

## SEAN FLOWER: HBA'S 76TH PRESIDENT

By Shelly Stengel, HBA Sr. Staff Vice President for Public Affairs & Marketing

Sean Flower grew up in the building business working as a laborer and carpenter in high school for his father's company, Flower Homes. After graduating from Mizzou, he took a year off before returning to law school. He practiced law for about four years, concentrating on the real estate industry. His specialization led to him working for a client, American Heritage Homes.

"It's fun having my dad in the business, although we like working independently. He's a good resource and we enjoy comparing stories about the industry," said Flower.

In 2008, he formed Flower & Fendler with Don Fendler. "Don and I have been friends and have worked together for years. That trust and partnership, as well as the support of our spouses, has been the key to our success," he said.

Flower & Fendler has three communities and specializes in the first-time move-up market with homes priced from about \$250,000 to \$400,000. "Don and I want to be a 25-home-a-year company. We enjoy keeping the company small," he said.

As he takes over as the HBA's 76th President, he sees the HBA continuing to play a critical role in government affairs.

"Even though the entire industry is struggling, there are still an unbelievable number of government efforts to kick us while we're down. Only the HBA can fight those battles and keep housing affordable for the good of the industry," he said. "The challenge in this market will be to keep membership up. I understand what builders and associates are going through. The HBA will have to stay relevant by tackling issues important to the industry and providing new marketing vehicles."

Flower is currently leading the charge to get a new consumer home search up and running on the HBA Web site. He said, "Once builders hear about the opportunity, that alone will be worth the cost of membership."

Flower also believes the networking opportunities the HBA offers are invaluable. "Let's face it, builders are only going to do business with trade partners they know. Associate members who

attend HBA events and who are active on HBA committees are showing their commitment to the industry. This will pay off in future business opportunities," he said.

Flower has played an integral role on many HBA committees. His legal background and knowledge of the legislative process has helped the industry on many issues.

"Sean will add a unique perspective to the office of HBA President. His extensive legal background, partnered with practical home building experience, will create a perfect balance during an unbalanced economic time. His ability to dissect complicated issues into basic fundamental action points, while keeping his colleagues laughing at the sheer reality of any serious situation, is truly a talent. Our industry has faced some of its darkest hours and I am confident Sean will be instrumental in the recovery all of our members anticipate," said **John Mattingly, Jr.** (Mattingly Lumber and Millwork, Inc.).

Flower has been married to his wife, Stacey, for 14 years. They have two children, Madison, 10 and Zack, 6. He coaches soccer and baseball and spends a lot of time "driving kids to their activities." He is an avid runner and just finished the Lewis & Clark half marathon. He also plays indoor soccer in an "old guys league," as he calls it. **Bn**



Fenton Fire Chief and current Fire Service Alliance President **Larry Boyle**, Sean Flower (Flower & Fendler), 2009 HBA President **Dan Barnard** (Greater Missouri Builders), **Herb Lesser** (MLS Homes) and Eureka Fire Chief and current Fire Service Alliance Secretary **Greg Brown** played key roles to develop a compromise on a mandatory option for fire sprinklers in new homes.