night sponsored by WSOC 103.7/ Cornhole Tournament/NC Education Lottery Night
- 6/13 NASCAR SpeedPark Night w/Baseball Giveaway (1st 100 Fans) /Radio Disney Party at the Ballpark/Cooperative Christian Ministries Summer of Giving Food Drive/CCVB Hospitality Night
- 6/14 Post-game Fireworks courtesy of the Fairfield Inn/Child Safety Night presented by Windstream/Win Chick-Fil-A For A Year Night/Harrisburg Night/Boy Scout Night/Habitat for Humanity Volunteer Appreciation Night
- 6/15 Father's Day Car Show sponsored by Carolina AMC & Prize Extravaganza/Pre-game catch on the field sponsored by Spike TV
- 6/19 *Thirsty Thursday/Hawaiian Night
- 6/20 Post-game Fireworks/Dairy Night sponsored by SUDIA & Rowan County Holtsein Club/Farmer's Night/NASCAR SpeedPark Night w/Baseball Giveaway (1st 100 Fans)/YMCA Tee-Ball Night
- 6/21 Jersey Off Our Back Night & Silent Auction to benefit the Susan G. Komen Foundation & T-shirt Giveaway (1st 1,000 Fans) sponsored by Rowan Regional Medical Center/City of Salisbury Night/Baseball Card Show/Red Cross Blood Drive
- 6/22 Family Fun Day/Photo Day courtesy of Kannapolis Parks & Rec
- 6/23 Camp Day: 11:05am
- 6/26 Team USA vs. Chinese Taipei/*Thirsty Thursday
- 6/30 Kids Eat Free sponsored by the Cabarrus Creamery



JULY

- 7/1 Two-For-Tuesday/Baseball Bingo/Avante at Concord Senior Night
- 7/3 Post-game Fireworks sponsored by the Cabarrus Creamery/*Thirsty Thursday/4th of July Kick-off/Cooperative Christian Ministries Summer of Giving Food Drive
- 7/4 Independence Day Post-game Fireworks sponsored by the City of Kannapolis
- 7/5 Independence Day Weekend Post-game Fireworks Extravaganza/2007 NL MVP Jimmy Rollins Bobblehead Giveaway (1st 1,000 Fans) sponsored by Concord Mills
- 7/17 *Thirsty Thursday/Wear Your Favorite Jersey Night/Official Guys Night Out
- 7/18 Topps Baseball Card Giveaway & Post-game Scramble/ NASCAR SpeedPark Night w/Baseball Giveaway (1st 100 Fans)/YMCA Night/Cooperative Christian Ministries Summer of Giving Food Drive/Wet N' Wild Night presented by Blue Baboons
- 7/19 Post-game Fireworks Show sponsored by First Bank/Going Green Night presented by Cabarrus Business Magazine/ Cabarrus County Library Summer Reading Program Night/ City of Concord Night/Great Clips Night/Sports Memorabilia Silent Auction to benefit the Victory Junction Gang/600 Festival Night
- 7/20 Family Fun Day/Super Series Opening Ceremonies
- 7/21 \$.50 Hot Dog Night presented by Nathan's Famous
- 7/22 Two-For-Tuesday/Baseball Bingo/Mooresville-S. Iredell Chamber Night/Avante at Concord Senior Club/600 Festival Night
- 7/23 Camp Day- 11:05 AM

Fieldcrest Cannon Stadium (Exit 63 off I-85)

Kannapolis Intimidators

Class 'A' Affiliate — Chicago White Sox
South Atlantic League



(704) 932-FANS (3267)

www.intimidatorsbaseball.com

200 MPH... OR YOU SET THE PACE



Cabarrus County has the perfect place and pace for your event.

UNIQUE VENUES
Ranging from elegant to rustic, sleek to industrial
Overlooking the golf course, racetrack or countryside

ACCOMMODATIONS
2,000 quality hotel rooms
Every style, price, taste and amenity



704-260-8116
www.VisitCabarrus.com

Excellence in Advanced Family, Restorative and Cosmetic Dentistry

ACTUAL PATIENTS



We specialize in giving you more to smile about!



DR. BRYAN PERSINGER

STATE-OF-THE-ART COSMETIC AND RESTORATIVE TECHNIQUES
ZOOM ADVANCED POWER WHITENING
SMILE MAKEOVERS – ASK TO SEE OUR MAKEOVER PHOTOS!
PERSONALIZED TREATMENT PLANS – FLEXIBLE PAYMENT OPTIONS
GENTLE, QUALITY CARE FOR THE ENTIRE FAMILY

NEW PATIENTS WELCOME – CALL US TODAY!



BRYAN PERSINGER DDS
BEAUTIFUL SMILES • ENDLESS POSSIBILITIES

VISIT OUR NEW LOCATION AT
1020 LEE-ANN DRIVE NE, CONCORD
704.795.1055
VIEW US ONLINE AT WWW.PERSINGERDDS.COM

and his family have been involved with Wings of Eagles Ranch for the past five years,” Christine Cronin, executive director at Wings, said. “He is one of our biggest cheerleaders. Within the community he’s very vocal about our program and is always willing to share the positive impact that Wings of Eagles Ranch has had on his family. David and his family are truly generous-hearted people and we’re blessed to know them.”

Giving their time is just as important to the brothers as writing out checks. David and Jason serve on the board of directors for F.I.R.E. Church of Concord & Hineni International, and the Coalition of Conscience. They are pro-bono business coaches for small start-up business owners in Charlotte Metro, and they provide pro-bono strategic organizational evaluation for nonprofits that want direction on how to operate and grow more efficiently. They have conducted baseball clinics for the City of Concord Recreational League and they are on the leadership team for the Central Carolina Association of Realtors.

