

# Ask The Expert

[Industry leader]

## New Leadership, Same Quality and Service

### Q&A with Louis-Philippe Carrier

#### ■ Summary

Last month Carrier Mausoleums Construction announced that Louis-Philippe Carrier had purchased the company from his father, Johnny Carrier. The privately-held CMC specializes in design-build mausoleum construction, funeral service construction as well as the design, manufacturing and installation of glass-front niches and columbaria. Louis-Philippe has been with the company since 1992 and has served in nearly every role, including performing construction labor in the field. With the acquisition, Louis-Philippe plans to focus on delivering more value by developing new technologies to improve customers' businesses; introducing new product innovations for mausoleums, glass-front niches and columbaria; offering an expanded portfolio of bronze memorialization products; and increasing its focus on expanding CMC USA throughout the United States. At the same time, customers can expect the same quality products and services that have been part of the CMC fabric since Johnny Carrier founded the company in 1984. *Patti Martin Bartsche reports*

#### What prompted the sale of Carrier Mausoleums Construction?

I started working for CMC in 1992 and have since occupied nearly all positions, both in the field and in the office. Johnny Carrier felt like I was ready for the next step, which was to lead the company as the president and CEO, so he decided to give me the opportunity to purchase CMC.

#### For many years, Johnny Carrier has been the face of CMC ... will he have any role in the company after the sale?

Johnny is still present in the company. He comes to the office every once in a while, as he and I are very close. By remaining involved in the company, Johnny provides precious advice and guidance when needed. CMC also has an advisory committee, which Johnny serves on as the chairman. Overall, Johnny is still very present in the business and serves as a great resource for me.

#### What made the purchase of CMC so appealing to you?

Purchasing CMC was just a natural direction and fit for me. I have always been very involved with the company

and love our employees, our customers, and the products and services that we offer. Honestly, I just couldn't imagine doing anything other than continuing the legacy of CMC as well as continuing to grow the business through innovation and superior service. My life's work has been to prepare for this acquisition and leadership role, and I am very excited for the future.

#### What should customers know about Louis-Philippe Carrier?

Our customers should know that I am wholly attached and committed to serving this industry. They should also know that the values, standards of service and performance that Johnny instilled at CMC are still very alive – and will continue to be. As we continue to grow and evolve the business, our renowned service and quality will remain because it is at the heart of everything we do.

#### What strengths do you bring to CMC?

I was very fortunate to be given the opportunity to learn this business from the ground up, spending many years at different levels within our company. I was also very fortunate to have such an incredible mentor – Johnny Carrier. He instilled in me an unwavering desire for innovation and growth through good values and business ethics. I bring



Johnny Carrier and Louis-Philippe Carrier

## VIEWPOINT

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– Louis-Philippe Carrier

experience, training, years of coaching, and a tremendous commitment and desire to succeed.

### **What changes – if any – can customers expect from this sale? Does this sale benefit your customers in any way?**

First and foremost, Johnny built CMC into a terrific company with industry-leading products and services. Because of that, I do not want our customers to feel that there will be any transition or change in legacy, focus, or quality of service. Moving forward, our customers can expect more products, more services and new innovations all backed by the incredible foundation of CMC. For example, our customers will be able to benefit from a new technology product that we developed and recently released called iBronze (iBronze.com), as well as a larger portfolio of bronze memorialization accessories, products and statuary. Our clients can also expect that we will keep looking at expanding in order to better service our clientele. And finally, our core lineup of community and garden mausoleums, glass-front niches, columbaria and funeral construction will remain a priority focus with many exciting innovations and new developments in the near term.

### **What are your short- and long-term goals?**

My short-term goals are to complete the rebranding of the company, which was started in May 2012 and continues to the present as we're currently undergoing some really exciting

changes to our website, as well as to focus on finding and driving efficiencies to our core business. For the long term, my objectives are for CMC to become an even more diversified company with an even stronger presence in the marketplace. As we diversify and expand, we will also continue to focus on growing CMC USA, which is based in Portland, Ore.

### **With this sale, will there be any management changes? An increase/decrease in staff?**

The stability, longevity, experience and loyalty of our people are among the core attributes of CMC. We employ world-class professionals from

multiple areas and cultural backgrounds throughout the United States and Canada. In recent years we have added some great new talent that helped complement our exceptional, existing staff. Our company has enjoyed a steady growth, and our staff has increased proportionally.

### **Will there be a greater attention given to the U.S. marketplace?**

Yes. I personally lived and worked out of our Portland office for more than five years. I really enjoyed the experience and since then I've had a very strong commitment to our U.S. customers. In recent years we have enjoyed many successful agreements with the leading corporate groups in our industry as well as with many of the most prestigious U.S. cemetery organizations, and we will keep focusing on them.

### **What does this sale mean to your competitors?**

I will let my competitors answer that one. •



### **FIJI ISLANDS CREMATORIUM FOR SALE**

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New Crematorium located in the beautiful Fiji Islands. This is an ideal situation for someone seeking a relaxed life style or a presence in a new and growing South Pacific market. The potential for growth is phenomenal as this is the first and only Crematorium in the South Pacific outside of Australia and New Zealand. The business has all environmental licenses and brand Matthews equipment. The 6500 feet<sup>2</sup> Crematorium is located on a beautiful 3.5 Acres of fenced and landscaped gardens. The Crematorium is complemented by a beautiful 1500 foot<sup>2</sup> Chapel. Anyone can learn to operate the Crematorium and the current owners will train the new owners. No funeral director license is needed.