

Day Star Construction

Watson Lake

Started: 1983

Contact: Dan Reams

Day Star's specialty is building custom, hand scribed, log homes. The company also does traditional frame construction.



Getting started: In 1981, Dan spent some time in BC and was able to work with a friend who was an experienced log builder on a log home project. When he returned to the Yukon, he built two more log homes in Watson Lake and set up as a business in 1983 to meet the growing demand. He continued to focus on hand scribed log buildings and used his own finances to establish the business and build his inventory of tools.

Key to success: Delivering a quality product to the customer has been the key to the success of the business and has let Day Star rely on word of mouth rather than advertising.

Lessons Learned: The biggest barrier in the last five years or so has been getting access to 50—100 quality building logs every year for one or two houses. Patches he had selectively taken trees from or had his eye on—areas close to access roads to keep costs low—were either logged by others or not available due to land claims or other concerns. Not being able to be assured logs cost Day Star at least one job for the coming season. Access to a secure supply of logs and a lack of resources for marketing has deterred Day Star from expanding into an overseas market.

Future of business: The future success of the business will depend on improved access to house logs and on a stronger economy to provide a clientele. Dan expects to log in the winter to provide additional income.