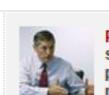






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posted: 6/28/2015 7:00 AM

# Meet a 10-year-old suburban CEO

Brick Loot CEO, 10, knows what subsribers want















Parker Krex, 10, and his parents run a company called Brick Loot that caters to fans of Legos.

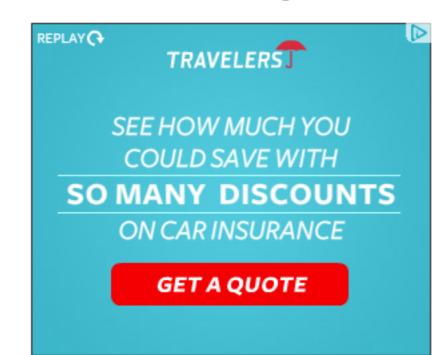
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Courtesy of the Krex family



When Parker Krex founded Glenview-based Brick Loot, he knew his market well. Fans of Legos and other toy brick products can be selective on what they like and what intrigues them.

After all, he's 10 and a Legos fan, too.



fans.

The young CEO helped to create and run Brick Loot, a subscription service that ships a monthly box of toys to its customers. Parker wanted kids and adults to get a surprise each month that's worthwhile and "not a box filled with junk," he said.

"This is all stuff that I would like to get," he said.

He researches various companies and gets the latest items to surprise customers with from companies as NanoBlock, BrickStix, Brick Popper and BrickMania.

Subscriptions range from \$23 to \$27 per month, plus the cost of shipping. So far he has about 1,200 subscribers, including 60 percent youngsters and 40 percent adults.

"He does all his own research and he's always looking for bigger and better companies," said his mother, Erin Krex, 39.

He thought about developing the new company while at his parent's garage sale last summer. He had just gotten what he called "another box of junk" in the mail and thought he could do better at selecting brick toys for other

His mother liked his idea and the two created their own "Shark Tank" type of presentation for his father, Steve Krex, 49, who would be the investor.

"Parker knows what the fans want and Legos are his passion," Erin said.

Parker has been collecting Legos and related bricks since he was 3 and he has so much he just cannot count them all, he said.

"I like them because you can build whatever you want, and if you don't like it when you're done, you can just destroy and rebuild it," Parker said.

The company shipped its first package last December and has grown so much that it has added shipping to Canada and the United Kingdom.

Parker and his parents already have hired their first employee to help with the growing subscriptions. They also obtained warehouse space in Northbrook.

Apparently the young entrepreneur takes after his parents, who also own and operate their own company called First Class Care Inc., a Northbrook-based placement agency for nannies, housekeepers, chefs and others.

As Brick Loot continues to grow, the Krex family hopes to get a storefront and possibly create more departments.

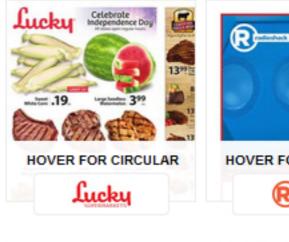
In the meantime, Parker has been a featured guest at brick-related conferences, including the Brickworld Lego Exposition last week at the Renaissance Convention Center in Schaumburg.

He's become so well-known now in the industry that some companies send him samples and make pitches to him. It's also led to the Krex family to establish a YouTube feature where kids take video of the first time they open their monthly boxes.

"I like the idea of getting something in the mail every month, and I think others do too," he said.



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