

Specs to match market demand

■ Maureen Eppen

Focusing on creating designs with high-quality specifications and finishing packages to suit the changing needs of families contributed to a successful year for new brand Home Group WA, according to managing director Paul Silvestro.

“During this time we launched a series of affordable, well-designed two-storey homes to suit new block sizes in the market, while maintaining conventional construction techniques,” Mr Silvestro said.

“We are continually working toward a higher specification in our homes and this year introduced modern, European-style fixtures and fittings and LED downlights as standard.

“Communication is the key to customer satisfaction, and I am always mindful of overall market conditions, including land titles and trade availability.

“Ensuring our internal processes are continually moving

with these conditions and clients remain informed allows Home Group WA to maintain a high level of customer service throughout the building process.”

An open-plan living area, extensive alfresco area with direct kitchen access, and warm, cosy atmosphere helped make the Bellevue Platinum the builder’s most popular display in 2013.

For 2014, a number of new display homes brought an air of excitement, he said.

“The focus will remain on designing homes that suit WA families, offering specifications to meet market demands, and new and exciting marketing campaigns featuring our brand ambassador Rob Palmer will be launched throughout the year.”

Mr Silvestro would show appreciation for the efforts of staff by hosting a catered end-of-year function in a furnished marquee at head office, including entertainment for staff and partners and an appearance by Santa.



From left: Frank Silvestro, Lisa-Marie Silvestro, Alf Silvestro, Marie Continibali, Anthony Silvestro and Joe Mar with Paul Silvestro, seated.

Diversified designs achieved

Demonstrations of innovation, industry expertise and diversified housing were part of an amazing year at Dale Alcock Homes, according to general manager Dean O'Rourke.

DAH created 19 new designs in its Advantage Series in 2013 and opened eight new displays, including the multi-generational Vespa, at Clarkson.

Residential Design Code changes allowing owners to rent granny flats to non-family members led Dale Alcock Home Improvement to transform the granny flat into a manageable investment opportunity, he said.

The company's livable homes initiative was developed to “futureproof” new or renovated homes, with open-plan designs that maximised space in key areas, to comfortably accommodate people of all ages and abilities.

Work continued at the Salvation Army's



Dean O'Rourke

Harry Hunter centre for drug and alcohol rehabilitation, in Gosnells, through men's quarter renovations due for completion in January, and DAHI opened its first demonstration home, in Wembley, to 1500 visitors.

“DAH and the home improvement and development divisions look forward to 2014, with more initiatives, designs and developments. Earning a place on the BRW 50 Best Places to Work list for the second year running, the company will continue to strive for excellence.”

In the Christmas spirit, some staff would help wrap donated presents at The Salvation Army and bins at Dale Alcock Central would be filled with toys and food for needy families.

“Our staff children's Christmas party is a chance to enjoy festive food, fun activities and . . . Santa with our families during work time.”

Maureen Eppen

Blueprint for great service

Significantly increased employee numbers and new display homes in Aveley, Hilbert, Baldivis and Byford ensured substantial growth for Blueprint Homes in 2013, according to general manager Craig Park.

Blueprint was recognised for Excellence in Service for a Large Builder for the second consecutive year in the HIA Perth Housing Awards, and won the category for Spec Homes up to \$250,000 for an Attadale home.

“I am very proud of the Blueprint team being recognised as an industry leader in customer service,” Mr Park said.

“You only win this award if you have customer service principles in place from the beginning of the building process, and it reflects the energy, commitment and dedication of the entire team, working together to make our customer service exceptional.”



Craig Park

The company would find it hard to consolidate tea business procedures in order to create a memorable experience for clients, he said.

“Several new display homes are due to open throughout 2014, and as a growing company we will look to expand to bigger premises in the next quarter.”

End-of-year celebrations would involve a formal dinner for employees and partners at the Perth Convention and Exhibition Centre.

“The team works hard all year and the Christmas event is about thanking employees for their effort and commitment to Blueprint, and the support extended to families. It's also a chance to reward individual contributions from people who have upheld our core values given total focus to their roles and inspire colleagues to excel.”

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