

BOWA BUILDERS INC.

BOWA is a full-service residential construction firm specializing in high-end additions, renovations and custom homes.



Making its Clients Happy

With more than 18 years in the business, contractor BOWA Builders' goal has always been to achieve client satisfaction. A commitment to customer service and training are among its keys to success.

BY FERNIE GRACE TIELIS

Building primarily in northern Virginia, suburban Maryland and the District of Columbia, BOWA's growth strategy relies heavily on focusing on its clients' needs. "It's all about customer service," according to BOWA Builders Inc. CEO Larry Weinberg. "Our long-term philosophy is to make our clients happy, and it permeates throughout the organization. With about 90 percent of our work coming from word-of-mouth referrals, as long as we don't lose this focus, there will be plenty of work for BOWA."

Founded in 1988, BOWA is a full-service residential construction firm specializing in high-end additions, renovations and custom homes, as well as project planning and feasibility. Its custom homes range from 6,500 to 20,000 square feet, and begin at roughly \$2 million.

The company's renovation projects typically range between \$150,000 and several million dollars, with the average project being nearly \$900,000.

A Leader in the Industry

BOWA is the recipient of more than 70 business and industry recognitions. Most recently, BOWA was named the nation's 2006 Remodeler of the Year by *Professional Remodeler* magazine. The editors chose to recognize BOWA for its continued growth, its new on-time guarantee program and the firm's newly launched team handbook.

"This is a tremendous honor for BOWA," Weinberg said in a statement. "Our team has worked very hard to improve our processes and practices over the past 18 years. While our top priority will always be serving our clients and earning their respect, it's encouraging to receive this recognition from our peers."

According to BOWA, the award recognizes companies that are excellent in all aspects of remodeling, including personnel, innovation, reputation and client satisfaction.

BOWA was also named one of the 50 Great Places to Work by *Washingtonian* magazine in 2003. Aside from its commitment to quality and service, *Washingtonian* reports, BOWA gives employees room to grow, offering computer skills, hands-on training, Spanish and English-as-a-second-

BOWA Builders Inc.

www.bowa.com

Proj. 2006 sales: \$38 million

Headquarters: McLean, Va.

Employees: 85

Services: Full-service construction

Larry Weinberg, CEO: "Our long-term philosophy is to make our clients happy, and it permeates throughout the organization."



language classes.

Quality products and services come from proper training, according to Weinberg. "It's about hiring great people and keeping them great," he states. "A significant factor to our success has been our work force. Our employees are a dedicated group that is passionate about the work they do and consistently goes above and beyond for our clients."

Proven Processes

In an effort to ensure client satisfaction and to plan for future growth, BOWA has made a significant investment over the past year in the time and resources necessary to document the company's best practices, construction processes and policies in the BOWA Team Handbook. An administrative "how-to" manual, the handbook details the BOWA approved process for the period right before a design contract has been signed through job completion and final job closing, it says.

The handbook was assembled by a committee, including representatives from production, sales, human resources and management. With buy-in from all facets of the company, the handbook

was also reviewed page-by-page by BOWA's management team before its release. The handbook complements an existing production manual with construction standards and best practices for the field, BOWA adds.

"It was expected that the completed BOWA Team Handbook would make the production process and any future expansion smoother for all involved," Weinberg says. "Already we've seen the benefits of happier clients, more productive job sites and a smooth transition with the opening of a second BOWA office."

FERGUSON ENTERPRISES

Ferguson Enterprises offers great variety and outstanding service. If variety is important to Ferguson's client's customers, they'll want to send them to Ferguson Bath, Kitchen and Lighting Gallery. It offers a tremendous assortment of top quality products for the home – from chandeliers and fireplaces to shower systems and kitchen appliances. When clients build or renovate with quality products from superior manufacturers like Kohler and Kitchenaid, they're getting innovative technology plus the most stylish looks. Ferguson backs these products with outstanding personal service, too. Helpful, knowledgeable consultants really understand the building and remodeling business and assure that the end customer will be delighted with their choices for years to come.

Taking Responsibility

With 18 years of experience to draw on, Weinberg stresses the role on-time delivery plays to a client's satisfaction. In fact, the company is so focused on this issue and confident in its construction processes that it introduced the On-Time Guarantee program in 2006.

"At BOWA, we have a passion for delivering heroic customer service and surpassing our clients' expectations, and our On-Time Guarantee backs this up," COO David Flyer said in a statement.

Structured as a partnership agreement, the guarantee "promises to achieve substantial completion by the agreed-upon delivery date provided the client upholds their role in the partnership," BOWA states.

As long as the client actively participates in and meets necessary deadlines during the design process, BOWA agrees to send the client to a luxury resort if it does not fulfill its commitment.

In the future, Weinberg says he wants to stay in the greater Washington area and open more satellite offices.

BOWA currently has one satellite office in Middleburg, Va. "Over the long run, we foresee the Washington, D.C., area enjoying a strong economy," Weinberg states. "BOWA is very fortunate to call this area

home." ■

BOWA's renovation projects range between \$150,000 and several million dollars, with the average project being nearly \$900,000.

