

WTC 'Do it Differently' with Kristin Meyer

[00:00:04] **Christi Powell:** Hey, podcast audience. This is Kristy Powell with Women Talk Construction. I'm here with my co-host Angela Gardner. We are really excited to talk to Kristen Meyer today with Southern Crafted Shutters. How you doing today, Kristen?

[00:00:16] **Kristin Meyer:** Fabulous. I'm excited to be here.

[00:00:17] **Christi Powell:** Awesome. Did you run this morning?

[00:00:21] **Kristin Meyer:** No, I did Uh, the Nike workout on net. Click. So we did legs and I'm pretty sure I'm not gonna be able to go downstairs tomorrow.

[00:00:27] **Christi Powell:** Nice. You've really inspired me to take care of myself, so keep posting all those great workouts that you're doing. I really appreciate it. So we're here with Kristen today and I think Angela's gonna ask some questions first.

[00:00:41] And we are really excited about learning more about your manufacturing facility, the culture that you've created at your facility. And, um, the employees that are working for you. Oh,

[00:00:51] **Angela Gardner:** yeah. Yeah. So excited. Well, as a fellow entrepreneur, Kristin, I would love to know about and our guests would too, about your journey and what inspired you to start Southern crafted Shutters.

[00:01:03] And by the way, to our guest, and hopefully you'll see this on the video, she has got some beautiful shutters behind her right

[00:01:10] **Kristin Meyer:** now. Right? They're beautiful. Love, I love Zoom and how you can make pretty shutters so you don't see my office. So my husband and I own Southern Crafted Shitters, and we actually, we both came from corporate.

[00:01:22] I was doing, I had left corporate and was coaching, um, in 2015. And then we met and I was living in the lofts downtown at, uh, mills. Mills. And they had no, uh, closet door. And I had told him that I need a sliding door. And so we made one out of pallets. And then one of my friends, uh, reached out and said, Hey, I started a barn door business, or would you be interested in like checking it out?

[00:01:49] I was like, I'll check it out. Do you need help? Because Adam can do some of that. And he was like, I'll let you know. And then a couple months later he called me up and said, were you serious about that? And I said, yeah. And he said, well, I'm moving to Texas. Do you wanna buy the business? Oh, wow. So we were just happening to moving into a house.

[00:02:06] Where we had a garage. And so I said, yeah, like, we're gonna buy this business. Adam thinks I'm crazy, but this is how I, this is how I roll. So we started doing doors just part-time out of our garage. We decided that we were gonna go to the Home and Garden show and see if we could maybe sell three, you know, we ended up selling 25.

[00:02:24] Had no idea. Wow. Yeah, we were like, we were not ready, obviously. Um, and our entire living room became just like doors or wood staining. And so we, we quickly learned that we didn't know what we were doing and needed to fix it, but fast forward, we, we kept going to the home shows and in 2018 we met a couple David and Cherry from Palmetto Window Fashions, and they were also a husband wife team, and they made shutters.

[00:02:51] They also did interior stuff, but they talked to us a lot during the home show and David and Adam, both from the engineering standpoint, really geeked out together. And then in the fall they called us and said, We're getting ready to be empty nesters. You all are very similar to us. We would love to sell you the manufacturing part of the business.

[00:03:11] We'll still sell the shutters because we know that, that you don't know how to do that yet. Would you be interested? And so in January of 2019, we purchased a manufacturing business. Wow. And I said, I said to Adam, if you wanna leave your corporate job, this is how we do it. This is it. Like it comes with customers, so let's make it happen.

[00:03:30] And, uh, And that's what we did. And we moved out of our garage, which we were very excited about. I bet you were.

[00:03:39] **Christi Powell:** And you

[00:03:39] **Kristin Meyer:** got your living room back. So we ended up dropping doors after Covid, we it shutter, and so now we just do shutters. I.

[00:03:45] **Christi Powell:** Nice.

[00:03:46] **Angela Gardner:** Very nice. That is so cool. That is very cool. That's just another story.

