



# Shavings

A NEWSLETTER PUBLISHED BY R. CRAIG LORD CONSTRUCTION COMPANY

VOLUME 14, ISSUE 1

WINTER 2015

## My New Year Resolutions

by Craig Lord

This year I start my 35th year in business. When you have been around as long as I have you can end up working for the children of your original clients. The challenge in running a business is staying relevant. What changes do we need to make to continue to answer the needs of our clients? What can we offer them? The new clients may



buy differently than their parents did using the internet and home improvement shows to educate themselves, but I believe they still share a lot of the same values their parents did. So this year I look forward to improving our client interactions while maintaining the value system that has made us the great company we are. I am sharing my four New Year resolutions with everyone in the hope that you will hold me accountable when you hire my company. So here goes:

**1. Do the best job possible and charge a fair price-** This is timeless so I include it every year. It is the single most important reason for our success. We hear angst about pricing before we start, but never when we're finished. 99% of our clients would recommend us for future work.

- 2. Listen better-** Try and give my clients what they ask for. Advise and counsel along the way, but listen closely. Ours is a confusing industry for those that aren't experienced. Take the time and ask the right questions to solve the problem.
- 3. Spend more time educating people about remodeling-** We have always found that a knowledgeable client is the best client. This year we are increasing the amount of seminars we will be having and improving the content of our blogs.



- 4. Treat everyone with respect and understanding-** Our industry is unsettling and invasive to our clients. Do our best to minimize the impact we have on people's lives while we are in their homes.

So wish me luck. If I can master these four goals my year will be a successful one. Maybe an old dog can learn some new tricks. Look forward to working with you in 2015.

*R. Craig Lord*





## News in the Neighborhood

The end of the year is a time reserved for finishing jobs. At this reading Dan and Barbara Murnane will be enjoying their new Kitchen. The room has a clean contemporary look and is warm and cozy thanks to improved insulation and new windows. Joe and Gwen Williams have downsized into a remodeled house that features a customized new bedroom and ramp for their son and a remodeled Laundry and Kitchen space. Angela and Neil Zender have a brand new foyer that features a chair rail and panel mouldings.



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 2014 GuildQuality Master award winner, dedicated to delivering an exceptional customer experience.

Printed on recycled paper. 

## Carpenter's Corner

### Who?

- Has a minimum 15 years experience?
- Shows up in a van loaded with tools?
- Solves complex scheduling and organization tasks every day?
- Is clean, neat and professional?
- Protects your house and possessions?
- Shows up every day until the job is finished?

### Answer:

An R. Craig Lord Construction Company Lead Carpenter

