

winter,” says Paul. “We try to package our cabin stays with these outdoor activities. It is wild and wonderful West Virginia.

“It’s a great location,” he adds. “And that, together with the fact that we’re hands-on when it comes to running this place, is a big reason we feel like we’ve been successful.”

PLANNING, PREPARATION AND PERSPIRATION

“Done right, it’s a very good income producer,” says Paul of the cabin rental business. “There’s a number of steps you want to go through and do your due diligence.” For instance, he says you have to be fairly conservative and understand your market, researching such things as how much lodging is already in the area and why people would want to visit it.

“It’s like any project,” he continues. “You do the planning, you do the preparation and, then, finally, the perspiration, if you will. But,” he says to Jennifer with a smile, “we had a great time with that.”

“We wanted to develop something year-round, because rafting is seasonal, and lodging was very limited in this area.”

To that end, the Breuers have taken the divide-and-conquer approach to building the business, and maintaining the grounds and buildings. While they do have as many as eight employees depending on the season, Paul says he and Jennifer basically “do two things: One is that she takes care of all of the decoration in the cabins and the guest hospitality, and I do the maintenance. I get to ride the tractor,” he says, noting he spends the majority of his time at this new “desk,” which he uses for a variety of tasks, such as mowing, maintaining gravel roads and exterior cabin maintenance.

The Breuers, however, say that taking care of guests is both job one and the biggest perk. “I love the opportunity to meet new people,” says Jennifer. “A lot of our cabin guests even have become friends, so we keep in touch with them over the years ... we feel like they’re even a part of our family now.”

“Just like in the outfitting business,” says Paul, “I get to introduce people to the outdoors. That’s what got me into the business in the first place.

“And,” he continues, “I still get to work out in my office. It’s just that this one is on dry land.” **FL**



“HERE IN WEST VIRGINIA YOU’VE GOT TO BE READY FOR SOME HILLS,” says Paul Breuer. “You need traction and you need some weight. And,” speaking of his Massey Ferguson® 1533 tractor, “there’s enough beef in here to get you up and down the hills, and feel secure, even with a load of gravel in the loader.”

Paul, who, along with his wife, Jennifer, operates Country Road Cabins, uses that 33-HP MF1533 for a variety of jobs on the 89 acres that’s home to 20 deluxe rental cabins near West Virginia’s famed New River Gorge. In addition to maintaining the property’s miles of gravel roads, he mows fields and lawns, buries cable and water lines, clears snow and pulls a towable lift to work on those hard-to-reach places on his cabins. “I hook it behind the tractor and get into some places where you definitely need 4-wheel drive and locking differentials, so we can get up high,” and, he says, “do it safely.”

In addition to stability and power, the MF1533 also has a

creeper gear that allows Paul to perform other tricky tasks. “I have this 25-foot pole [that’s fitted to the] front of the tractor that I lift trusses with and set structurally insulated panels that are 400 and 500 pounds. You’ve got to go very slow and be very careful with it, and that’s where this creeper gear is just fantastic for me.”

Paul is more than satisfied with the performance of the MF1533, as well as his dealer Nettles Equipment in Duck, W. Va. “They’re a great dealer, always very helpful,” he says.

From tractor to service, owning a Massey Ferguson has exceeded his expectations, says Paul, especially “after owning another ‘red brand’ that had 32 HP, but no real steel and guts under the hood. The Massey Ferguson is just heavier and more solid, but it’s got better fuel economy. It’s the best of both worlds.

“I don’t know how they do it, but they do it and it works. I wouldn’t trade that tractor for anything,” he says, pauses and adds, “except another Massey.”