[00:03:49] Just do it, right? It is,

[00:03:50] **Christi Powell:** yeah. And, and I know Angela, that you were thinking when Kristen said, this is how I roll. You were thinking about me, weren't you? Because I do the same thing, Kristen. I literally have an idea and I'm like off and running and everybody's like, what? What are you doing?

[00:04:02] **Kristin Meyer:** Why? Yes, yes. I would maybe do it differently if I thought about it like now, but at the time, I mean, I just say things.

[00:04:12] Sometimes the universe puts things in front of you. And I've learned to just listen and go and then figure it out kind of as you go along. Yeah,

[00:04:22] **Christi Powell:** yeah. Absolutely. Because opportunities are there. Why not try it? Right. What are you gonna lose?

[00:04:28] **Kristin Meyer:** And if you, lot of money. Yeah, I was

[00:04:30] **Christi Powell:** gonna say, but you learn a lot, right?

[00:04:32] And growth is great and you don't have, and you know, it's not all about the money. It's about the process and how to get there and you know, the kind of person that you are by the time you've taken that risk. That's how I feel. Yeah.

[00:04:43] **Kristin Meyer:** Very cool.

[00:04:49] **Christi Powell:** Let me tell you about the commercial real estate ecosystem that they've developed at Align Capital and why it's such a revolutionary idea. Do you think all commercial real estate. Eight brokerages are the same. Does your commercial broker help you with financing your deal? What about helping you navigate through the rising cost of insurance?

[00:05:06] Does your current broker handle full spectrum property development and project management? And do they offer it all under one roof? If they don't, then you don't need a brokerage. You need an ecosystem built for the real estate investor to thrive. Contact [Align Capital today@aligncapital.com](mailto:AlignCapitalToday@aligncapital.com) to see how an advisor can redefine the way you.

[00:05:28] Experience services in commercial real estate.

[00:05:37] So, all right, so I'm gonna ask you, um, a question about social media. Okay, so I noticed that you've been on it a little bit. Um, in the age of social media, how have the platforms like Facebook and Instagram really lifted your company

[00:05:51] **Kristin Meyer:** up? So we focus on Instagram, so that's our main thing. And then I'm lucky last year as a result of, uh, some processes that we put

into place, Mary on my team started helping me.

[00:06:03] And so we've taken some classes and whatnot, um, about how to improve our Instagram. Um, and if you look at other. Your companies on Instagram, you're probably gonna find just really pretty pictures of houses and shutters. Yeah. And if you come to ours, you're gonna see some pretty pictures of houses and shutters and you're gonna meet our whole team, like nice.

[00:06:22] You're gonna know who we're and what our personality is. And so I told y'all before, I love Mike Mitz. He has a bunch of different books. One of them is Get Different, and it talks about how in your marketing, it's not about doing the same things that everybody in your industry is doing. It's doing it differently than them.

[00:06:39] So it doesn't mean that you can't be in the same. Place. So we're on Instagram, but we do it differently. Yeah. So you'll see our team dancing, you'll see behind the scenes if you follow our stories, like our different people on our team will do our Instagram takeover and they'll tell you what's happening for the day.

[00:06:54] You'll see, uh, we try to do some fun memes every, every week to make, to have fun and to joke around. So what I think it's done for us is really connects us with people. Mm-hmm. Mm-hmm. So when it comes to our Instagram, we'll do, and the stories we'll often do. Polls. And then that gives us an opportunity to understand what are people thinking or looking for or what do they, what do they like?

[00:07:17] And then we'll usually, you know, semi-regular, we'll try to message with them and learn more, right? So like the poll is the first thing, and then we learn more. So we've had a lot of clients who've come from Instagram and we just had a really fun, I can't wait for them to get their shutters. So one person, her Instagram account is a dog.

[00:07:37] So we didn't connect her with our client, right? And so we done. Like, what's a cutout that you would like? And she had said, fish. And I said, well, the fish were kind of hard to find as a cutout. And she said, well, I like this. And it was the stay, so the part that holds a Bahamas shutter out. Um, and it was a, it was in the shape of a fish.

[00:07:55] And I said, well, that's funny because for our last trade show we made one in this shape of a horse, one in the shape of a cat. Just nice for fun. I said, I would love for somebody to want fish. And she said, well, I have an order with you. Can you make mine a fish? I.

