

HayeCo...from Page 1A



HayeCo Custom Homes uses a unique building product to provide increased insulation in homes and other benefits.
Photo/Submitted

SIPs are composed of two layers of oriented strand board that sandwich a thick layer of expanded polystyrene foam to form a complete panel.

"The panel uses the OSB for the structural component and continuous foam insulation to further strengthen the panel and to provide continuous insulation throughout the house," Isaac said. "This cuts heating and cooling costs by 40-60% over conventionally framed houses."

HayeCo orders their sips in blank units from Fischer SIPs and outfits them in their facility off Georgia 515, adding windows, doors and siding before transporting them to a property to be erected in sections on site.

Their framing process can be completed in a matter of hours, compared with weeks for traditional stickframe building, and "allows us to build a stronger, higher-quality exterior structure."

Assisting them in the venture is their father Tommy Hayes, a well-known builder who has worked in the Murphy, North Carolina, area for more than 30 years.

Together, the family can complete a 1,200-square-foot home, with all the premium upgrades, averaging just over \$200,000 – and they do it in record time thanks to their SIPs system, going start-to-finish in just eight to 12 weeks.

Additionally, HayeCo offers a variety of custom options on homes, with their premium builds averaging around \$185 per square foot, though homebuyers can choose different materials to drive the cost of construction down by as much as \$15-\$20 per square foot.

Having already completed five houses, one garage and an addition since beginning their first home in May of last year, the Hayes brothers are steadily growing their business, with two houses currently in the shop and five more scheduled.

Indoor factory-type construction of exterior walls and roofs allows HayeCo to work on multiple homes at a time, at any time of the year, meaning the only component of each build that is truly dependent on weather is the pouring of a house's foundation.

HayeCo is located in a 7,500-square-foot building off Patton Place that used to be part of the Jimmy's Metal Roofing complex that Corrugated Replacements leased for a while before moving to the

old Refresco/Cott Beverages building.

Originally based out of Murphy, North Carolina, the Hayes brothers reached out to Union County Development Authority Executive Director Mitch Griggs over a year ago to see about finding a Georgia-based facility due in part to the Peach State's business-friendly environment.

Of course, facility availability was an issue as well. Once Corrugated Replacements vacated Patton Place, Production Tool & Technology, another business that has relocated to the area, took on the facilities there. Griggs asked about a structure they weren't using, and the rest is history.

"They're building in the housing segment that we definitely need," Griggs said of HayeCo. "Most of our custom builders are out there doing stickframe builds that are \$400,000-\$800,000."

"That's great, and I'm glad somebody's got \$800,000 to buy a house. But we are hurting bad for affordable housing, both multi-family and single-family, just like most communities are – it's not unique to Union."

"We really need somebody building that single-family home in the \$200,000 range, because we've got folks that need a single-family home that have grown beyond the multi-family kind of thing, but they can't afford the vast majority of what's being built."

"So, we really need some builders that can build in that \$200,000 price point range so we can have our workers and families and younger people, or folks of more modest income regardless of their demographic, able to buy a house in Union County."

"Right now, they can't, and that's hurting the community. Our businesses need workers. Not everybody's making \$50 an hour. So, that production worker making \$18 an hour needs a place to live. And right now, if you're making \$18 an hour, you may not be able to live in Union County."

HayeCo is a small startup company at the moment, with Isaac serving as president and Jordan as vice president. The brothers are young – 25 and 22 respectively – but they don't want that to deter anyone; after all, they've been working with their dad building homes since middle school.

Furthermore, the pair

see their youth as a strength in the industry, given that most builders seem to be from older generations, with younger people today being more likely to attend college than get into the hard work of construction.

They are doing both, each having about a semester to go before attaining college degrees, Isaac a master's in environmental engineering from Clemson and Jordan a bachelor's in business from Western Carolina, though they are taking their time there to concentrate fully on the business.

The brothers envision much growth in the years to come, as they foresee more and more people moving to the mountains in a trend that has ramped up in the last year due to the pandemic.

Currently, their construction efforts are focused in Cherokee and Clay counties, and Isaac expects to have his Georgia contractor's license by spring, so HayeCo "will be able to build anywhere within about an hour of this shop," though they can presently ship panels to builders elsewhere.

And that's definitely a sphere HayeCo hopes to grow out, becoming a larger manufacturing center for builders here and in nearby regions, which would translate to more local jobs, as HayeCo would need to hire a larger labor force.

"I'm working with people that have bought either a lot of land or organizations that are wanting to build a lot of houses for people in their communities," Isaac said. "If we could get a contract to do a couple hundred houses over the next few years, that would be the final push for us to relocate and build a bigger facility."

"So, the first goal is to get a multi-house contract, but after that, within five to 10 years, I would like to have a central hub here in Blairsville building panels and being able to service everything from Asheville to Chattanooga to Knoxville and Atlanta."

"Eventually, it would be awesome being nationwide, but within that region, we could build for the rest of our lives and never slow down."

For more information and to arrange a free consultation on a home build, visit www.HayeCoHomes.com, call 828-557-7694, email info@hayecohomes.com or check out HayeCo Custom Homes on Facebook.



Heatley...from Page 1A

people and coming up with comprehensive plans for more natural remedies to whatever pain or other maladies they may be suffering.

