

Rustic accents meet modern design in this luxurious master ensuite bathroom, with custom stone and reflective tile, as well as a domed ceiling with a chandelier. Photo by Kyle Eddy.

Opposite: Custom seating and vaulted ceilings lined with Douglas fir invite you into this dining nook overlooking Vermont National Country Club. Photo By Joe Anger.

ADAM HERGENROTHER

A visionary entrepreneur
in our midst



BY COREY BURDICK • PHOTOS COURTESY OF ADAM HERGENROTHER UNLESS OTHERWISE NOTED

Boundless energy and a drive to achieve excellence—those are the stand-out traits you’ll notice in each interaction with Adam Hergenrother. He’s the kind of person who is intrinsically motivated to create a vision and then strategically execute it. So it comes as no surprise that his businesses continue to grow and thrive. From real estate endeavors to construction projects, his passion to be the best is woven throughout every facet of his work. This life perspective easily translates to giving potential clients seeking to build a home the sense that their ideas matter and that their personal vision can be realized. And that’s Adam’s goal.

Adam’s drive stems in part from his teens years, when he realized that he had control over his destiny. He was 15 years old, 100 pounds overweight, and involved with drugs,

and one day, he decided he’d had enough. Within a year, he lost the weight and, on a whim, partnered with a friend to invest \$500 in a car they ended up flipping for a profit of \$1,000 each.

This small taste of leveraging assets led Adam to try his hand at doing the same with condos and, ultimately, becoming a commercial underwriter. While he was working as an agent at REMAX, he began to realize that he couldn’t live “the biggest life possible” as someone else’s employee, so in 2006, he launched the Hergenrother-Ostiguy Group with his wife Sarah Ostiguy Hergenrother.

In 2010, he opened the first Keller Williams Realty office in Vermont, now the largest real estate company in the state. This achievement was followed in 2011 by the founding of Hergenrother Realty Group, and in 2012 he joined forces



Above: This expansive kitchen offers casual elegance by mixing coffered ceilings with classic Shaker cabinets, a marble backsplash and custom island, and glazed custom wood flooring to match the ceiling insets. Photo By Kyle Eddy.
 Right: Custom craftsman home at Vermont National Country Club.

with his brother Tom, who already had a successful residential construction business, to form BlackRock Construction.

He launched Adam Hergenrother Training in 2016. This business venture allows him to share his thoughts on leadership and life, and he hosts one-day seminars around the country designed to teach others how to apply his methods to achieve their own goals.

CREATING YOUR RUSTIC MODERN HOME

Interested in building a rustic modern home? That's where BlackRock Construction enters the picture. In 2017, BlackRock was ranked number 42 on *Inc.* magazine's annual list of 5,000 "greatest (and most inspiring) entrepreneurs," reaching number one in both the Vermont companies



and construction categories. BlackRock has received numerous awards over the past couple of years, including four construction awards from the 39th Annual Better Homes Awards. The company does both residential and commercial construc-

tion and development and has over 700 units in its pipeline, from homes to senior care facilities to apartments.

According to Hallie Warner, chief of staff for Adam Hergenrother Companies, "BlackRock Construction is pretty versatile, yet

the majority of our homes are rustic modern; that's a trend that plays well here in Vermont, both for year-round residents and for our clients who are building second homes here.”

Adam describes rustic modern homes as timeless, with lots of wood details; large, open kitchens; and steel elements blended with 10-inch wide pine, for example. The idea is to approach building a home not only with an eye to the shelter it will provide but also for the experiences it will offer.

When people interested in building first visit BlackRock, they sit down with team members to determine what they want and can afford within their budget. They have the opportunity to walk through the showroom, see clients' homes, and most importantly, explore options rather than being restricted by what a builder wants to construct. The focus is consistently on the experience the client is hoping to create.

Clients can choose from a multitude of options when it comes to design features. These include, but are not limited to, the use of Douglas fir; coffered, cathedral, dome, and circular ceilings; wainscoting or custom-wallpaper accent walls; wallpaper accent walls; three- or four-season porches with fireplaces; custom storage alcoves; stone work; loft areas with library ladders; whole-house AC; heated garages; radiant heat flooring; smart wiring; solar solutions; and ambient lighting.

Keeping it local is always an option. Clients can choose materials from Burlington Marble and Granite, Cyr Lumber, Lathrop's Maple Supply, the A. Johnson Company, and Lamell Lumber among others. Adds Tom, “In addition, we often use salvaged barn board if a client requests it. In one of our most recent projects, we used a live-edge piece of wood from Shelburne Farms as a coffee bar and countertop in the pantry.”

RUSTIC BUT CUTTING EDGE

Clients can also take advantage of a hardware package that involves options such as surveillance cameras and lighting systems and, increasingly, smarthome technology,





Photo: Susan Teare



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such as syncing one's smartphone to internal home systems like thermostats. Adam strives to stay ahead of the artificial intelligence curve. Imagine having your home know when you are three minutes from arrival and turning on the lights and opening the garage door for you.

The future is here, and Adam is using his own new home to experiment. Controlling the stereo and TV with a centralized app and having devices embedded in walls that predict residents' habitual movements are also being implemented nationwide, especially at senior facilities where there are concerns about patients with dementia and Alzheimer's disease. Some of these technologies even let adult children track their older parents' movements, giving both parents and adult children a sense of security and safety. Adam recognizes the



Opposite top: A classic take on this craftsman home in Shelburne complete with cupola and wrap-around porch. Opposite bottom left: This contemporary kitchen earned the 2016 Better Homes Award for New Kitchen, 150-square-foot and under. Photo By Nicholas Gentile. Opposite bottom right: A custom stone fireplace, wood surround, and custom windows (which open 75 percent) create a cozy four-season porch. Photo By Joe Anger.

need to embrace this fourth industrial revolution that will ultimately make people's lives easier.

FREEDOM LIVING

This concept of freedom has also made its way into Adam's latest venture, Freedom Living. A complex of 27 luxury units being built in Essex, Freedom Living offers an "on demand" experience. Choosing to live there allows retirees to select from a menu of concierge services including in-house care, dry cleaning, food deliveries, and cleaning services. It's a concept Adam hopes to trademark and launch in 17 states. This idea of freedom speaks to the growth of the sharing economy and also allows people to travel with the reassurance that their residence is in good hands in their absence.

Ultimately, Adam's mission is for each of his businesses to be a conduit for personal growth and to help people live their best lives. Like his clients, he gives his team options; they don't have set working hours, and they're given the tools they need to exceed expectations, both his and their own. Adam allows the people he hires to be who they need to be, and it is that freedom and flexibility that extend to fulfilling every client's vision for a unique version of their own rustic modern home.

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