

A father-son homebuilding team based on innovation

Jim and Cole Pofahl are bringing something new to Las Cruces

BY BETHANY CONWAY
The Las Cruces Bulletin

After working for more than 30 years in the construction business, mainly out of El Paso, it was time for Jim Pofahl to find a change of scenery.

From building hotels all over the country to operating his own sand and gravel business, his base in the commercial building industry was vast, but he was looking for something more creative.

"All I have ever known is construction. I have been in the building business for 35 years," Jim Pofahl said. "Very early on in my business career, I realized that the real opportunity in the construction and development business was actually outside of El Paso."

Three years ago, he moved in a new direction with his son Cole Pofahl, starting their company Cole Thomas Homes.

"We decided to get into business for ourselves and take a look at the business in Las Cruces and El Paso," Jim Pofahl said.

They now work together creating "dream homes" with a building plan based on innovation.

With a bachelor's degree in finance and accounting from the University of Texas in Austin, Cole Pofahl now handles "the numbers side of everything" and does all of the accounting, books and banking for the company, and is also getting more involved in the design aspect of the business.

"It is something that I am interested in," he said. "I flip through magazines, and if something jumps out, I am going to tear out the page and keep it in a file."

Both father and son feel the same about the numerous options they have to exercise their creativity and bring new trends to Las Cruces.

"After we were able to see residential construction in places like Arizona, California and even when I was in Austin (Texas), there were ideas that weren't being exercised here," Cole Pofahl said.

"It's a matter of seeing a photograph in a magazine somewhere and thinking, 'That's a great look,'" Jim Pofahl said. "The challenge is taking those details, those concepts and being able to incorporate them into a plan and then execute it."

Today, they have constructed several custom homes in El Paso for friends and came to Las Cruces with an interest in building in the Picacho Mountain subdivision headed by Bob Pofahl, Jim Pofahl's brother.

"I think that after seeing what he wanted to do here and develop here, the different design aspects, there were things that were extremely attractive to us," Cole Pofahl said. "The desert has a lot to offer and has its own beauty. Here they are trying to leave as much of the desert as they can and have homes that integrate into the natural environment."

"The evolution of the development hopefully, is toward green, outdoor, natural living."

The first example of their work in Las Cruces, 7053 Calle Estancias, was a hit at the 2008 Las Cruces Home Builders Association Spring Showcase of Homes and featured "disappearing glass walls," flawlessly combining indoor and outdoor spaces. With such a breathtaking example of their work for the public to see, they are hoping they will inspire more individuals in Las Cruces to go after their dream residence with Cole Thomas Homes.

"We feel very good about the West Mesa and the continuing opportunities here," Jim Pofahl said. "Show us what is in your mind, and we will make it happen for you."

For Cole Pofahl, seeing something that he had in his mind for some time finally complete is the best part.

"The craftsmanship and the quality needs to be the given. The biggest thing is we want to help people make their vision a reality," Cole Pofahl said.

After years of focusing on mainly commercial work, Jim Pofahl's enjoyment comes from the ability to get creative.

"I have been in the building business for years, but how often do you build something where you take things that you've seen or things that you like and incorporate them into something you can offer to the public," Jim Pofahl said.

Working together off of each other strengths, the two



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Cole and Jim Pofahl have been working together building homes for three years and recently brought their creativity to the Picacho Mountain subdivision.

said they have a great working relationship, though they admit there is the occasional disagreement.

"I think Cole having a creative side and myself having been in the building business, it allows us the opportunity to mix some of our strengths," Jim Pofahl said. "I think we do work well together. We appreciate each other's strengths and work as a great team."

While they still make the commute to their hometown of El Paso on a daily basis, Jim Pofahl was willing to admit that Las Cruces has a bright future, and he might just consider setting up shop in southern New Mexico.

"There are still people that are relocating, there are still people that are retiring, and Las Cruces has a lot going for it," Jim Pofahl said. "Buyers are becoming better educated. There are specific things that people are looking for. They want their homes to be different, to make a statement, and I think that Picacho Mountain has a lot of those things to offer."

