

NORTHERN CASTLE HOMES — Going PRO Talent Fund

Based in Reed City, Northern Castle Homes is a premier construction and design firm and a proud member of The KräM Group, a trusted name in the Michigan construction industry. With a focus on custom homes, commercial buildings, and specialized structures like pole barns and pole barn homes, Northern Castle blends craftsmanship, design excellence, and a uniquely client-centered experience.

As Northern Castle Homes continued to grow, owner and CEO Mark Wanner recognized a critical need: strengthening leadership within his workforce to support continued success and maintain the company's high standards. That's where the partnership with Michigan Works! West Central and the Going PRO Talent Fund became a turning point.

Through this collaboration, Northern Castle was able to invest in targeted leadership training for 14 members of the team—enhancing communication, project management and supervisory skills across all levels of the organization. This development not only helped the company take on larger, more complex projects but also empowered team members to step confidently into leadership roles, boosting morale and long-term retention.



The Going PRO Talent Fund provided exactly the support they needed to level up the team and it helped them build from within, ensuring their team has the tools and mindset to lead with confidence and integrity.

Northern Castle Homes is not just about building homes—it's about building relationships. Clients regularly praise the team's professionalism, attention to detail, clear communication and ability to make the building process enjoyable. The company culture, marked by reliability

and a good sense of humor, fosters trust and lasting partnerships with every client.

With the support of Michigan Works! West Central and the Going PRO Talent Fund, Northern Castle Homes has been able to scale sustainably while preserving its core values. The investment in leadership training has translated directly into stronger project outcomes, smoother operations and a renewed sense of ownership among team members.