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Glenview 10-year-old is CEO of own company



Alex Mayster, Editor
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At the age of 10, Glenview's Parker Krex has already accomplished what many strive for throughout their entire professional careers.

Krex is the CEO – Chief Entertainment Officer — of Brick Loot, a company that delivers building blocks to customers of all ages through a monthly subscription.

Krex's main responsibilities include researching products to include in the subscription boxes and attending business meetings with his parents, Erin and Steve.

"He's coming up, at least once a week, with a new company idea," Erin said. "He's super creative and he's always eager to find new ways to make something happen.

"This is a real company. We already have employees and we're looking for warehouse space," Erin said. "This is a very active and growing company. We're hoping that by the end of this year we have over 5,000 subscribers."

Now, it's a real company. But not long ago, it was just an idea.

It all started when Parker received a subscription box for his birthday and was bummed that he got nothing building-related.

Then, something clicked.

Erin can still recall Park saying, "Wouldn't it be so cool if there was something that was just Legos?" They both agreed that it would be.

Soon after, Parker held a garage sale to sell his old toys in order to make enough money to purchase his new Lego-type blocks. During that garage sale, they began creating a business plan for what would eventually become Brick Loot.

The next step was to acquire financial backing, which — as an avid "Shark Tank" viewer — Parker already knew a lot about.

He and his mom made their pitch to Steve, he bought in, and Brick Loot was formed.

Parker, a Winkelman fifth-grader, said he enjoys being part of a company that produces one of his earliest loves, blocks. Parker said he like blocks because you can "build whatever you want" with them and added that cars are his favorite thing to build.

He comes from a family of entrepreneurs, as his Erin owns First Class Care, a full service domestic placement agency based in Northbrook.

"He sees us as entrepreneurs and doing what we love. Now he's kind of seeing the other side of it," Erin said.

Brick Loot's subscription boxes include unique items that cannot be purchased at your average toy store. Brick Loot's partners are among some of the biggest names in the toy industry such as: OYO Sports, Nano Blocks and Brick Forge.

The box subscription starts as low as \$23.00 a month and varies depending on your subscription selection.

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