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

What Quality Looks Like

Builders are always talking about "quality," but few can explain what that means to their new-home 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 homebuyers experience quality and understand the difference it makes. To help homebuyers 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 provide answers in straight forward language. 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. In addition, our homebuyers are provided with a Homeowner Manual, which includes detailed information on the homebuying and construction processes as well as maintenance of the home after move-in.

Another method we employ to help homebuyers understand the construction process and appreciate the value of high-quality materials and systems is to schedule a visit to the job site. Walking through a newly framed home allows us to point out specifics such as 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. Walk-throughs are scheduled at key milestones during the construction process, and additional site visits can also be arranged as the house takes shape.

We also consider the tidiness of our job sites 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 an efficient 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 a new home nears completion, quality is even easier to see and understand from a homebuyer's point of view. Again, adhering to tight tolerances, we make sure that walls are plumb, that cabinets, trim, and other fixtures fit snugly into place. We make certain that windows and doors operate smoothly, and that flooring and other finishes are installed to meet the expectations of our discerning clientele.



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But the true test of quality construction is occupancy. New 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,

Brian

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President



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Our Communities:

