

Handyman finds local niche; starts home-repair business

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With the added pressure of getting tasks done at work, many businesses and homeowners don't have the time or the resources to complete necessary jobs in the home.

Craig Celmer has found a way to turn those jobs into a successful business -- the Honey-Do Handyman, which he owns and operates.

After working with a contractor in a neighboring community, Celmer saw a need for repair work in the Manhattan community. Last February, he thought of the idea.

Celmer said he always has had a knack for repairing things.

"Even growing up, my dad always would say, 'Have Craig fix it.' It was something that came natural to me," Celmer said.

The Honey-Do Handyman caters to business and home repairs. While he started with mostly small repair jobs, Celmer said those jobs have led to larger repairs. But he said he hasn't forgotten the mission of his business.

"I'm not losing focus of what I'm initially going after, and that's helping people take care of their homes," Celmer said.

Celmer said helping people fine-tune their home is a niche market he has capitalized on in the Manhattan community. He said he has sacrificed his time to the business to make it a success. He said that would be his advice to anyone starting a small business.

"Anyone can do it. You have to give your heart and soul to that business," Celmer said. "If you believe in yourself, you can do it."

Besides relying on his business degree to operate the business, Celmer has taken advantage of the Small Business Development Center on campus. The center helps small business entrepreneurs with free business advice.

"Part of Craig's success is because of his well-developed work ethic," Frederick Rice, director of SBDC, said. "He is building a positive reputation where his customers are more willing to recommend him to their friends."

A positive reputation is required for success in business, Celmer said.

"Everything is business. What you do and how you act is going to be compared to your business," Celmer said.

Celmer said he gets a lot of satisfaction from his work. He said he believes there are personal rewards in doing what one loves.

"I've worked more hours now than I have in my whole life, but I enjoy it because it's doing something for myself," Celmer said.



Craig Celmer, owner of Honey-Do Handyman Inc., does small home repairs around the Manhattan area.
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