BUILT TO LAST: EVERTS LUMBER COMPANY MARKS FIVE GENERATIONS

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By: Heather Rule

For more than 140 years, Everts Lumber Company has operated with family at the center of their business. Now into their fifth generation, their lumber yard and hardware store sit nestled in Battle Lake's beautiful downtown.

John Everts and his sons, Rezin and Ambrose (current co-owners) know how unique and rare it is to have a successful family business with such a rich history, especially as they face new challenges all the time.

"Every industry is facing consolidation by the big conglomerates and private equity groups," Rezin explained. "There have always been challenges, they just have changed over the course of 100-plus years."

Everts Lumber Company specializes in lumber and building materials for homes and lake properties, offering support from the earliest planning stages through final delivery. In addition to materials, the company provides drafting, design, and delivery services, helping customers tackle everything from new home construction to remodels, additions, and smaller projects.

Whether it's a full build, a new deck or a single window replacement, Everts works with customers to find the right solution. Their hardware store is large and fully stocked with plumbing and electrical items, hand tools, lawn and garden equipment, paint & stain and more.

For Rezin, it's been interesting to see how the business has changed over the years, going back to the 2007-08 recession and witnessing another shift amid the COVID-19 pandemic. Customer buying habits and technology have both changed immensely since Rezin was a kid, he shared.

For example, customers have two main options when it comes to purchases: Going to the brick-and-mortar store or buying online.

"Of course, that's the battle for any small business in this day and age – going against online shopping," Rezin commented.

However, they are noticing a trend where instead of Everts being the first point of contact for customers, some will make decisions at home after online research and then come into Everts to make their purchases, and that kind of shopping local is greatly appreciated.

After more than 140 years, Everts Lumber Company remains a reminder that when you shop local, you're not just buying materials, you're investing in family, community, and a legacy built to last.

For more information: https://www.doitbest.com/everts-lumber-company/

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