

*Northside Business Association Business Profile*

## **TZ of Madison, Inc. — A remodeler with a niche**

**By Lauri Lee**

*Northside News*

Designing and building comfortable living spaces has been part of Larry Taff's family heritage for more than three generations. His grandfather A.J. Taff worked as a carpenter at Taff & Taff Builders. Larry's father, Jim Taff, also of Taff & Taff Builders, constructed a number of Maple Bluff and Northside homes and commercial properties, including Maplewood condominiums and Lakewood Plaza. Taff & Taff closed its doors during the recession of the 1970s.

In 1982 Larry Taff and his wife, Karen Ziegler, started TZ of Madison, Inc., a business focused primarily on residential remodeling. Their son, Jesse, became part of the business a few years ago, carrying the family's building and carpentry heritage into its fourth generation.

Larry, who is also a realtor, has lived and worked on the Northside for much of his life.

His business is small, employing his son as lead carpenter, another full-time person and a part-time office assistant.

Their niche? Universal design. A home utilizing universal design has been planned to meet the needs of a family of all ages. It feels comfortable and welcoming to children, adults and older adults. A forerunner in the field of universal design, Taff worked with the National Association of Remodeling Industry (NARI) to develop their universal design professional certification and

testing procedures.

Both Larry and Jesse are Certified Aging in Place Specialists (CAPS), a qualification that means they know how to design and implement changes to a home so its owners can "age in place" (remain in their home for the rest of their lives) independently and comfortably regardless of age or ability.

Larry is also one of only four NARI certified "green" remodelers in Madison — a Green Certified Professional. As such, he knows how to help customers reduce their carbon footprint and is qualified to provide advice about what type of heating/cooling, insulation, windows and landscaping will make a home or building more energy efficient.

TZ of Madison, Inc. is a member of National Home Builders Association (NHBA) as well as NARI. Larry has been a NARI member since 1993. He has served on the NARI Board of Directors and as NARI Board President. In addition to developing the National Universal Design Certification, he has served as Remodeled Homes Tour chair, Expo Seminars Center Committee chair, and CotY (Contractor of the Year Award) Awards Committee chair. He has presented numerous seminars and classes.

Larry is a charter member and a past president of the Northside Business Association, a member of the Madison Board of Realtors, the Madison Area Builders Association, and the Wisconsin Woodland Owners Association.



Larry Taff