

Father's Legacy Helped Shape a Proud Brochu Roofing

Joey Brochu, owner of Brochu Roofing & Guttering in Enid, OK, became a roofing contractor for several reasons. First, he's a problem solver who likes helping others by fixing their roofing problems. He also finds much of the work, such as using polyurethane foam, very rewarding and gratifying. But mostly, Joey enjoyed working in the family business alongside his father, Joe, a hard-working Vietnam veteran who served 22 years in the Air Force before managing another roofing company and then starting his own in 1984, when Joey was 21 years old.

"I got into [roofing] because of my dad. I wanted to work with him," says Joey, adding that that his father, who passed away 13 years ago, left him with a strong work ethic. "He always said, 'Do what you want to do but be the very best at it.' He always told me that your job comes first because it is what makes everything else possible."

A military man, the elder Brochu was never one to shy away from a challenge. "He liked the challenge of roofing," Joey says. "My dad's own father died when he was 14 years old, so he basically didn't go to school. He was a self-made man who came out of the Air Force as a master sergeant and then [later] started the business."

Joey also began to work at the age of 14, but to a far lesser extent than his father—by loading trucks after school. "I have been roofing my whole life," he says.

As a roofing contractor, Joey is proud that Brochu Roofing is a highly respected commercial roofing company in its area, which extends beyond Oklahoma to Arkansas, Texas, and Kansas. His 30-year-old son, A.J., works for the business, mostly doing estimates. "He always wanted to work with me. He saw my Dad and me work together," Joey says. "He is a very smart young man, and I am very lucky to have him with me." Joe Brochu's legacy resonates in Joey's words as he describes his pride in his business and industry. Every day he strives to

- **provide quality customer service.** "That is one thing I am very proud of. We are known for being able to fix any type of commercial roof. If we can't fix it, I am going to tell you that upfront. I am not going to spend a bunch of your money. I'm going to tell you upfront that we either need to put on a new roof or that I would rather not be involved."
- **endure a tough economy.** "We can't do a lot with our pricing, but we are well known for our service. We go beyond [what is expected]. We check our roofs every 1 or 2 years. We take pictures of the roofs for customers and clean the drains. If there are any little problems, we fix them."
- **go the extra mile.** I provide service that nobody else does. I take pictures of the complete roof, including areas such as around air-conditioners where you have problems. If there's a problem, we fix it and then show customers the area. I want to be honest with them."
- **act respectfully.** "I am known for quality work. My trucks aren't new, but they look good. I treat [clients and perspective customers] as professionals and I want them to feel that they are dealing with a professional. I feel that we're known for our professionalism and courtesy. [Our customers] know that when we walk off the roof, they don't have to worry."
- **promote a family atmosphere.** "One of the things I really love about this place is that we are a family. My door is open. I want [staff] to come in, sit down, drink a Coke together, and talk. I try to fulfill whatever they need and, in return, these guys will go the extra mile for me. I actually have one family member working for me, but they are all my family."

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