



Full Service Real Estate Investing & Contractor Services

Jim & Claudia Grueser
Owners

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Located in Anderson, IN, Big Head Industry LLC has been professionally real estate investing since 2012. Founder Jim Grueser is a licensed, insured and bonded real estate investor & contract service professional. The “why” behind Big Head Industry drives the company forward: improving lives with every house they improve, while building a company for Jim & Claudia’s children & future generations. Big Head Industry focuses on residential, and has a hand in commercial work as well. Jim rehabs every house as if my mom would live there. If you know Jim, he loves his mother so his houses are nice. Jim believes business can serve our community while building a solid company.

Mission Statement & Core Values

***Mission Statement** – To serve the housing needs of the community by rebuilding each house as if my mother was going to live there. Rebuilding Madison County one house at a time.

***Core Values:** We hold all Big Head team members accountable to embrace the following core values:

- **FUN:** We have fun in the work first!
- **CRUSH IT:** We are committed to excellence and embrace change
- **COMMUNICATION:** We seek to understand and communicate clearly
- **POSITIVE INTENT:** We focus on solutions. Illuminate the negative only to create positive solutions
- **INTEGRITY:** We always choose to do the right thing and operate professionally
- **LEADERSHIP:** We seek to motivate and inspire others through servant leadership
- **HUMBLE:** We are grateful and check our ego’s at the door
- **OWN IT:** We are accountable and are accountable for our actions
- **CONTINUOUS IMPROVEMENT:** We innovate and constantly improve
- The destination is the road...and the journey is the destination, enjoy the process!

History & Why Invest in Anderson/Madison County

1. Between 1986 & 2006 Anderson lost 26,000 GM jobs which also resulted in a \$2.6B a year loss in payroll and estimated \$6B in industrial property tax base, (1990 numbers).
2. Since 2006 Anderson has attracted in new business and expanding existing business 9,200 new jobs approximately \$660 M in new annual payroll and \$2.1 B new industrial tax base, (2019 numbers)
3. Anderson is now home to 13 foreign company representing 8 different countries 5 of which are Japanese.
4. The early indication is that the 2020 census will be the first since 1970 to show an increase in population.
5. Based on the 2017 Kelly School of Business Study the Central Indiana Area is expected to grow by 750,000 over the next 25 years. Madison County and Anderson have more utility infrastructure capacity and developable land within easy reach of infrastructure than do any 2 of the other 5 donut Counties around Indianapolis and a new 3 lane interstate corridor I-69 between I-465 and all 3 Anderson exits.
6. The Mounds Lake and a second possible West Lake, both feed by the white river are in their final viability study by the State of Indiana via the Indiana Financial Authority with the study to be released late this summer. If either or both move forward Anderson will become the next Geist like growth area.
7. Residential real estate values have increased nearly 19% over the past 24 months. Projects for the coming year are 8%. For the Midwest this is HUGE.
8. Taxes are lower in this county compared to Marion (Indianapolis)
9. Bedroom community to Indianapolis, Noblesville, Fishers, Carmel.
10. Big enough to be significant but small enough where we can make impact. For 2019-2021 we have a goal to do full rehabs on 100 houses. As of 10/1/19 we were at 40 so we are on track to hit this goal. By fixing 100 houses in defined grid we know we can impact increases values, quality of life and the community.

Why we moved to Anderson - first of our "Why" is strong in raising our sons in a loving, family-oriented environment where they can thrive. Me getting out of the corporate zombie 80+ hour a week to be involved in their lives and be the best husband and dad I can be. We were originally looking at Indy. However, a few years ago I came to Anderson to look at a house that someone was selling. I didn't buy that house but I did spend an entire day in Anderson. I drove the streets, I saw how they town had been hurt. I talked to people everywhere I went that day. The people all told me the story of when GM left. After this day I went back to my hotel and really dug into what happened in Anderson. The following trip I did make some offers and began buying some houses. In talking to many people in Anderson the leadership have a plan. We knew that we could help rebuild Anderson!

A little about us - I'd like to share a little about us and who we are. We used to live in Orange California right next to Disneyland. I was born here in California, youngest of 5 and only boy. All of my sisters were born in Pomeroy Ohio and we still have family in and around Columbus. So, my roots, values and up-bringing are all based on Midwest values. I'm also an Ohio State fan! My wife Claudia was originally born in Taiwan and came to America when she was 7, went back to Taiwan then back to America for college. We are both college-educated my degree in business administration and Claudia's in hospitality. We have our 2 amazing boys, a dog named Butter and 2 cats named Toast & Bacon.

The Grueser's - my wife and I have been together for nearly 12 years.

- *Beautiful wife Claudia
- *Older son Edward is 5 years old
- *Younger son Walter 3 years old
- *Dad/hubby Jim

Professional experience to serve Anderson - We are taking a real leap of faith and truly changing our stars. I was president of Japanese manufacturing company in charge of North America operations until April of 2018. I had more than 300 employees in 3 plants. It was a big move to cut the corporate cord but we know that we are making the right decision. Claudia has extensive experience in the office management side in manufacturing. Together we bring a lot to the table. Our Anderson profession is real estate investors and contractor services. My skillset from manufacturing accents perfectly to real estate investing. All of my training in Kaizen (continuous improvement), six sigma, advanced training in project management and servant-leadership in building teams.



