



# Shavings

A NEWSLETTER PUBLISHED BY R. CRAIG LORD CONSTRUCTION COMPANY

VOLUME 12, ISSUE 1

SPRING 2013

## We Make it Personal

by Craig Lord

I asked the carpenters what is the most important thing they do for our clients, you can see the answers in the Carpenter's Corner this issue. Sometimes I have a hard time explaining the Lead Carpenter system we use to produce our jobs to prospective clients. After the job is finished our clients understand completely the benefits of a well-run job. This is evidenced by our routinely high scores on our Guild Quality surveys. We hire Guild Quality, a third party evaluator, to measure our client's experience. However in the sales process the positive attributes of the Lead Carpenter system are frequently overlooked by people planning a remodeling project.



The Lead Carpenter system is a quality based process that gives control of a remodeling project to a single highly skilled individual who not only does the carpentry work but also organizes the day to day running of the job. This includes supervision of sub contractors, inspectors, and other employees. The client's needs are also foremost; safety, cleanliness, security, privacy and communication are all part of the responsibility. This commitment begins on day one and continues until the job is complete.

People who don't see the value in this system invariably think they can save money by trying something else.



They tend to see the job as a commodity where goods are simply delivered and installed. So I ask them how would they feel if their house was left a mess, or if something of value was damaged or missing, or if no one showed up for three days and the project missed its completion date? Naturally, they would be upset, but because they have such low expectations of how a project should progress they view those problems as normal and think they are saving money. So they talk themselves into it. The facts of the matter are that a remodeling project doesn't have to be a hardship on a client. A professional company will make sure these things don't happen. I take no happiness when people tell me that they wished they had hired us.

Yes we take it personal, but because we do, our clients are happy and satisfied.





## News in the Neighborhood

As it seems Spring is finally here, new projects are coming out of the ground just like the daffodils. We are happy for the Spring and the projects! Sabine and Charles Cranmer will soon be enjoying their remodeled bedroom suite. The bathroom part of the job features a heated floor and recessed Toto toilet. Claudia and Beau Adams are enjoying their new Kitchen. Bob Chester has a brand new garage after the original was flattened by a tree during hurricane Sandy. Laura and David Lacerda remodeled their basement and added a projection TV. Cynthia and Wayne Streibich will soon be enjoying their new Bedroom Suite. The addition was built over their Family Room.



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 2012 GuildQuality Master with Highest Distinction award winner, dedicated to delivering an exceptional customer experience.

Printed on recycled paper. 

## Ask A Carpenter

What is the most important thing you do for our clients?

Answers:

Davie W.- We make a safe, clean, and friendly work site.

Mike P. - I make them feel safe, secure and confident in my ability to perform my job.

Gary W. – Communicate. I am available anytime through phone, text messaging and email to answer any customer concerns.

Alberto T. - I make sure I exceed their expectations of how the project will be managed. I listen to all of their questions and concerns not only about the project, but also about things that may impact their daily living while we are there.

Sang N. – Act professionally. We make sure our clients see the value in our work.

