

GARLAND BUILDERS JOINS SIGNATURE HOMES



In 2009, Murray and Debbie were approached by Signature Homes to join their Team, and they decided that with Signature's philosophy mirroring their own, it could only be of benefit to Garland Builders' customers. "Combining the Garland Builders pride & passion for exceptional craftsmanship with the renowned quality, and proven systems and support of Signature Homes is a great opportunity to be better at everything that we do", says Managing Director Murray Garland. "The result will be an even more rewarding experience for our clients, and some renewed variation and opportunity for our team to grow. Not only is it important to be innovative and proactive in the market place, it's also important to provide team members a pathway to personal growth and development. After all, if we are not growing, we're decaying."



"Becoming a Signature Homes Franchise Partner has opened up a huge array of resources for us, along with a great deal of

management support. We have a range of homes to suit most clients, and if one of the Signature designs does not suit your requirements, then we'll design a home for you that does."



Garland Builders not only believe in building exceptional homes, but building solid client relationships. As a result of their success many of their clients have been the result of referrals from satisfied customers. Many of the cornerstone philosophies of Garland Builders are shared with Signature Homes and clients can look forward to even more benefits under the Signature Homes banner.

Garland Builders are well known throughout the Papakura and Franklin areas for the outstanding quality and stylish designs of the homes they has been building over many years. Garland Builders have taken on the nationally-recognised Signature Homes brand to offer more to its clientele. Murray & Debbie felt that in order to grow, it was a sensible move both for their business as well as their clients.

Garland Builders have enjoyed tremendous growth but with growth comes both challenges and opportunities, says Murray. "We were going through a significant growth phase and looking at systems we could put in place to improve the services we offer our clients when we were approached by Signature Homes to take on a franchise. We both struggled with the idea as we have worked so hard to establish the Garland Builders name. It is a brand that many locals associate with high quality.

"When we met with Signature Homes we discovered there were many advantages both for our growth and for our clients," says Murray. "They had already put in place many of the systems that we needed to implement and they have a great support structure that will benefit our business."

One of the reasons Signature approached Garland Builders was that many of their

philosophies fitted with Signature's. Quality workmanship and giving clients a wide choice of home styles were important to both companies. Signature Homes has a vested interest in maintaining its good name so it was important for them to choose builders they know they can trust to uphold that. "So it is nice that they recognised these qualities in Garland Builders."

The Signature Homes/Garland Builders franchise covers the Papakura and Franklin areas. The Sales Office is located at Rossini Court, Karaka Harbourside Estate - please pop in for a visit.



Communication a key in company's success The move to the Signature Homes franchise will give clients more choice and better service than ever before, say Murray and Debbie Garland. While Garland Builders have earned a reputation for designing and building quality tailor-made homes, Signature Homes have hundreds of plans for clients to choose from in great range of styles and investment levels. These plans can also be adapted to suit clients' needs and desires.

"Our catch phrase is 'Your Home. Your Way' and that is what we aim to deliver," says Debbie. "Our clients can work with us to design and build unique, one-off homes, glean ideas and inspiration from our vast range of standard plans, or we can build straight from one of our existing designs.

"We also believe in listening carefully to what the client wants and do our best to



match their wish list to their budget and make the whole process enjoyable and hassle free." Another key to the company's success has been the belief in communicating with clients and keeping them well informed. This has led to strong building partnerships with clients and has in turn led to repeat business and word-of-mouth referrals.

Signature Homes is one of New Zealand's longest established housing companies and has one of the largest franchise builder networks in the country. Being part of a larger group means Signature Homes franchise builders can pass real benefits on to their customers, Murray says. These include greater buying power, access to the latest technology and advanced building solutions through its partnerships with major suppliers.

"The franchise aims to delight customers with every aspect of its service and every detail of their new home and it backs that up with written guarantees. "The company's Home Completion Guarantee ensures any funds paid to them by their clients are protected and that their home will be completed – no matter what"

Along with Guaranteed Completion Dates, Fixed Price Contracts, No Hidden Extras, Structural, Weathertightness, Maintenance and Satisfaction Guarantees, Murray believes clients can be confident that their Signature home will be everything it should be. "This is very important to us," says Murray. "To us, home building isn't about hammers and nails, it's about you, your dreams, your lifestyle and your needs."

Call Garland Builders on 09 238 9590 or email murray@garlandbuilders.co.nz