[00:08:12] And so she told us who she was. So we have, so we just sent them out two days ago. So she's in Florida. Nice. She's all across the country and so

she's gonna have fish stays. So I can't wait to see that. And that would've never happened if it wasn't for social media. It's a great way to really connect. Yeah.

[00:08:32] Um, I'm afraid of threads. I signed up, but I have no idea what we're doing on it. That's the new one that came out from Instagram. Okay. So I don't even

[00:08:38] **Christi Powell:** know what you're talking about because I don't handle our. Social media. So, um, Angela probably knows what that means. I know

[00:08:44] **Angela Gardner:** about it, but very little.

[00:08:47] **Kristin Meyer:** Very little.

[00:08:48] Okay. Nothing. I signed up.

[00:08:51] **Christi Powell:** Well, you signed up. You're on, you're you're in better shape than I am then. So that's great. I think it's really great that you can engage with your customers there on Instagram. And I think, um, one of the things that I love about what you just said is get different. That's what I think of when I think about you and your manufacturing facility, Kristen.

[00:09:08] Mm-hmm. Like everything that you're doing. When we met that night at Professional Women and building just the, the servanthip of, you know, you giving information to those folks that were at that dinner about how you're doing your hiring, about how, you know, how you're reading books by certain people that you love, that has really made an, uh, a big difference in your.

[00:09:30] Your facility and in your culture and in your business. And so, um, I love that you are always giving back to everybody and that's why we really wanted to have you on today because you do bring value everywhere you go. I, I literally instantly connected with you and we met and, um, just fell in love with you.

[00:09:49] I thought you had a great personality and. Just the, um, the light that you bring to a room is pretty awesome. Thank you. So thank you for sharing that with us. Your story is great. Um, thanks for sharing with our, you know, our audience about Instagram, because I think a lot of folks think it's just for young people or it's not really for business.

[00:10:09] So it was really great to hear that it's, it's making a difference for you and people are watching and they really do wanna know who you are. Who your team is, and I think that's really great. We've, we've gotten so far away from real relationships because of social media. Yeah. But we can use social media to create real relationships.

[00:10:31] So Exactly. You're putting it in, you know, your, your drive is going in the right direction. I love all of it, so thank you for that. I appreciate you sharing that with us.

[00:10:40] **Angela Gardner:** I, I wanna change it up a little bit and I wanna ask this question about like, what challenges have you faced as the founder and CEO within your company?

[00:10:49] Because we know that that does happen, right? Mm-hmm. And we wanna, we wanna kind of enlighten our customers how you overcame it, because they might be dealing with the similar challenges. So

[00:11:00] **Kristin Meyer:** Sure. This is the get real. Yeah, it's, and um, so I. So one, I was joking with my husband when we were talking about coming on the podcast and I was like, I'm gonna talk about you.

[00:11:13] I just need you to know. So one of the challenges is working with your spouse. Mm. Oh yeah. So when you work with family, it's different than working with non-family, right? Yes. Because you have a different level of how you communicate or how you approach, or the grace that you give somebody that you know, that intimately.

[00:11:32] And so we, I would say our number one, my number one challenge as in this business is working with with Adam. And it's also great because we're very different. So I come from a sales marketing business background. Mm-hmm. He comes from an engineering manufacturing background, so we Nice. So we compliment well in that way.

[00:11:51] But, um, he, like, he used, he jokes about how he used to like, make, he's like, I don't like management. And I'm like, well now you are management. Right. And he's, he, he does, he resists, And so, so he's more the operations person. And I run just about all the rest of it. But, um, one of the things that's really helped us is we got a mentor from score, which is nice free mentorship, right?

[00:12:15] So that's part of the SS b a small business administration. So score's in all different, all of the different. Cities, or at least areas of the country, and you can do it virtually. So we have somebody who we've been meeting with for almost three years, and he comes once a month and we consider him like our board of directors.

