

# ALBUQUERQUE BUSINESS FIRST

## Rio Rancho stares down an apartment crunch

Real estate expert Todd Clarke says there's a lot at stake. **STEPHANIE GUZMAN, 15**



### ECON DEV

## THE TRICK TO INCENTIVES

When's the best time to award job creation incentives – before or after the job growth? Depends whom you ask.

**JOE CARDILLO, 10**

### ADVERTISEMENT



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## Family-owned BUSINESSES

# 'But Mom, we have to raise prices'

OUR FIRST-EVER FAMILY-OWNED BUSINESS LIST EXPLORES THE UNIQUE OPPORTUNITIES AND CHALLENGES OF BUILDING A SUCCESSFUL COMPANY WITH YOUR FAMILY.



**BIGGEST LOCAL  
FAMILY-OWNED  
BUSINESSES  
BY REVENUE, 8**

### COVER STORY

### INSIDE THE GENERATIONAL CHALLENGES

See who's considered a family business and hear from well-known local family-owned companies. **4-7**



### INTERIOR DESIGN

## How Airbnb changed Santa Fe home design

Lisa Samuel takes a unique approach to designing for owners who might use a home a couple of months a year.

**STEPHANIE GUZMAN, 15**



### BIZVENTURES

## Anasazi's new tenant might surprise you

Meet the first commercial tenant at Downtown's Anasazi building — Siembra Leadership High School.

**MARISSA HIGDON, 17**

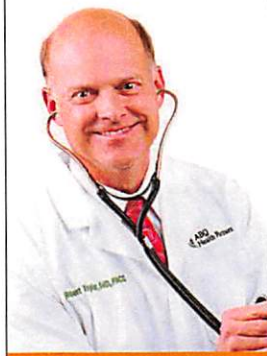
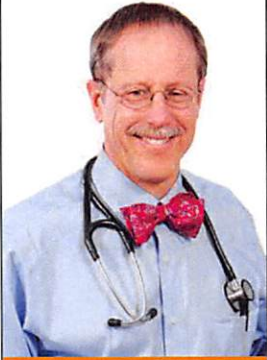


### GIVING BACK

## It was for a good cause

Rebel Donut held a donut-eating contest to raise money for the Leukemia & Lymphoma Society. See other creative ways local businesses are giving back. **18-19**

# Teamwork.



TOTAL CARE

"Every business needs a face-lift after so many years."  
**NICOLE KAPNISON**, owner of Nob Hill Bar & Grill, on the restaurant's renovation plans this summer.



## VACATION HOME

# Airbnb changes Santa Fe home design



COURTESY SAMUEL DESIGN GROUP

A dining room with Southwestern flair designed by Samuel Design Group.

Award-winning designer Lisa Samuel of Santa Fe's Samuel Design Group said her business didn't really feel the recession.

An interior and exterior designer in Santa Fe's luxury housing market, her clientele still required services during the housing crisis, from new construction to remodels.

"The market, even in higher-end residential, experienced a slowdown. I didn't, however. We stayed busy the entire time," Samuel said.

And these days, her clients aren't just designing for themselves, but for potential guests.

"We're definitely seeing a resurgence in something I find really interesting, and that is people are buying houses because the prices are down and then renting them as high-end rental places for vacation," Samuel said.

Call it the era of Airbnb. Samuel and her staff use a unique approach to design a home for both tourists and an owner who may use it for a couple months out of the year. Both users require a turn-key property and one that reflects



Lisa Samuel

### BY THE NUMBERS

**\$1.5 million**

How much Samuel Design Group reported in 2015 gross billings

**5**

The number of people on staff

**15%**

How much of the company's business is out of state

the Santa Fe culture, but not in a themed over-the-top way.

"The way something feels is very important to me. We take a holistic approach in that respect," she said.

## MULTIFAMILY

### RIO RANCHO SHORT ON APARTMENTS

It takes 10 people to support one apartment unit.

**8,752** The number of units Rio Rancho needs based on its 2010 population of 87,521.

**-3,010** The number of apartment units in Rio Rancho.

**5,742** units still needed.

### QUOTABLE

"It's a gap we desperately need to fix. And it's not going to go away, because Sandoval County is going to grow. We need to fit that demand with a new kind of product."

**TODD CLARKE**  
 NM Apartment Advisors



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