



NARI of Greater Sacramento
PO Box 2582
Granite Bay, CA 95746

12/12/2024

Chapter Excellence Award Submission

To whom it may concern,

This letter is to submit our chapter for the *Chapter Excellence Award*. Our chapter has seen some of the highest growth of any NARI Chapter, and our group strongly believes in the mission and core values of NARI.

Recently, a large ADU builder headquartered in our region went out of business, leaving hundreds of ADUs in Northern California left unfinished. The circumstances of the builder going under are under investigation, and appear to be fraudulent. The collapse of this company was widespread, and made major news outlets covering the story.

One homeowner reached out to chapter Vice President, Steve Tankersley of Tankersley Construction for assistance to complete her ADU that was left unfinished. This homeowner, Sarah Shuman, was building the ADU in her backyard for her father in-law, Dave Shuman, whom is a disabled veteran. The previous contractor had significantly overbilled the project, and left the structure in the framing stage, leaving insufficient funds to complete the project in the original budget.

Steve Tankersley presented an idea to our board to complete the project utilizing all NARI members, with Tankersley Construction leading the way. Mr. Tankersley solicited donations and discounts from each trade partner and supplier, totaling approximately \$100,000 in materials and labor. Each trade partner contracted directly with the homeowner, with Tankersley Construction acting as the general contractor managing the entire project.

Our board recognized that trust in general contractors had been eroded by the public due to the actions of this company, and this could be an opportunity to not only help a family in need, but also restore faith and trust in contractors. A media plan was developed to document the process, as well as provide a resource for homeowners to find a trusted NARI vendor to help complete their project. A portal was created on our chapter page, specific for ADUs, to provide resources to homeowners for their project at <https://narisacto.org/page-18162>

The project was broken into (3) segments – kick off, drywall & finishes, and completion. Each segment was filmed and produced as an episode. Each episode was shared to various social media our chapter as well as by trade partners participating in the project.

The project culminated in a housewarming party filled with 80 trade partners, neighbors, family and friends. Our chapter gathered sponsors and donations to have the event fully catered with BBQ, drinks, tables, linens, and a heartfelt gift for the Shuman family on behalf of our chapter. ABC10 news, who had been covering the story in previous segments, attended the party and covered the mission and purpose of NARI.

Our primary objective of this project and media campaign has been provide homeowners in the Sacramento region a resource to find trusted suppliers and contactors to build or complete their ADU project. We met this objective by driving web traffic to the NARI Sacramento website for member referrals to home owners, as well as through the local traditional media outlets and social media outlets. Secondary, this media campaign has driven new member growth – with approximately 12 new member companies joining NARI as a direct result of this project.

Enclosed in this application are links to the media covered by the Sacramento Business Journal and ABC 10, links to each video episode of the project, and a copy of our media campaign plan which was developed and approved by our chapter.

We hope you find this story inspiring and compelling to earn the Chapter Excellence Award.

Thank you,

NARI Sacramento Board of Directors

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From the Sacramento Business Journal:

<https://www.bizjournals.com/sacramento/news/2024/10/28/remodeling-group-anchored-tiny-homes.html>

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Remodeling group pitches in to finish abandoned Anchored Tiny Homes ADU



Members of a local chapter of a remodeling contractors' group have stepped in to finish an accessory dwelling unit unfinished by Anchored Tiny Homes, after the company stopped operations in July.
COURTESY SARAH SHUMAN



By [Ben van der Meer](#) – Senior Reporter, Sacramento Business Journal
Oct 28, 2024



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While bankruptcy proceedings move forward for two of the founders of defunct construction company Anchored Tiny Homes, at least one of its abandoned projects is nearly finished.

After seeing stories about the company's meltdown and hearing from one former customer, Steve Tankersley of Tankersley Construction Inc. in Rancho Cordova rallied members of the local chapter of the National Association of the Remodeling Industry to help.

"They left a lot of projects in the lurch," Tankersley said of Anchored Tiny Homes.

Sarah Shuman's project was one of them when Fair Oaks-based Anchored Tiny Homes didn't complete an accessory dwelling unit being built for her parents in Orangevale. She reached out to Tankersley Construction for help.

Tankersley said he reached out to his NARI chapter's members, with a goal of trying to finish the project at minimal cost.

"We got \$100,000 of work donated for the project," he said, adding it's still getting paint and other final touches. "Right now, there's about a month to go."

In an email, Shuman said she was humbled by the assistance she received, noting some of the contractors and subcontractors who've worked on it had their own complaints about Anchored Tiny Homes after they weren't paid for work before the company announced it was [suspending operations in July](#).

"At times, we feel that we aren't worthy of all the generous help we've received," she said. "It's incredible to see contractors who have lost tens of thousands of dollars still working tirelessly to fix the wrongs created by Anchored Tiny Homes."

Austin and Colton Paulhus, brothers who co-founded Anchored Tiny Homes with their father, have [separately filed for Chapter 7 bankruptcy](#) in U.S. Bankruptcy Court for the Eastern District of California. The company itself has not filed for bankruptcy, however.

On a Facebook page called Scammed by Anchored Tiny Homes, several members said they'd listened to a hearing Monday in [Austin Paulhus' bankruptcy](#), noting the case's trustee requested additional financial and tax information from his attorney.

Hundreds of customers in the Sacramento region and San Francisco Bay Area are listed in the bankruptcy filings as potential creditors, and members of Scammed by Anchored Tiny Homes said they paid tens or even hundreds of thousands of dollars toward ADUs either left incomplete or built poorly.

Tankersley said he started worrying about the company's trajectory more than a year ago, when he saw them submitting bids on projects he knew they couldn't turn a profit on.

"My mission personally is to promote the industry," he said, noting residential construction is often a "Wild West" of contractors who run the gamut from reputable and skilled to less so. "I thought this was an opportunity to get visible and say, 'there are good contractors out there.'"