[00:12:32] Nice. So as a small business, you don't have a board of directors. Mm-hmm. Or something. So this is a great way to have. Somebody externally who can look at your business without emotion. Mm. And so he's really challenged us on how to, how to approach things differently. So our shop, for example, is a good rent price, which translates to a little dingy and and

complicated, right?

[00:12:59] So we were like, we're gonna totally save money and buy a new place. And Joe, our mentor was like, okay, let's hold back. How much are you gonna have to spend, if that's what you're gonna do, what can you do with the space that you have? How can you really take advantage of that? And so we opened up a wall, we increased our flow.

[00:13:17] He, so he's always, I joke that he also bursts our bubbles of like all the amazing things that we're gonna do. He takes us back down. But having, working with my husband and having the mentor kind of connects that. The other thing is counseling, and I don't know how people who are partners that are not married, because when you're married, you kinda have an excuse to go to counseling together.

[00:13:36] Yeah. Exactly, but learning how to communicate mm-hmm has been like, it's helped us for how we work with our, with our team. It's helped us with how we work with each other. It's helped us with how we work with, um, people. And I know that a lot of times people don't wanna talk about counseling, but I mean, we go to therapy every, every week.

[00:13:53] So yeah, we do, I think it's very important, individual and couples. So we alternate it and it's been, I wish more, I think more people need to agree. Be comfortable with that.

[00:14:03] **Christi Powell:** Agreed. It takes a strong person to go to counseling. Uh, you're not weak to talk, talk about it when you go to counseling.

[00:14:10] **Kristin Meyer:** Right? Yeah.

[00:14:11] And you grow so much. Like you do so much, and, and it helps you learn how other people hear what you say. Mm-hmm. Because obviously I'm always right, but I've learned we're all our own

[00:14:23] **Christi Powell:** heroes.

[00:14:23] **Kristin Meyer:** Right. Sometimes I might have to adjust.

[00:14:29] **Christi Powell:** I love it. I love it. That's great.

[00:14:33] **Kristin Meyer:** And I know another one has been money, right?

[00:14:36] Yeah. So I think one of the challenges as a, as a business owner in general is the rollercoaster. Yeah. Mm-hmm. And especially when you begin, so for our first couple of years, there were some, there were some months where we did not make what we needed to make. And so we had credit, right? So, and I,

mm-hmm.

[00:14:52] Like to pay off my credit card a hundred percent. That made me really uncomfortable. But now I have, one of the things that we did, well, there's Profit First by Mike Mcow. It talks about how to adjust your money so that you actually pay yourself, but it also talks about putting things in buckets. So like we have a big S B A loan, and I was always worried, what if we couldn't pay that?

[00:15:11] And so slowly over time I started saving. So now I have three months of an S B A loan saved. So that if we have a month where we we're not making our money from profit because things happen, right? I know that we have that to pull from and I'm not gonna default on that loan. And that's with all of our big things, right?

[00:15:30] Mm-hmm. So we have like our materials and stuff like that. I have savings set aside and I think. When you can get to the point, if you can make that a priority, it really saves a lot of stress and anxiety.

[00:15:42] **Angela Gardner:** That does awesome. What about a line of credit? Do y'all have like a line of credit too? That okay. No,

[00:15:47] **Kristin Meyer:** really, so we have, so we have our SS b A loan, which Right.

[00:15:50] Yeah. More than our mortgage. And so we had, so that one's our big, but that's it. That, but that's what you

[00:15:56] **Angela Gardner:** consider that. Okay. That's cool. Yeah. Yeah. Very nice.

[00:16:00] **Kristin Meyer:** Yeah. We pay everything as it comes, so we don't do terms with stuff like, And I'm sure at some point we'll probably get to that right level where we need to, but today it makes me ha I am.

[00:16:11] It's just how I work. I'm a saver. Mm-hmm. I just like to know that I have the money. Like even in my personal life, I wanna remodel our, yeah, I wanna remodel our bathroom and until I have a hundred percent of it saved, I won't even get a quote. Like, I'm like not even getting a quote. Nice.

[00:16:29] **Angela Gardner:** Those are great solutions.

