

Article in Builders Choice Magazine

Doug MacPherson and Norm Foxcroft of Complete Carpentry have been building fine homes in Claresholm for close to 14 years with no signs of slowing down.

For the fourth year in a row the company has received the Service Award from Alberta New Home Warranty Program, based on customer satisfaction survey results.

Building fine homes and solid relationships with customers has enabled Complete to keep building on their past successes.

"We're still growing and thriving," said MacPherson. Three years ago, after growing tired of waiting on companies from Calgary, they started their own stucco company, now operated by MacPherson's son, Shaun.

Complete Carpentry has also built success on a foundation of long-term relationships with its related trades.

"There's a lot of outfits coming and going," said MacPherson. "If you can find stable trades who do quality work, you hold onto them." Because of those relationships, their customers benefit from improved on-site communication, smoother scheduling and better quality control. And better trades are well-informed and up to date on the latest technologies.

Being members of Alberta New Home Warranty Program, Complete is fully certified and builds with the most advanced materials and systems available.

Their clients benefit from the latest construction technology, including the Arxx wall system. It utilizes insulated concrete forms that stay in place after the concrete is poured to offer a strong, insulated, sound proof barrier that often outperforms traditional wood frame construction.

"There's a 10 per cent increase in building costs," said MacPherson, "but the wall system offers an R50 insulation value versus R-20 with regular 2X6 wood wall construction." Homes built with the Arxx wall system have exceeded the R-2000 government standard for home efficiency.

Complete is about to build their first home with geo-thermal heating, taking home efficiency to the next level. The home will be built without a gas line running to it.

"I think more and more people - as gas prices rise - will go with geo thermal," said Norm Foxcroft.

Energy Smart from Lethbridge will partner with Complete Carpentry to offer the new heating and cooling technology to their customers in Claresholm.

Foxcroft does the design work for the company, drafting custom homes to client specifications. He has learned from experience how to guide his clients through the process and get their ideas down on paper.

"You've got to be able to see what they want, even when they can't." He said sometimes they'll like a page from this book and another from that, mix and matching ideas. "I'll try and make it work." He said.

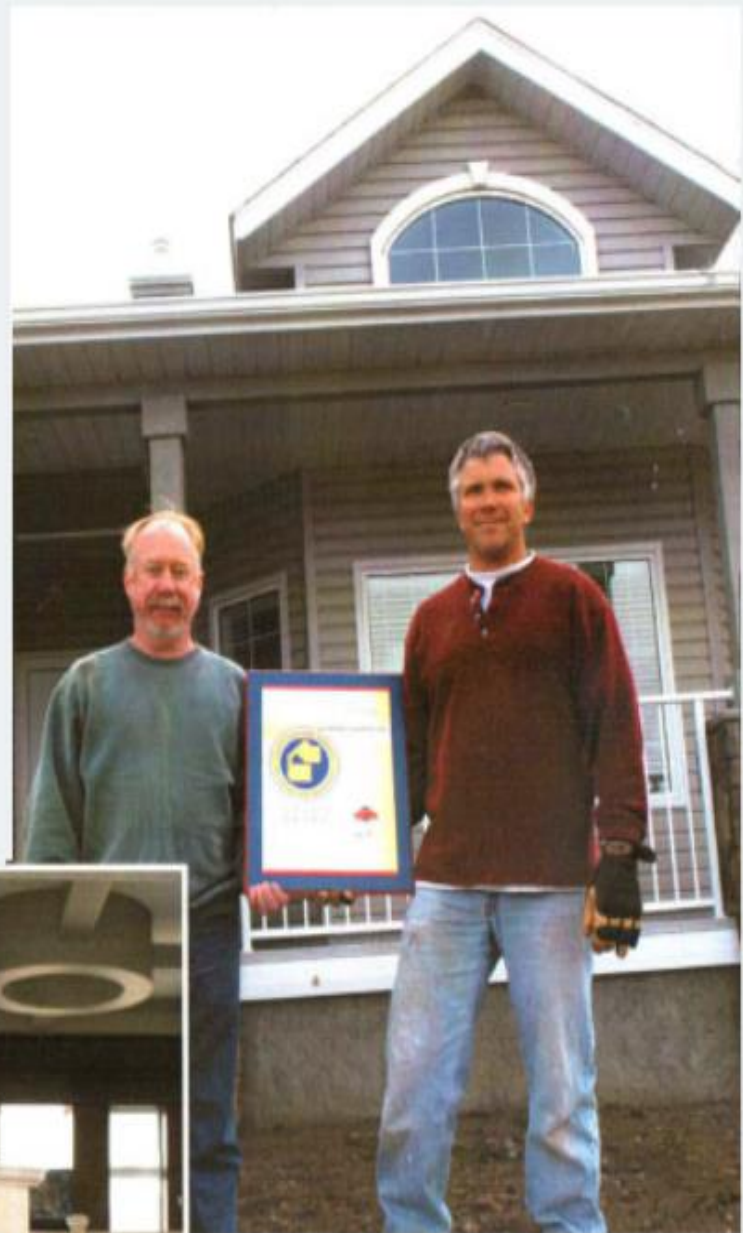
Making it work also means growing with the community. MacPherson said whenever possible they build their homes using local suppliers.

"We believe that if the community is to thrive you have to put money back into it."

Complete Carpentry employs about ten carpenters from Claresholm, some have been with them for ten years or more, starting as apprentices.

"We are the only outfit in town supporting the apprenticeship program," said MacPherson.

And since Complete Carpentry's journeymen are hands-on, involved throughout the building process, the customer can be sure to receive the new keys on time, and walk into a home built with superior craftsmanship.



BUILDING SERVICE FIRST - Doug MacPherson and Norm Foxcroft have received the Alberta New Home Warranty Service Award four years running.