

# Pam Anderson making her way in home construction

By **SALLY RUMMEL**  
*Special to The Press*

When Pam Anderson and her husband Joe signed on the dotted line for two mortgages to begin construction on two new homes last summer, little did they know how their lives would change just one week later.

Joe, founder of Anderson Custom Construction in Metamora, passed away unexpectedly from a heart attack at age 48. The commitment Pam and her husband had made to build those two homes soon became her lifeline to wholeness again, allowing her to gain the confidence she would need to lead the business — without the side-by-side guidance she and her husband had enjoyed for years.

“I had always been the design person and the one who would set up financing, while Joe handled the role as general contractor,” says Pam, of their family’s 17-year-old business. “Now I had to be the hands-on person, working with the sub-contractors, a position I had not held before.”

This became a turning point for Pam, as she rallied all of her energy and strength into completing these two homes by herself.

“At first, the sub-contractors worked with me out of sympathy, but as time went on and projects were completed, a mutual respect developed. I applied what I had learned over the years and in turn, I respected their knowledge,” says Pam. “Now I feel I have put together a good team.”

A confidence born of necessity soon arose in Pam and just a few months ago, she renamed the

company, Pam Anderson Homes, d/b/a Anderson Custom Construction. She feels it is important for people who contact her for home construction to know upfront that they will be dealing with a woman, and incorporating the word “home” into her business name reflects a more affordable price range.

While her husband built their company around constructing homes mostly in the \$350,000 to \$500,000 price range, Pam has found her niche building houses in the \$200,000 to \$250,000 price range.

“I really enjoy the customers who seek homes at that price point, because I can relate to them and work within their budget. Customers seeking these mid-level priced homes are usually doing so because they are making a move to a more upscale home or they are down-sizing from a larger home,” says Pam.

Pam Anderson Homes constructs houses mostly with 1700 to 2000 square footage, allowing her to keep the upscale amenities which have made the Anderson name synonymous with quality. “We use ceramic tile in our baths and as kitchen back splashes, as well as wood laminate floors in kitchens and hallways,” explains Pam. “Building homes on a smaller scale allows us to keep our quality at the highest level and our prices down.”

Pam has always seen home construction through a woman’s point of view, and she feels it has helped her build a more “livable” house. “I go through each house during its construction, as if I’m the one who’s going to live in it,”



**Pam Anderson has continued on after the untimely passing last summer of her husband Joe and has established her own company, Pam Anderson Homes.**

says Pam.

“Men tend to look at homes structurally and women seem to look at a home’s efficiency and livability.” She is accustomed to a woman’s point of view at home, too, as the mother of three daughters, ages 20, 22 and 24.

One of the first questions Pam asks a client is if they are right or left-handed. “It makes a huge difference where contractors place appliances, light switches, etc.,” explains Pam.

Pam’s number one focus on home construction is helping people put together exterior colors and textiles so inviting they can’t wait to get inside to see what’s behind the doors. “We use color by painting the walls to reflect

warmth and personality,” says Pam. “We also keep up with current trends and make sure to incorporate these into our home designs.”

She and her company currently work on three home projects at a time, projecting to complete about 10 homes per year. She is joined in her office by full-time office administrator Debi Young.

Pam is a well-known presence at the Lapeer Home Builders Association Spring and Fall Parades of Homes and will be showcasing one of her homes during the May event. Pam Anderson Homes will also present four models on April 2 and 3 at the Home, Health and Garden Show at the Polar Palace.