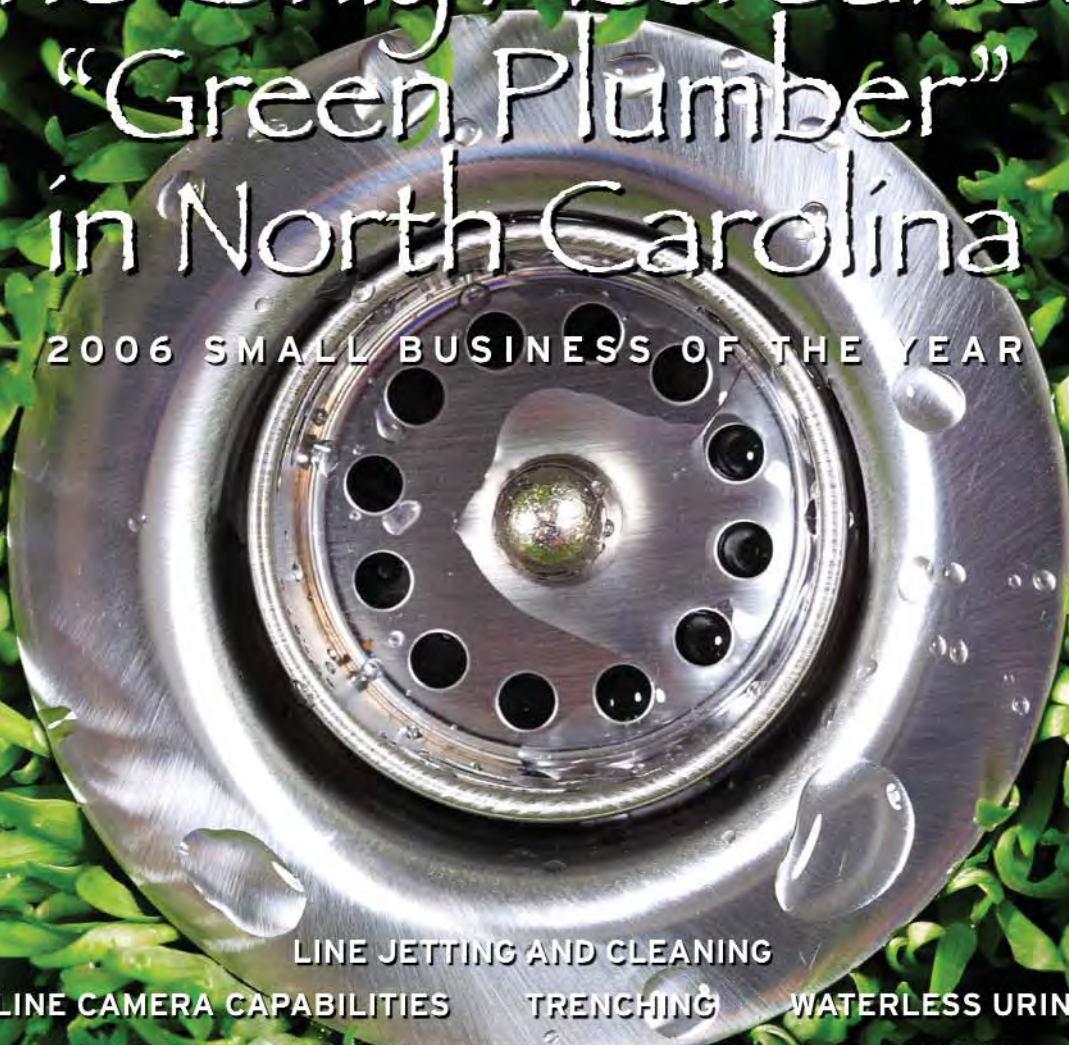
Though there may be many contributors to their phenomenal success – preparation from baseball careers, advantages of being twins, genetics, and giving their time and money – David and Jason attribute their success to their faith in God.

“For us to take credit for building a successful business would be like a shovel taking credit for digging a hole,” Jason added. “We’re simply the tools God chose to use to build a successful business.”

“Building a business that brings God glory begins with honesty and integrity,” David said. “We try to be faithful in the little things, tell the truth, provide superior service and not cut corners. We focus on people before money. Touching a life is more important than growing a business. This commitment has naturally allowed us to grow this business beyond what we could’ve imagined.” ■

LaTonya Mason is a freelance writer and a mental health therapist who lives in Charlotte.

The Only Accredited “Green Plumber” in North Carolina



2006 SMALL BUSINESS OF THE YEAR

LINE JETTING AND CLEANING
IN-LINE CAMERA CAPABILITIES TRENCHING WATERLESS URINALS
BACK FLOW CERTIFIED (INSTALLATION, REPAIR OR TESTING)
TANKLESS WATER HEATERS WITH FINANCING
TOP QUALITY SERVICE TECHNICIANS WITH I.D.s
24-HOUR EMERGENCY SERVICES AVAILABLE 365 DAYS A YEAR



ACTIVE MEMBER OF:
CPHCCA AND PHCC OF NC
CABARRUS REGIONAL
CHAMBER OF COMMERCE
U.S. CHAMBER OF COMMERCE
BETTER BUSINESS BUREAU
CABARRUS COUNTY
HOME BUILDERS ASSOCIATION
MECHANICAL CONTRACTORS OF NC

4909 STOUGH ROAD, CONCORD
704-720-9593
WWW.SPEEDWAYPLUMBING.COM

CHARLESTON OFFICE:
7213 PEPPERMILL PARKWAY
N. CHARLESTON, SC

BRYAN HUNEYCUTT
OWNER/PRESIDENT

EST. 1997

NC LICENSE #19871-P1
SC LICENSE #106021