

SUPERIOR SERVICE CREATES HIGH-END NICHE FOR NORTHBROOK REMODELERS

When Design Construction Concepts, Ltd. first started out in the remodeling business a decade ago, it was not their intention to specialize in high-end work. In fact, that niche more or less found them.

Partners Andrew Poticha and Michael Menn, AIA, use an automobile analogy to explain how it happened: "When we started out, we had a good product, comparable to an Oldsmobile or a Buick. Our service, however, was 100% Lexus," Poticha explained. Over time, news of the partners' superior "Lexus" service spread.

"Just by word of mouth, people quickly discovered we offered white glove service that starts in the office and continues throughout the entire process," Menn said.

Ask the partners what defines the "high-end" remodeling market and they'll tell you it's more a matter of expectations than cost.

"The high end-market expects white glove service whether they're doing a \$75,000 bathroom or a \$1-million-plus renovation," Poticha said.

As word of the firm's superior service spread, more and more high-end clients brought their projects to Design Construction Concepts even though high-end work wasn't what they were known for at the time.

"Essentially, we worked our way up to clients who were willing to pay for Lexus products as well as Lexus service and now that's all we do," added Poticha.

What constitutes Lexus service in the remodeling industry? It ranges from small thoughtful touches to major innovations, Menn and Poticha said.

"For example, at the end of a job when we are done, every single person visiting the construction site has to wear protective shoe coverings or they don't get in," Menn noted.

That's a small thing. A much larger example of Design Construction Concept's superior service centers on a new "personal Web site" program.

"Beginning in January, we've been offering our clients the opportunity to track the progress of their project through their own personal Web site which we set up for them," said Menn.

Available free-of-charge and updated weekly at no cost to the client, each secure Web site details everything associated with the project – from initial contract and drawings to construction schedules and final punch lists.

"One of our first clients to take advantage of the Web site was a gentleman from Midland, Michigan, who used it to keep track of a project we were doing for him here, in Chicago," said Menn.

Although the partners freely admit everyone wants and expects “BMW” results no matter how much – or how little – money they’re spending, those expectations typically go unmet at the lower end.

“Conversely, just by meeting or exceeding our client’s expectations, we’ve been able to advance to the point of creating a high-end niche for ourselves primarily *because* of our service,” Poticha and Menn said.

Design Construction Concepts, Ltd. is a full service design/build firm based in Northbrook. For more information, phone the firm’s corporate offices at (847)498-1676.

###