

Pro Craft Tile

Quality Craftsmanship and Strong Community Ties

Brent Cheney has always had an entrepreneurial spirit. Born in New York, he grew up on Air Force bases throughout California and eventually landed in Napa Valley. After graduating from Calistoga High School he went to Santa Rosa Junior College to study Business and then transferred to Southern California. And it was there he found his love and his calling.

“I started surfing and working as an apprentice tile finisher,” he said. “I did grouting, mixing and everything else.”

Brent discovered he loved the work and when he came back to the Napa Valley, he worked for various tile companies until 1991 when he completed his Journeyman Apprenticeship.

During this time he met and married his wife, Donna. They and his daughter, Brittny, 16, and stepson Brian, 21, live in Napa

After completing his Journeyman’s Apprenticeship Brent began studying for his Tile and Stone Contractor license and, upon acquiring that in 1991, he founded Pro Craft Tile. He has been amazing clients throughout the area ever since with the quality of his work.

Brent prides himself on making sure that not only is his tile and stone work visually stunning, but that the underlying quality matches what you see. Using state-of-the-art materials, he and his crew don’t try to be the cheapest, but do strive to be the best.

“I always wanted to have my own business,” he said. “My father was self-employed and I knew I would be too. When I started, my vision was to do work on a higher standard than much of what I had seen. Not just high quality on the



Pro Craft Tile founder and owner Brent Cheney

outside, the part you see, but the substrate, the part you *don’t* see, which is just as important and where some others cut corners.”

Specializing in bathrooms and showers, Brent and his crew work hard to bring quality to their work.

“Bathrooms, showers, steam rooms—those things need proper waterproofing,” said Brent. “I guarantee that their shower stall will never leak, or we’ll replace it for free.

“I’ve never had a reputation as the cheapest,” he added, “but dollar for dollar we are a better value. We’re using epoxy grouting, which never needs to be sealed and is impervious to water leaks and moisture. The products cost more, but they can be warranted for life. Everything should last a lifetime. That’s our philosophy.”

As Pro Craft Tile grew over the years, Brent gathered a team of workers that he

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considers to be second-to-none. There are now eight employees that have joined the Pro Craft Tile family, including Cindy Kurchner, Pro Craft's office manager, who joined Brent shortly after he started and has been with him ever since. Cindy is just one of several loyal, long-term employees at Pro Craft Tile.

"We're like a family here," said Cindy. "Brent's work is breathtaking. Once you see the work our crew does, you'll know the difference between so-so work and great work. There is no compromise. He's a very endearing man with high standards and I respect that. He makes us proud to be a part of things."

Brent fosters this by treating his crew and employees like family.

"All my guys live in the area," he said, "and their kids go to school here. One has been with me for fifteen-years. They are clean-cut, mild-mannered family men and they are all family-oriented. Their family comes first to them and to me as well. We work around their family's needs. I always tell my guys, think as though this company is yours, because it is."

Speaking of his employees caused Brent to stop and think for a moment. "You know," he said, "people need to buy locally and I'm working to get them to see that. If we all did business with one another, our schools would have more money and the community would prosper even more."

Brent believes in paying his crew well and making sure they have a good standard of living.

"All of my employees own homes here because of our loyal, local customers," he said, smiling. "That makes me proud. But it's not a tribute to me, that's a tribute to them. We're able to provide one-hundred percent medical coverage for them too. Our company goes on trips together," he said, pointing to a photo on



Brent Cheney and his Pro Craft team enjoy a whitewater rafting trip together on the American River. Cheney brings a family atmosphere to his business.

his desk of the Pro Craft team whitewater rafting. "Last year we all went rafting on the American River."

Brent believes that when a people contract for tile or stone work, they

the people. "When I leave a job," he said, "I leave with compliments. I hear from customers 'how pleasant your crew was,' 'how nice the work is.' 'Your guys are just great,' they say. 'You're lucky to have

"When I leave a job, I leave with compliments" Brent Cheney

shouldn't just look at the bid to find the lowest price; they should look at the company and its history and community ties.

"People sometimes just look at the bid, but don't look at the people," he said. "But you need to ask, 'are the employees treated well? Are they earning a living wage? Will your money stay in the community? With us, it will."

"A good portion of the sub-standard tile and stone work done around here is done by outside guys," he added. "They don't have the community ties. They don't have a vested interest in their reputation locally. If there is a problem, how will you find them?"

Brent knows that the quality of their work is crucial, but also the quality of

them.' I *am* lucky to have them. I wouldn't be the same without them. We truly feel like an extended family."

Pro Craft Tile can handle any tile or stone work. They work with natural stone—limestone, slate, granite, marble; they can do glass mosaics, and any other specialty tile or stone work their customers can dream up.

"The only thing that limits us is your imagination," said Brent. "I have a lot of pride in my company. People ask me if I'll ever retire. I'll never retire. This is what I love to do."

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