Details

Featured Builders

Jim and Cole Pofahl

Company

Cole Thomas Homes

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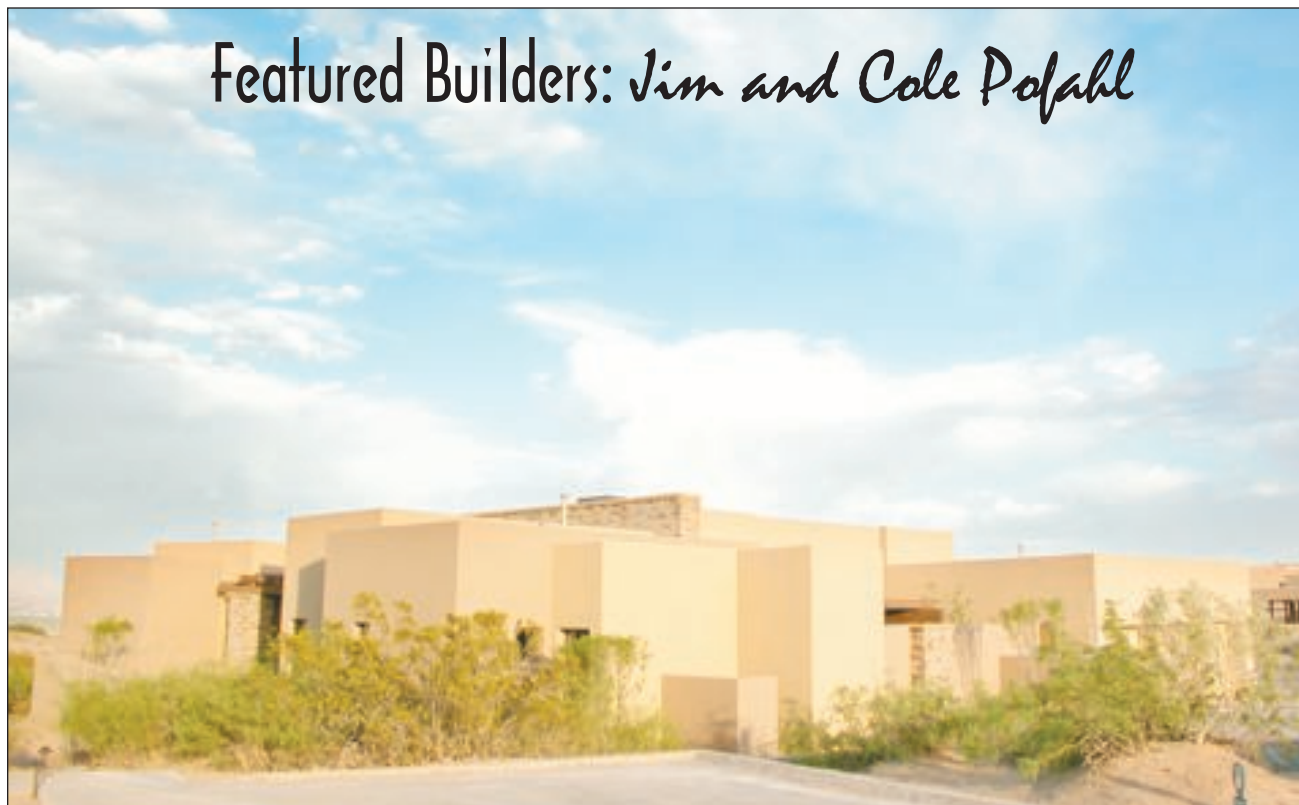
Website

www.colethomashomes.com

Organizations

- Las Cruces Home Builders Association
- National Home Builders Association

Featured Builders: Jim and Cole Pofahl



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This 2008 Spring Showcase home at 7053 Calle Estancias is the first in Las Cruces by Cole Thomas Homes.