"We utilize Applied Kinesiology techniques, which involves a triad of health that we look at," Heatley said. "When people think about chiropractic, a lot of folks think about only the structural part, but there's also the nutritional and emotional side of our health, and we believe all three things play into the total health and wellbeing of a person."

As a chiropractor, Heatley firmly believes in the self-regulating, self-healing nature of the body and looks forward to imparting that knowledge in his hometown.

"I think anyone truly can benefit from chiropractic at some point in their life," Heatley said. "We see everybody from infant babies to pregnant moms, all the way to folks who are as old as my grandfather in their 90s. Really, chiropractic has something for everyone."

"Folks typically come in with certain symptoms. Low back pain is a common thing, or neck pain or headaches, those are some big ones. What usually ends up happening, as the person gets adjusted or gets taken care of and has those things addressed, they notice other things improve that they didn't think to mention."

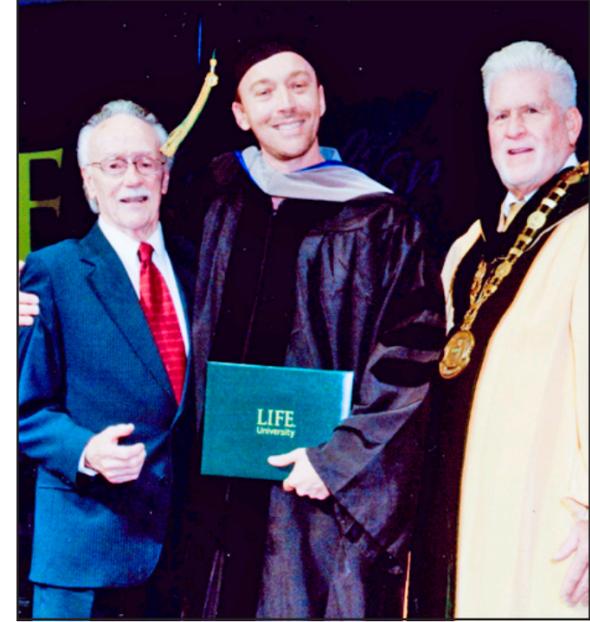
Born and raised in Blairsville, Heatley graduated Union County High Class of 2000, after which he worked with his father applying plaster professionally until business slowed way down with the Great Recession.

At that point, he began looking for employment that would be more meaningful to him personally, which brought to mind his grandfather and the difference he'd made in the lives of others over the years, including his own.

As it turns out, chiropractic runs in the family, with Heatley's grandfather Dr. Donn Smith having served as Blairsville's very first chiropractor after moving his family here in 1980 and opening a practice the same year.

Heatley learned much in his youth from his grandfather, such as many of the traditions that undergird chiropractic practices to this day, like the importance of posture and intentionally healthy living, and he is proud to be following in his grandfather's footsteps.

"I wanted to help people, and my grandfather being a chiropractor, I'd always just looked up to him so much."



Dr. Donn Smith, left, was proud to share the stage with his grandson Dr. Shane Heatley during the latter's 2019 graduation from Life University. Pictured here with Life University Chancellor Guy Riekeman.
Photo/Submitted

Heatley said. "It was almost like a very far-reaching dream to even think about becoming a chiropractor."

"When I ran out of work, I started back to college at North Georgia Tech in 2010 and was looking for a career change that made sense. Suddenly, doors started opening for chiropractic school, and I stepped through the first one. The rest is history."

That's how Heatley came to move his family to Marietta to attend Life Chiropractic, though he wasn't sure where he wanted to practice after graduation. Sadly, his father Michael passed away shortly after he graduated, so he returned home to Blairsville in 2019 to get his dad's affairs in order.

Heatley supported his family with a construction job while he worked toward earning his board certification to start practicing. After accomplishing certification toward the end of 2020, he began shadowing area chiropractors, which is how he got introduced to Dr. Schroter.

As for Dr. Donn Smith, he retired in '94 with an arm injury that he fully recovered from in just two years. Today, he's 92 and healthy as ever; while he acknowledges longevity in the family, he credits much of his ongoing terrific health to the guiding principles of chiropractic care.

Along with the rest of Heatley's family, Smith is incredibly proud of his grandson

for the work he has put into making his dream come true.

"I'm so impressed with his ability and enthusiasm in the work," Smith said. "He's a success for sure. His heart is so much into it that he can't help but be a success."

In addition to his grandfather, Heatley would like to thank his loving wife Berea for her steadfast, unwavering support throughout the difficult and trying journey.

He is also thankful to Dr. Andrew Linial of Chiropractic Arts here in Blairsville, who introduced him to Dr. Robert Schroter, as well as inspired him years ago to become a chiropractor.

Continuing, Heatley is grateful to Dr. Schroter for bringing him on board at Schroter Chiropractic Center and for mentoring him in every aspect of clinical care. For his part, Schroter is equally excited to have Heatley in the office.

"Dr. Heatley possesses a wide variety of skills," Schroter said. "This along with a compassionate and caring spirit makes me very confident that he will be the perfect fit to join the practice, where our mission is to bring hope and enrich lives one valued patient at a time."

Potential new patients may call Schroter Chiropractic Center at 706-745-4140 for an appointment. The center is located at 108 Blue Ridge Hwy Suite 12 in Blairsville. For more information, visit <http://www.schroterchiropractic.com>.