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Schaff's proudly turns 40 years old

PMHA member retailer, Schaff's Home Center, headquartered in Fayetteville, PA. Sitting down with President and COO of Schaff's, Greg Mixell, it is quite obvious that he realizes the success of the business is because of its employees and their many years in the industry. Benny Waddell, in service, has been in the industry since he was a teenager, Joan Johnson, his right hand in the service dept. worked for DeRose for many years until coming to Schaff's in 2002. Both are invaluable to the business Mixell will quickly comment. Then there is Mike Waytow in transportation who has been with Schaff's since 1982, and John McCall the lot manager in Thomasville - 1998, then there is Dee Eisenhart who although she has been at Schaff's only since 2001 has years of experience with the industry ... and the list goes on and on. But standing in the forefront is Greg who started with Schaff's in 1972 as the lot boy "do whatever needs to be done" guy and although his title may have changed he still has the same job description. But even Greg doesn't hold the record for longevity at Schaff's. Coming on board in September of 1969, just three years after William Schaff started the business is Pat Frey. Pat began as a part time secretary and is now the CFO of the ever expanding business. "You have to know the industry" Pat states, "We have more women getting into sales and they are highly successful. They can relate to the customer and the customer can relate to them. But they have to know the building process as well." Pat has seen it all. From the early days of one sales center to the addition of another in 1993 in Marion, PA, then Thomasville was added in 1997, Shippensburg in 2001 and then another retail center and community were added in 2004 in Hanover. "We have expanded and grown over the years. In this business you have to keep growing or the business will pass you by" Greg explains. Del Hawbaker bought the business from William Schaff back in April of 1977 and is proudly still the owner and it is his philosophy of growth that has kept Schaff's Homes ahead of the competition.

"With our four sales centers we are able to provide homes from Lancaster to West Virginia and everywhere in between" Mixell states. "We have 18 home consultants, 4 clerical/finance administrators, and 30 professionals in our service/set-up/transportation department. Each has been thoroughly trained and proudly stands behind their work". For the last few years Schaff's has been selling some 200 homes a year with the majority (70% or more) being modular. They handle New Era, Penn West, Manorwood, Pleasant Valley and New Image (formerly Castle). On the HUD side they represent Colony, Commodore, Champion, Redman and the new guy on the block, Eagle River.

Schaff's is quite busy during HOMExpo, manning the many homes at the show. Vice President Eric Linka states that HOMExpo provides excellent exposure for the company. Another means of exposure was the Open House that Schaff's held in June in celebration of the 40 years of business. "It was amazing the number of people that came to the Open House" Eric stated.

During my time with Greg and the team at Schaff's I asked what they thought was the best accomplishment of the company. Greg and Pat quickly answered, "Supplying good homes to good families - without a doubt." And when I asked what benefits they have received from their longtime membership at PMHA? "The socialization is great. When you get together you find out what is happening in the industry and when we have a question or problem - we can always call PMHA and get the answer". Gee Greg, we couldn't have said it better ourselves.