

Demand for timely completion inspires local remodeler to offer 'On-Time Guarantee'

BY JOHN BYRD

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With the local demand for home remodeling still at peak levels, contractors are often over-extended, a fact that shows up in home improvements that run past scheduled completion dates – sometimes appreciably.

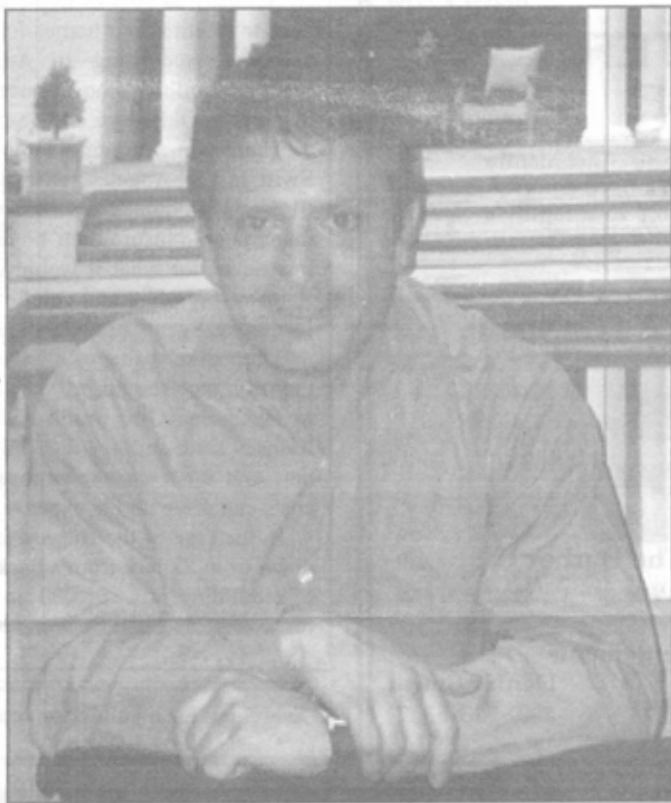
Indeed, according to a recent survey by the National Association of Home Builders (NAHB), homeowners now rank "timely delivery" as a top requirements precisely because unmet schedules have become more common and a real disruption to owner needs.

"There's no doubt that there are contractors playing loosely with schedule commitments these days," says Peter Miller, who analyses industry trends for Restore Media. "Once the contract has been signed, late-stage changes or delayed decisions can begin to seriously effect completion dates. At this juncture, the owner finds out how good a manager their contractor really is. Timeline problems can make life painfully difficult for homeowners who just want to get on with other plans."

In response to this scenario, **BOWA Builders, Inc.**, a McLean-based custom builder and remodeler, has developed an on-time guarantee program backed back by an unusual compensation. Specifically, if BOWA fails to meet its part in mutually-agreed completion dates, the firm will provide the effected client with up to one-week's stay at a luxury resort, including airfare.

"We have a passion for delivering heroic customer service," said David Flyer, BOWA's chief operating officer. "So our on-line guarantee program has teeth, and that really set us apart."

"While others may say they guarantee a project completion date, few- if any- are willing to actually compensate the client for a missed delivery," Flyer



David Flyer, COO of BOWA Builders, Inc, says his company's newly developed On-Time Guarantee program "has teeth." If BOWA doesn't meet it's part in mutually agree completion dates, the firm will provide a resort getaway and airfare as compensation.

added. "We are so confident in this valuable offer to our our processes and experience clients." that we are comfortable making

Under the terms of the pro-

gram, clients agree to make line-item decisions by pre-agreed dates, or assume responsibility for their part in causing delays. The purpose of the guarantee is to demonstrate BOWA's pledge to provide a positive customer experience, and to establish the fact that a successful project requires shared commitments from everyone involved.

Founded in 1988, BOWA Builders is a full-service contractor specializing in large-scale residential projects, including additions/renovations, custom homes and condominium apartment remodeling. BOWA also maintains a home projects division, serving the mid-sized renovation market. With over 70 awards for excellence, the company serves clients in suburban Maryland, the District of Columbia and northern Virginia, including Fairfax, Arlington, Loudoun and Fauquier Counties. For information, visit www.bowa.com or call (703) 734-9050.

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