[00:16:30] **Christi Powell:** Thank you. You did mention the Profit First book by Mike Mitz. One of the things that, um, really stood out to me when I met you that night when we were talking about all the things we could do to help each other in business, um, you talked about clockwork. One of the things that really impressed me, that's the book by Mike Malowitz, right?

[00:16:48] I think I'm saying that right. Yeah. Um, one of the things that really impressed me about what you're doing and what you've learned from him is that you are saving so much time by finding the right people for your company. Tell us a little bit about how you're doing

[00:17:03] **Kristin Meyer:** that. So we have a job ad that's based on what he had put in the work in the book clock work that is, it's three pages long, so it's not short, and it focuses on culture instead of, instead of skill.

[00:17:18] So I think when you look at most, most job ads that'll say, you need this, you need this, you need this. And ours is, this is the type of person we're looking for. And this is the type of person, this is the type of company you're gonna be working with. So right up front, it's very transparent. So it's a, like, we're looking for a part-time job at, uh, \$12 an hour.

[00:17:36] Right? So this is, and we call it the coolest manufacturing part-time assistant possible. Nice. And let's be honest, there's some good and bad. And if you're looking for a full-time job that's going to, you know, feed a family, this just became the worst job ever. But if you're just looking for some spending cash now read on.

[00:17:56] Right. And then it also talks about, like, it's very transparent about what you'll see. So we have an open air environment. So we say, Hey, you can wear shorts in the summer. I mean, it's gonna be a hundred and something degrees inside, but you can wear shorts and you can wear sweaters in the winter. Right? So you kind of, it's a like, it's a fun conversation that really shows the personality of who you're gonna be with.

[00:18:17] And then at the end, there's a specific direction of how to apply. So it involves an email to us. With, you know, like, why are you good for this job? We ask you to send a video and if you don't send a video, tell us why you didn't send a video. So it's super specific. So right now we're hiring, for example, it's taking a little longer than I would like it to, to do, but that's okay because we've gotten a lot of people on, say like on one of the job ad sites where people just hit apply, apply, apply, apply, apply.

[00:18:47] Right. And one of my, um, one of our team members was like, have we gotten any applications? I'm like, they're hitting the button, but they haven't sent the email. Ah. So if they don't send the email, we don't. I just go in and I say, you're not our person. You're not a person. And I check off, I check off the X's.

[00:19:02] So, because I also believe it's our responsibility to let people know that they're not. Being considered, I hear so much in the, in the marketplace, like I'm applying and I hear nothing from companies. Shame on our companies. Right. And yeah, most of these places you can just hit X and send a generic. No thank

you.

[00:19:19] That's all. You know? Yeah. So I, so I try to do that, but um, the first time we used it, we had seven people apply properly. Five of them we love. We only were supposed to hire one. We ended up hiring two because the people who came in I love that were so amazing. And from that point on we said that's it.

[00:19:38] Like we need top of the line. And if it takes me doing extra stuff, until we find the person who's gonna be part of our culture, we're gonna wait. Because it like having an amazing culture is just the best. One of the books that I read talked about how if you hire bad people, it's not you. It's not just you who suffers, it's the team.

[00:19:57] Right, exactly. 'cause they have to make up for it. A toxic

[00:20:00] **Angela Gardner:** environment, right? Yep. That's what's

[00:20:02] created.

[00:20:03] **Kristin Meyer:** So we have the whole team involved in interviews so everybody gets something to ask, including our high school students. And so, because for me, having a great team is number one, no matter what, like it's number one, and developing them and making sure that they are.

[00:20:20] Constantly growing and learning. Um, and that if, when it's a young team for the most part, so if they're gonna go off to another job, I want them to always look back at this and say, I learned so much from southern crafted Cheddars, and they set me up for success in my life. Right. Like, that's, that's my dream.

[00:20:36] Like, just build these little baby birds and let them fly. Yes. Like it's just so I love it. And we didn't do that at first, like, Didn't mentioned that as a challenge because now it's not as much of a challenge. But we hired just to fill, to

[00:20:49] **Christi Powell:** fill the positions. And that wasn't working,

[00:20:51] **Kristin Meyer:** was it? It was horrible.

