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advertising feature

# Complete Carpentry wins prestigious award

When Doug MacPherson and Norm Foxcroft drive around town they can take pride in the fact they have left their mark on the community and continue to do so.

That's because Complete Carpentry, the company they own, has built more than 115 homes in town and that number keeps rising.

Recently, Complete Carpentry was rewarded for its hard work and commitment to customer service with the 2016 Southern Alberta New Homebuyers' Choice Award.

Although Complete Carpentry has won service awards virtually every year, this is the first people's choice award.

The Professional Home Builders Institute supported by the Canadian Home Builders Association survey every customer.

"You're rated on the work you do," MacPherson said. "This is a customer's choice award."

Competition was fierce too.

"You're up against a lot of companies," Foxcroft said.

"You're up against all the small builders in Southern Alberta," MacPherson



**PEOPLE'S CHOICE** - Doug MacPherson and Norm Foxcroft, owners of Complete Carpentry, with their New Homebuyers' Choice Award, an honour voted on by their customers.

added.

In fact, the award means Complete Carpentry is the highest rated company for under 50 homes in Southern Alberta.

MacPherson started Complete Carpentry in 1981, moving to Claresholm with his wife and two young sons to raise a family in a smaller community.

Since then, the business has evolved into the biggest and longest standing builder in the community. Its reputation has been built on customer service.

MacPherson and Foxcroft have been together 24 years and, in addition to

the 115 homes they have built in Claresholm, have done a lot of building in the surrounding area on farms, ranches, and acreages.

They employ six journeyman carpenters and one apprentice, usually running six to nine employees. It's the employees who make Complete Carpentry's reputation.

"It's one of the best crews you can ask for," Foxcroft said. "They're all personable with the customers."

And that's why they are the 2016 Southern Alberta winner of the New Homebuyers Choice Award.