

BREAKING FROM THE TRADITIONAL



Pete Lyons moved to Canada from Scotland with the intention of staying for 10 weeks. Now he owns L3 Builders in Ottawa.

It is no surprise that standing out from the competition is Pete Lyons' mantra. The owner of L3 Builders has been working to be the best at what he does since his days as a young carpentry apprentice in Scotland.

Pete's unique journey started at the age of 15, when he landed an apprenticeship renovating homes in a historic village in Scotland. While he originally wanted to be a stone mason, that work was already done when he arrived on the job site and the carpentry work was about to begin. Not easily deterred, Pete started working as a carpenter and never looked back. "I never regretted it," he says. "Carpentry work is in my family."

In 1999, the construction company Pete was working for offered to send him to school

STORY ERIN KELLY
PHOTOGRAPHY JUSTIN VAN LEEUWEN

in Carleton Place to learn how to build log cabins, a skill that was intended to help with future projects back in Scotland.

"It (log cabin building) was never something I wanted to pursue as a career, but it was a unique opportunity to come to a new country and learn," he explains.

Pete's stay in Canada was supposed to last just 10 weeks, but during that time he met a contractor who offered him full-time work as a carpenter and helped him obtain a Canadian work visa. It was an opportunity he couldn't pass up. In 2000, at the age of 22, he moved from Edinburgh to Carleton Place.

Fast forward a few years and Pete was eager to tackle a new challenge. He decided to start his own general contracting business, PL Construction Pros, which expanded to become L3 Builders. His aim is to offer Ottawa-area residents an impeccable experience with high-quality custom homes, renovations and additions. L3 Builders is fuelled by Pete's desire to stand out and change the traditional notion of construction services.

"I was helping make a name for other contractors," he says of the work that was subcontracted to him by other companies. "Why make a name for those contractors when we have our own employees and can do the work ourselves?"

Breaking from the industry's norm, L3 Builders – which represents Pete's last initial and the three character traits he values most: skill, integrity and pride – has an in-house team that handles all aspects of every project from start to finish without recruiting the services of any subcontractors. *Continued on page 58*

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BELOW: Working hard on new builds around the city. **RIGHT:** Pete stands outside a current project in the Westend.

“Our clients really appreciate that nothing is subcontracted because it means that there are no strangers coming to the job site,” he says. “Everyone there is part of our team. With us, there is one point of contact.”

The distinctive “under one roof” approach that L3 Builders takes to each project provides the added benefit of ensuring that every new home or renovation proceeds as smoothly and cohesively as possible, from the initial design through to the finishing details. And as if that wasn’t enough, Pete also makes sure to have a hand in each job that the company takes on by being on site during every project.

“I wouldn’t have it any other way,” he laughs, noting that he has never enjoyed being confined to an office.

Pete says L3 Builders also offers the longest warranty currently available in Ottawa for construction services, providing clients with six years of coverage for workmanship – a testament to the pride that each member of the team takes in their work.

With a homebuilding and renovation boom keeping his team busy with projects in Ottawa, Pete has already set his sights on expanding to Gatineau, Kingston and Toronto



within the coming year. He notes, however, that his current business model of eliminating the use of subcontractors makes expansion plans more intricate than just setting up shop somewhere and obtaining projects. But the successful concept is one that Pete is extremely proud of and committed to keeping as the one thing that sets his business apart from others.

“There is nothing more rewarding,” he says of his commitment to his work, “than walking away from a completed job and having happy clients.” **OH**

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