[00:20:52] Yeah. It was horrible. So I'll never go back. Never, ever.

[00:20:57] **Christi Powell:** Thank you for sharing that. I what? I Oh yeah. I think I think of myself being 16 again, right, Angela? And looking for a job and thinking to myself, this is cool. I know exactly what I'm getting into. Yeah. Yeah. And, and that I think it's very important for young people.

[00:21:14] Like I took a lot of jobs from the age of 13 to 30 and had no clue what I

was gonna be walking into. And that is not very comforting, right? It's intimidating. You don't know what to expect. You even have in the back of your mind, this might not last. And when you do something so intentional, like what Kristen's doing, The people that are coming to work for her are literally know exactly what they're gonna be doing.

[00:21:41] And they even think the culture is fun, right? Mm-hmm. So if they don't, if they're the fun police, then they don't want, they're not gonna take the job, you know? They're not gonna apply. I love that because we do need the right people to fit and we want them to be a blessing to the people that we already have working for us.

[00:21:58] So I love that. Thank you, Kristen. I appreciate it. Yeah, thank.

[00:22:08] Brian Knox with B Knox Photography. Brian's a commercial photographer based in Greenville. He specializes in photographing people hard at work, particularly in. Skilled trades like construction, auto mechanics, and tree care. Brian's mission is to take photos that demonstrate the dignity of hard work. His favorite things to photograph are construction projects, heavy equipment, and everyday heroes, doing their job in work boots and hard hats.

[00:22:33] Thank you. Bocks Photography for supporting women talk construction, women in construction, and for supporting women confidence builders at our

[00:22:41] **Kristin Meyer:** events.

[00:22:49] **Angela Gardner:** Yeah. That's great. Yeah, and I think they want that too, right? Christy? Absolutely. The the next generation, yes, they're, they're, and I love that

[00:22:56] **Christi Powell:** they wanna be a part of something. They wanna do something that's gonna matter to them, not only in their, their personal lives, but also in their work lives. And that's what Kristen, that's the culture that she's cultivating it.

[00:23:07] Right. Actually. And they care

[00:23:08] **Angela Gardner:** about the

[00:23:08] **Christi Powell:** culture. Right. I actually asked my daughter if she wanted to apply. A job. What'd she say? She's thinking about it. So, you know, really I think the a hundred degrees turned her off. You know, they're a little, I think she might be a tadd spoiled, but,

[00:23:23] **Kristin Meyer:** but yeah, in the office we have semi air conditioning.

[00:23:26] I told her I, yeah, like 80 only in the office as opposed to, you know, a hundred out on the shop floor. So she, I just love the

[00:23:33] **Christi Powell:** culture, you know? I think she would have fun. And she's a fun, she loves to have fun too. She's a hard worker. So if you, oh yeah, you put those two things together for, for young people, right?

[00:23:44] If they're hard workers and they have great intentions and they've got a great, they're very motivated, and then you add their love language, which for her is fun, then you've literally created a job. For them, that's perfect for them. And that's what's gonna keep our young people engaged, is by learning who they really are, not just what they can perform or the experience that they have, which is how you're hiring.

[00:24:09] And I absolutely love

[00:24:10] **Kristin Meyer:** that. Well, and we do. So there's some other stuff that we do once people are here too. So there's a, uh, if you're in manufacturing or. Probably anything where you have like a physical location, I would highly recommend people look at Paul Acres two second lean if you can't figure it out, like I love reading all these books.

[00:24:27] **Christi Powell:** Nice. I

[00:24:27] **Kristin Meyer:** love Lean too. But Two Second, lean is taking lean manufacturing from like big corporations into small business. And so it's about how if you did a small thing, if you shaved off two seconds of a of a something every day, how much is that gonna help you for the whole year? Right. Right. And what I also like about this is you can get it for free.

[00:24:50] So if you type it in, you can do audio for free. And I'm always about free audio. So we actually, actually, we've listened to it with our team. So we listened to, so one of the things of the two second lean is to have meetings and so our team leads our meetings. So Adam and I don't lead the meetings. So they're learning leadership.

