



Family plumbing business evolves into luxury showcase

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By PAIGE PHELPS / The Dallas Morning News
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In 2000, Jeffrey Goodman decided to go north. His family's plumbing business, Goodman Supply, expanded from its South Lamar location after 60 years in Dallas when he realized the next boomtown was Frisco.

According to his research, Mr. Goodman found that Frisco, McKinney and Celina would each grow by 200,000 in the next 20 years and that the overall market in Frisco would show home prices hovering around \$250,000.

"Just the fact the median home price everywhere else is \$150,000, that means there are just that many more high-end homes," he says.

Luxury homeowners and homebuilders in the area, he realized, had been neglected in the upscale kitchen and bath department.

"No one was doing high-end up here," Mr. Goodman says. "The clientele was underserved, so we decided to create a resource."

It was around this time that the plumbing brand American Standard asked Goodman Supply if it would upgrade its commercial distributorship to a luxury bath-products showroom for its designer lines Porcher and Jado. Mr. Goodman jumped at the chance, deciding in the process to upgrade even more.

Christened Skanadario, the Iroquois word for beautiful water, Mr. Goodman's showroom is open to the public. Inside there are displays of working showerheads and jetted baths, a large selection of vessel sinks made by Texas artisans and steam ovens, wine refrigerators and commercial-grade ranges by Thermador, Viking, Miele and Bosch, all ready for a test drive. Skanadario is also one of two showrooms in the Dallas area that represent Caesarstone's exclusive line of countertops, Concetto, which is made of individually cut semiprecious stones, such as tiger's-eye and rose quartz, bound together by polymer resins and pigments.

Of course, beauty like this comes at a cost. Skanadario sells the top of the line but, Mr. Goodman believes, there are plenty of customers ready to open their pocketbooks.

"The opportunities to penetrate the \$500,000-plus home market seemed attractive enough to make a go of it," Mr. Goodman says.

SKANADARIO

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NATALIE CAUDILL/DMN
NEW LOCATION, NEW NAME: Jeffrey Goodman expanded his family's plumbing supply to Frisco and rechristened it Skanadario, Iroquois for beautiful water.