



Building Success 101

Q: What is hot water recirculation?

A: A hot water recirculation system uses a small pump attached to the hot water line to a home's showers, tubs, and faucets that circulates cold water out of the line to deliver hot water faster and mitigates the amount of water wasted as you wait for it to heat up (called lag time). Often activated by a switch or button in the kitchen or baths, the system can reduce lag time to a matter of seconds instead of minutes, reducing water use at those locations by 30 percent or more.

Nothing to Fear

Do you know what most often hinders the success of a home building project? Fear. Fear of the unknown, of unscrupulous contractors, shoddy materials, of somehow getting caught in a money pit and ending up holding the bag.

This high-level of concern is understandable. Often our clients' home is their largest single investment. For many, this is their first experience building a home. And for all there is a lot to learn about home construction.

As professional builders, we understand and respect our clients' concerns. Our job is to demystify the building process, help our clients identify and understand their concerns and overcome them quickly and confidently.

In addition to being good listeners and problem-solvers, professional builders operate on solid business principles and practices that alleviate the majority of what clients often fear about the homebuilding process, including:

Reliable partners. We seek out, work with, and retain top-quality subcontractors and materials suppliers. Our trade partners possess similar philosophies and approaches to running a successful business and are committed to the same high level of construction quality and standards. This helps mitigate disputes, foster cooperation and produce better-built homes.

We constantly review our trade relationships to ensure that their pool of subs and suppliers consistently delivers high-quality work at a fair price. That diligence protects your investment and helps remove the fear of poor workmanship and unreliable performance.

Record keeping. The best builders are diligent (some say obsessive) about documenting their new-home projects to make sure costs, schedules and progress align and meet their standards of quality and those of their clients. We use a detailed work order process to document all selections and changes.

For the same reason, professional builders demand similar diligence and reporting from their trade partners -- not so much to keep them in line, but more to enable their own accounting processes to be complete, accurate and current.

As such, professional builders can present completely transparent and reliable reports at any time to their clients to ease concerns about whether their new home project is on track.

Sophisticated builders practice "fear management". They take a professional approach to their business and are sensitive to the concerns of their clients. They help clients manage any anxiety from project inception through final walk-through. The key, as always, is communication. Helping clients manage their fear goes a long way to keeping communication lines open and promote a satisfying experience for all.

Warm regards,

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