

A HISTORY OF HOMESTEAD STRUCTURES

CELEBRATING 20 YEARS IN BUSINESS

2003 – Homestead Begins

Stephen Stoltzfus and his brother founded Homestead Structures as a side business to supplement the dairy farm. We converted a 3200 sq. ft. equipment shed into a manufacturing facility and built our first shed.

2004 – Dealers Welcomed

We signed up our first Dealers and hired our first workers.

2005 – Growing the Business

We hired our first business coach, attended our first wholesale show, set a long-term revenue goal, and hit that goal by the end of the year.

2006 – Changes

Steve took on full ownership of Homestead, added six to eight more workers, and designed our first traditional pool house gazebo.

2007 – Getting Lean

We implemented lean manufacturing principles in our shop.

2008 – A Banner Year

We introduced the Garden Belle and Belle Poolside Bar at a Wholesale Show. Dealers loved them, and this was a banner year for Homestead.

2009 – Selling Smarter

We received our first modern pool house order which would later become our Siesta model. We also began training with the Sandler Selling System®.

2010 – Establishing Our Niche

We wanted to become the best in pool houses, so we invested in photography, built a website, and began building the retail side of Homestead.

2011 – The Siesta Poolside Bar

The Siesta was the first standard pool house model we introduced to break into more modern designs.

2012 – Expansion

We expanded our shop facilities to 6400 sq. ft., and implemented MethodCRM, a web-based software that brought together our sales data, customer history, finances, and more to improve efficiency.

2012 - 2014 – The Avalon, Heritage & Wellington

Over a two-year period we designed three additional standard pool houses to offer our customers, moving away from more traditional “gazebo-like” pool houses and into modern designs.



2014 – Embracing the Web

We launched a big website redesign project, fully embracing the internet to find more customers and promote our brand to a whole new audience.

2015 – 2016 – Hiring the Right People

We invested in several high-level positions, hiring a full-time in-house marketing manager, a sales director, and several key hires in the operations department.

2017 – The Whole Package

We began offering fully finished interiors, including bathrooms, kitchens, bedrooms, fireplaces and more, plus outdoor kitchen and bars.

2018 – Crafting our Showroom

We designed and began upgrading our outdoor showroom area, adding a completely custom Avalon as our first permanent structure.

2019 – Introducing EOS

To continue growing our business, we implemented EOS, a business operating system for growth. We also expanded our outside workspace by 8,000 sq. ft.

2020 – New Office Space

Our bank barn underwent complete renovation, adding a full office, lunchroom, conference room, event space/gym area.

2021 – Equipment Upgrades

We made a large investment in equipment and building upgrades to keep up with our growing business.

2022 – Outdoor Showroom Expansion

We completed the expansion of our outdoor showroom to inspire our clients, and give them an up-close look at the quality of a Homestead building.

2023 – Homestead Turns 20

Happy 20th anniversary! Thank you so much to all our dear friends, clients, and workers who helped us reach this milestone.



Thank You

It is with a grateful heart we ponder the opportunity to live in a Land of Freedom where we may serve the Living God without restraints from the authorities.

We wish to thank our many fine friends, customers, and employees for entrusting us with things that are important and meaningful in your life, your business, and your daily needs so that each of us may fulfill our God-given purpose in our lives and the lives of others as we journey daily toward the goal of life everlasting where we hope to meet the One who died for us that we may live.

May each of you be rewarded for your kindness and contribution to the lives of our fellow man.

We pray this holiday season fills your hearts with the same thankfulness, joy, and peace.

Yours Truly,

Steve & Martha Stoltzfus & Family & the Homestead Team



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