

FOUNDED IN 1980

**R. Craig Lord**  
CONSTRUCTION COMPANY

(856) 235-4237

www.rcraiglord.com

# Shavings

A NEWSLETTER PUBLISHED BY R. CRAIG LORD CONSTRUCTION COMPANY

VOLUME 14, ISSUE 3

FALL 2015

## Perfect Projects

by Craig Lord



We recently held a seminar at R. Craig Lord University titled "Perfect Projects". The concept of a perfect project is an interesting one and I want to share some of my thoughts on the subject. The idea of a perfect project is not based on the quality of the construction. It is a project that both meets the needs of the client and is affordable to the client. The result being a project that is custom designed and built for that particular client. A project they love.

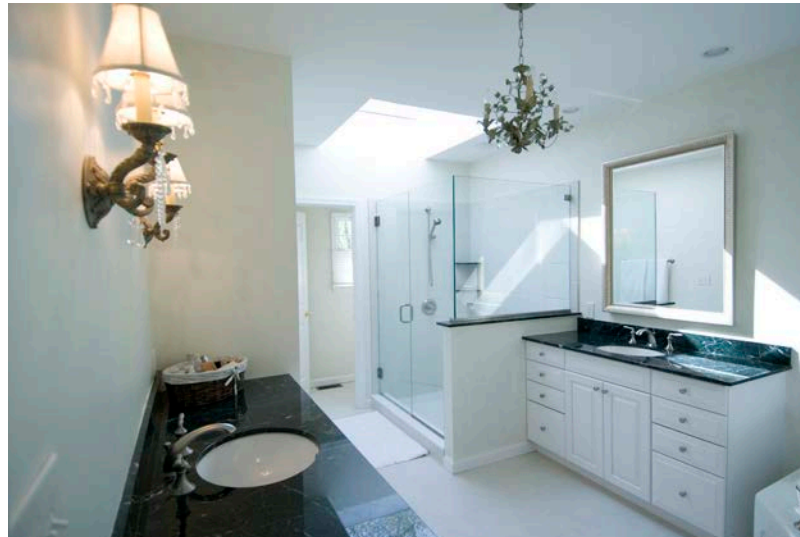
The concept of a project that meets all of a homeowners



remodeling needs and costs exactly what they want to spend is not a reality in our business. In most cases the wish list is too long and the budget is too short. So how do you reach this ideal of the perfect project? Why would anyone be happy with less than what they want? It all starts with understanding, communication, and trust. We as responsible remodelers need to use our experience and expertise to guide our clients.

If we listen and understand we can help homeowners spend their money wisely and show them the best solution to their needs. Sometimes that means telling them things they don't want to hear. Maybe they shouldn't over improve for their neighborhood or we know that tub faucet looks great, but we have had trouble getting parts from that company. Other times it may mean advising on the areas where it is important to spend the money.

Communication is the key component on this road



to the perfect project. Through a series of meetings both the client and the remodeler can have open discussions about design and cost. During this exchange of ideas both the design and budget are built. The end result is a project that the client can afford and provides a well thought out solution to their remodeling needs.

It takes hard work and a substantial amount of trust from both parties to develop a remodeling project this way, but it is the best approach that I know of. I once had a woman tell me that every time she walked into her new Kitchen it was as lovely as the first time she saw it. To me that was a Perfect Project.



## News in the Neighborhood

The Fall rush is on. As the days grow shorter and it gets cooler, we at R. Craig Lord are scurrying to finish some major projects before the holidays. Deb and David Rebuck will be enjoying their new Breakfast Room addition and new Kitchen. The new space also includes a Laundry and Mud Room. Jim and Megan Lucania are moved into their new Master Bedroom Suite. The Master Bath has his and her vanities and a large custom shower. As they relax on their new screened porch, Donna and Matt Burke eagerly wait for their Master Bath suite to be finished. A new Kitchen will follow.



1237 North Church Street  
Moorestown, NJ 08057

Phone: (856) 235-4237  
Visit us at: [www.rcraiglord.com](http://www.rcraiglord.com)



R. Craig Lord is a 2015 GuildQuality Master with Distinction award winner, dedicated to delivering an exceptional experience.

Printed on recycled paper.



## Employee Spotlight:

### Jon Shoemaker

Say Hello to our latest member of the carpentry team here at R. Craig Lord Construction Company. His name is Jon Shoemaker and he joins us straight out of Burlington County Institute of Technology, Medford Campus where he majored in Building Technology.

Jon comes from a family of three sisters and a brother and resides in Marlton. He loves his job, "The guys are great to work with and I learn a lot every day." His favorite part of the job is "Figuring out all the steps to get the end result."

In his spare time Jon likes to be outdoors, hunting, fishing and hiking. He is also a member of the Hainesport Fire Company. Jon is a hard worker and has a bright future.

