



Sundays 8/7 c on ABC

"Extreme Home Makeover: Home Edition" Backgrounder

## **About Maleno Development**

### *A Family Tradition Since 1976*

John Maleno builds communities – one home at a time.

It was 1971. Erie's John Maleno was working at a local lumberyard. For several years he worked on the company's remodeling crew. He enjoyed the work, he honed his skills, he learned the business and he made a decision that would eventually impact hundreds of families in the Erie area: He ventured out on his own.

John started working on small construction projects in and around Erie. On one job he was charged with turning a home's garage into real estate offices. The Realtor who hired him convinced John to get into the real estate business. He did and began selling real estate as well as building it.

With a broker's license in hand, John bought, remodeled and sold apartments and duplex homes in the city of Erie. John and his wife, Lynn, lived in many of those apartments during their renovation. And those he didn't sell, he rented. It was through this cycle that they built enough equity to start building new homes.

In 1976, John, with a crew of three, began building an average of six houses a year, starting with five homes off of Young Road in Millcreek. Then, the Maleno building crew built 23 houses at 21<sup>st</sup> and 23<sup>rd</sup> streets and Emerson Avenue in Erie.

It was in the early 1980s when Maleno started building his first neighborhood, Calico Fields, located off of West 38<sup>th</sup> Street in Erie. "I would build the houses and Lynn would sell them," he explained. "There was one spec home that wouldn't sell and we simply couldn't afford to keep it in the 'inventory,' so we just moved into it."

Lynn managed the company in that house while showing it to prospective buyers. "We did what we had to do," John said. "Whatever it took."

When the project was finished, the Calico Fields subdivision included 230 single-family homes. That neighborhood is just one of seven single-family developments built by Maleno. Others include Ridgewood, Creekside, Love Farm, South Pointe Condominiums, The Meadows at Summit and Sterling Ridge.

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During the Calico Fields build, the Malenos were building their own family, five of who would end up working in the family business. John and Lynn have seven children, Anne, Natalie, Cristina, Jarrod, Dominic, Jason and Julie. Those names should be familiar to those living in Love Farm, a 220-home Maleno community in Millcreek. It is in that development that John named the streets after his family.

"In each of our neighborhoods there is a theme," he explained. "We bought the Love Farm property from the Love family. Knowing we were going to build a family-oriented neighborhood, we kept the 'family' theme and named streets after our children and grandchildren. In fact, my granddaughter Adrienne is growing up on her own street -- Adrienne Court."

Maleno said working with his children presents both challenges and rewards. "You have to separate the 'family' from the 'business,' so to speak," he said. "That can be difficult. But the rewards of working with your children are great. I enjoy watching my kids doing what I did and sometimes doing a better job."

Along with his father, Dominic serves as a builder; Anne is the company's property manager; Natalie and Jarrod are real estate agents who also handle marketing; and Julie is a leasing agent for the firm.

"It is interesting to me when kids tell me they are selling a home to a young couple and I tell them I remember building their parents their first home 30 years ago," John said. "It is so nice to see them working with the same families I worked with years later."

He explained that his sons Dominic, Jason and Jarrod grew up around his construction business and started working alongside him, first helping refurbish his apartments and today, actually building homes.

"I have enjoyed watching my sons learn the construction business," John said. "They have really taken our home-building business to the next level, making our homes perform for each buyer's needs. They have clearly helped make the Maleno product better."

But the Malenos don't just build homes.

"Years ago, local builder and friend Paul Pastore encouraged me to diversify," John said. "He said, 'Johnny, when you build homes one at a time, you're just turning over money. You build them, sell them and then they're gone. When you build apartments, they are yours forever.' So I took his advice and started building them."

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That he did. Today, Maleno Development also includes four well-known apartment complexes. Perhaps the most recognizable is the 172-unit Lake View Apartments located off of West 38<sup>th</sup> Street. Others include Scenery Hills, The Village on Pacific and Shadow Pines. In all, those apartment developments include 400 units managed by Maleno.

John's diversification continued and today his company is a full-service real-estate firm that specializes in construction and land development as well as property management and real estate sales.

"As agents and property managers, my girls work directly with our customers – both buyers and renters – bringing a more personal, relationship-driven aspect to our business," he said. "I am continually impressed by their ability to balance business and family and make sure our family's values are at the forefront of everything we do."

John Maleno clearly loves his craft and continues learning about new types of building techniques and products, traveling extensively to further his knowledge of his trade. He is also involved in professional builders' groups, including the Builders Association of Northwest Pennsylvania, where he served as president from 1983 to 1984. He is also a member of the Pennsylvania Builders Association. He served as president in 1993 and is currently chairman of the association's workers' compensation group.

"We truly enjoy building; it's fun," he said. "When we build, we're creating something that's tangible. We can see what we've accomplished. It is so rewarding to build a home for a happy customer. If we make a person happy in the single largest investment of a lifetime, we consider that a reward like no other."

For more information about Maleno Development, visit [www.malenodevelopment.com](http://www.malenodevelopment.com).

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### **About ABC-TV's "Extreme Makeover: Home Edition"**

The Emmy award winning reality program "Extreme Makeover: Home Edition," now in its 7th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.