

Building a Relationship

Carpenter and contractor Randy Broadway shares his secrets for getting repeat business, and what consumers should look for in a builder.

• **A tenured staff goes a long way.** "Many of the eight people who work with me have been with me since day one," he says. Client Dare Radcliff agrees that such dedication pays off. "After building three houses together, they've all become like family to us," she says. "Each person seems to have a unique skill."



• **Work with builders who value long-term relationships.** One month into the Radcliff project, Hurricane Ivan hit. "That had us stopping to go help repair some of the houses we'd built in the past," Broadway says. "Then, when we were almost finished with the Radcliffs' house, Hurricane Katrina came along. And we didn't wait to get called on. We checked on everybody we'd worked with in the past to see whose roofs needed patching. These people are like family to us. We like to say we're married to these jobs forever."

• **Word of mouth is the way to go.** "I work by referral only," says Broadway, whose team works on only two construction projects at a time—and for people who all know each other. "Because Spring Hill is basically a 2-mile radius, if you get bad-mouthed, you can hang it up. That's why it's important to give all of our clients everything we've got to get the job done right."

room, a job that required Broadway "to put it up in a way that left gaps, which we're trained not to do," he says.

"We scratched our heads a little bit," Broadway recalls, "but we don't back away from a challenge. We just keep pressing on until that challenge has been met."

That's precisely why he and his team got the call to take on such a grand project, homeowner Dare says. "Because we'd worked with Randy and

his team on our two other houses, we knew that they'd go way beyond to make it right. They all are expert craftsmen—we've seen that for ourselves. And Randy has an eye for detail like none other. He just doesn't stop until it's perfect."

And perfect it is, the Radcliffs say of their three-bedroom home, which by design, looks like it's been there for decades. It features old-fashioned details such as a wide central hallway,