



WH Laurel Remodeling, LLC

Bill DesLauriers, Owner

I grew up in St. Paul, MN with a close family and a large extended family. I went to St. Luke's from kindergarten through eighth grade and St. Thomas Academy for high school, class of 1995. I spent my freshman year of college at Carthage College in Kenosha, WI and then returned to the University of Minnesota where I finished my bachelor's degree in psychology in 1999.

While at the U of M, I got a job at Roncor Construction in Bloomington. I spent my summers driving the dump truck and helping the carpenters with whatever needed to be done. By the time my senior year rolled around, I was working fulltime, while finishing up my education. I knew I wanted to be a carpenter, but I also knew I had to finish college. After college, I spent a significant amount of time traveling around the world. Every time I returned, I went back to work for Roncor. I am deeply indebted to Ron Baker, owner of Roncor, for allowing me the flexibility in my work schedule to see the world.

By 2001, I had been working on and off at Roncor for five years and I was being given more responsibility. The range of projects that I worked on was large. One day I might have been digging footings for a deck in Minneapolis, and the next I would be installing trim in a multi-million-dollar home in Minnetonka. I eventually became a lead carpenter and was assigned with running jobs from start to finish. During those years, we did a lot of room additions and window replacements, along with countless other unique projects, my favorite always being kitchen remodels. While working as a carpenter, I have framed additions, installed windows, trimmed houses, built decks, put together kitchens and baths, sided and roofed houses, built garages, hung sheetrock, built stairways, built entryways, repaired rot, you name it, I have likely done it. Of course, there are things that I am better at than others. I have learned over the years that it is best to focus on what you are good at, and leave the rest to people who do it every day. This led me to my next job at Roncor, production manager.

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In 2006, I became a production manager, a job I did for five years. As Production Manager at Roncor, I learned countless things about the remodeling industry as a whole. Ultimately, my job was to make sure our jobs were profitable and the customers were satisfied. I assisted in estimating, sales, marketing, bookkeeping, and had as many as 15 carpenters under my leadership. I loved my job as production manager and in early 2010, along with a partner, we bought Roncor Construction. That ownership was short lived though as the crash in the economy greatly affected business. In early 2011 we were forced to sell the company back to the original owner. With hardly any work, I was laid off in March of 2011. I saw the layoff as a great opportunity. I took the contractor's licensing exam and started my own company, WH Laurel Remodeling. WH being my first and middle initials, William Henry, and DesLauriers meaning Laurel tree in French. I have worked at every level of the remodeling industry, and I hope to take all those parts and grow a company that represents my honesty and integrity while improving people's homes for years to come. My family and friends are what are most important in my life. If they refer me to someone, I take it personally to not let them down.

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