[00:25:09] They're learning involvement. They're learning ownership. And then we do an education moment, and one of them, we try to do it once a year. We all listen to two second lean. We listen to chapter by until we get through the whole thing so that they can then also be learning at the same time. See how constant education is important for, for work and for the world.

[00:25:28] Real world. Like it's not just in school. And then how to apply things, right? And then again, because they're gonna learn with us, they're gonna learn how to do presentation skills because they have to speak. Mm-hmm. They have

to leave the whole meeting. Mm-hmm. So it's little things that you wouldn't expect from a manufacturing.

[00:25:43] Like you expect to be able to work a drill or a saw or Right. Right. Things, but like really the interpersonal skills are so important as you go out into the world, no matter what job they become something that you can use. They're transferable everywhere. And so we focus on making sure that we're always.

[00:26:04] Have them gain interpersonal with are.

[00:26:13] Zion who was, who is with us now, just graduated from high school at Golden Strip and Ben, um, is going into his junior year. And so he's with us through Golden Strip. So they go to high school and get credit for working while they, um, so they go to high school in the morning and then they come here and they get credit for working as part of their high school education, plus they get paid.

[00:26:34] Plus they learn what it's like to be in a job and we get to mentor, which is. I just, I love being able to help. Yes. People grow right? And it's a huge opportunity for us to do development

[00:26:45] **Christi Powell:** and I think women in general that are entrepreneurs are, do have that mindset, right? We are not in it selfishly. We really do want to help.

[00:26:54] I. Others grow too. We want them to be successful and it's probably one of my favorite things to do is be able to lead a team of people that are just learning and don't, you know, just don't know what to do next. And you know, we've been there, done that. We put in the hard work. We made all the mistakes.

[00:27:10] Why not make it easier for them? Exactly. Love it. So love, love, love all the content that you brought. It has been a great conversation. We wish you all the luck. Oh yeah. We hope that your manufacturing facility. And, and there's no doubt in my mind that you're not gonna do well, but we wish you well. Thank you.

[00:27:28] And thank you. We'd love for you to tell the audience how to get ahold of you, how to buy your shutters if they wanna buy shutters for their house, because they're absolutely gorgeous. But, um, you just, how to get ahold of you on Instagram or. Just anything that you need to share with us to tell us how and tell the audience how to get ahold of you, we would love to have you

[00:27:47] **Kristin Meyer:** share with that.

[00:27:48] Sure. So, um, sd shutters.com is our website, so like southern crafted shutters.com. So sd shutters.com. You can also find us on. Instagram,

Facebook, or all of the socials at Southern Crafted Shutters, uh, and then can obviously call us. We now have a landline, which is very exciting for us. Nice. Uh, and that's 6 4, 4 2 4 7, 8, 8 3.

[00:28:11] And one of my team, or me, depending on who's here and where we've hired, uh, we'll probably work you through one of the things that about shutters, most people have no idea what they're doing. We walk you through. All of it. Nice. So don't be intimidated if you've never purchased exterior shutters before.

[00:28:30] We will walk you through and make it super easy. We ship all over the country, so we're used to walking people through over the phone.

[00:28:37] **Christi Powell:** Nice. So she also sends a weekly video out. If you place an order with, um, their manufacturing facility, they'll send a weekly video out with their team explaining to you how the process is going so that you don't feel like.

[00:28:51] Oh, I just put a deposit down on my shutters and I haven't heard from them for three weeks. I really think That's amazing. That is great. Yeah. And what you're doing is getting different, and I love that you are just making a big impact in our. In our industry, in manufacturing and um, we thank you for being on today.

[00:29:11] Don't forget, Kristen to sign up on our forum breaking barriers forum.com so that our audience, if they forget how to get ahold of you, they can get on breaking barriers forum.com and they can reach out to you there. Thank you for being on today. Thank you, Kristen.

[00:29:25] **Kristin Meyer:** Thank you.

[00:29:30] Well, that's all for this episode.

[00:29:32] **Christi Powell:** Thank you so much for listening to the Women Talk Construction podcast with your host, Christy Powell and Angela Gardner. See you next

[00:29:39] **Kristin Meyer:** time.