



What Quality Looks Like

Builders are always talking about "quality," but few can explain what they mean to their clients. This should not be a mystery; construction quality is easy to see when you know what to look for. As a professional builder, we not only take pride in creating high-quality homes, but also in making sure that our clients experience quality and understand the difference it makes.

Building Success 101

Q: My builder seems far removed from the construction process and I deal mostly with the site superintendent. Is that normal?

A: Make no mistake; builders understand they bear the ultimate responsibility of any home their company builds. However, a successful builder is also a successful manager and business owner. Their responsibility extends beyond the field and home production. When you buy from a professional builder, you are investing in a company of professionals; not a 'one-man-show' trying to build your dream home from the back of a pick-up.

Increasingly, today's builders manage

The building process is relatively foreign to those outside of the industry. To help our clients learn the lingo and develop a trained eye as their new house is being built, we employ a variety of educational tools.

Our most important tool is our commitment to listen. We listen to the questions and concerns of our clients and seek to provide satisfactory answers. Our sales, construction, and warranty service associates are all trained to invest the necessary time to address questions regarding every aspect of the production cycle.

The best way to help a homeowner understand the construction process and appreciate the value of the high-quality materials and methods we employ is to schedule visits to the job site at key milestones. Walking through a newly framed home, for instance, allows us to point out the tight tolerances we require from our framing crews. On-site, we can show examples and explain why these standards help to ensure reliable performance and comfort in the finished home.

After framing, homeowners can watch the ways that we install the home's wiring, plumbing, and mechanical systems. Our exacting specifications make sure that those systems perform as designed and promised. As construction continues, we encourage our clients to schedule similar walk-throughs so we can showcase the high-level materials and methods we use to build homes. What is difficult to articulate in the office becomes clearly demonstrated as the house takes shape.

We also consider the conditions of our job sites as an indicator of quality. We expect, for instance, that our crews and trade partners maintain a clean site. Disposing of trash and scrap materials not only makes for a professional work environment, but also a safe one. We believe that our insistence on a professional looking job site translates to professional, superior-quality workmanship.

As the home nears completion, quality is even easier to see and understand from a homeowner's point of view. Again, adhering to tight tolerances, we work hard to make sure that walls are smooth, that cabinets, trim, and other fixtures fit snugly into place. We make certain that windows and doors operate smoothly, and that flooring and other

their company systems, which enable them to delegate on-site construction responsibility to skilled employees. In this way, custom builders are able to assign your home's construction to a superintendent whose specialty it is to keep you informed, facilitate changes, and manage the day-to-day happenings on the job site.

finishes are installed to meet the expectations of our discerning clients.

But the true test of quality construction is occupancy. Homeowners will understand what we mean by quality after living in their home for a while. How our homes stand the test of time and the rigor of everyday living is a testament to the quality we strive to achieve from the foundation to the rooftop.

Warm regards,

Richard

Richard Dickson
Dickson Development Corporation
666 Plainsboro Road, Suite 1300
Plainsboro, NJ 08536
(609) 799 0220 - phone



info@dicksondevelopment.com
www.dicksondevelopment.com

c. 2007 All rights reserved.

[Click here to subscribe](#) to this newsletter.

[Click here to unsubscribe](#) from this newsletter.

