

BuildingTM **EDGE** MAGAZINE

The Local Voice in Building



**Builders Trademark
and Consulting**

NO SHORTCUTS



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Steve Bates, president of Builders Trademark, started out in construction of custom homes in Idaho when he was rather young. He worked with his brother, a carpenter trained by Old World tradesman who believed short cuts were wrong cuts; a way of doing something that probably bite you in the long run.

For many years, Steve and his brother worked on construction from the ground up. By earned reputation, they even gained entrance into bigger projects; large highway bridges and dams. In 1984, Steve moved to Arizona to be closer to in-laws and for the consistent construction market (the market in the Northwest can be affected by inclement weather).

“He started out here in the Valley as a journeyman carpenter specializing in finish wood working and trim for high-rise buildings and parking structures. After working on his trade for several years, he then signed on with a nationally known track home builder.

After many classes in business management, accounting and computer operations, complimenting his already vast experience, he was promoted to purchasing manager. Then a large Scottsdale based luxury home builder made him an offer he could not refuse to manage their purchasing and accounting team.

Over the next twelve years he was promoted to General Manager of Construction. He was now working



With, not only the financial side of the business, but with architects and designers as well. In 2002, he realized he knew everything he would need to know to run a luxury home building and remodeling business and he would be able to do it without, you guessed it, short cuts. Builders Trademark and Consulting, LLC (BT & C) was born and Steve and his family have never looked back." All those years of experience have given him the confidence to undergo any project of any size, type or difficulty. Builders Trademark and Consulting now has seven employees and some of them are family. His very competent and outgoing daughter, Dacia, runs the office and her husband, Justin, is the site superintendent.

Because they do about 3-4 ground up homes and 4-5 remodels every year as opposed to 20 different jobs per month, Steve is out on every job at least once every day including most Saturdays. Dacia told us they work on remodeling jobs that may be as little as \$35,000 total project cost to ground up homes in Desert Mountain that end up around \$4 million and they do it well because they employ genuine teamwork.

"We are all on the same page, communicating and planning so there is little margin for error." "One of the biggest challenges in my line of work is finding good people who understand and believe in BT&C's priorities of integrity and craftsmanship," said Steve. "When you find that kind of person you want to bring them on to join the team and make sure they feel appreciated so they will stay on to help you build a solid reputation. With a few more employees like the ones I already have, I could retire a millionaire," he quips. For now, just building without short cuts leaving this owner feeling like he is accomplishing his goals.

BT & C states they have also found success because they employ trade partners who value craftsmanship. Often, brining a trade on board to help you build a structure is not about the bid they produce and how it will affect a profit margin but rather about their finished product. "The trades installation and know-how will increase your end product's worth and thereby increase your company's noteworthy status. Also, effective communication is paramount to a successful project.

When you work with homeowners at the caliber that I do, they are not as concerned with price as much as they are concerned that the job is done right and the way the envisioned. They can afford to be discriminating," says Steve. "My job is to provide a simple and clear path from dream to reality working with a team of professionals that listen and provide excellence."

Builders Trademark recently completed a remodel in Carefree, some of the photos adorning these pages show the extensive work that was done. The goal was to update this modern looking structure and improve the integrity of it employing current technology while working with the expressed confines of owners who had a sentimental attachment to the remembered home of their youth. The architectural feel of the home did not change even though walls were removed and then replaced in other areas. Modern audio/video capabilities as well as up-to-date safety and security equipment were added throughout the home. The newest heating and cooling equipment and energy saving glass windows were also installed, the kitchen was revamped to bring in a contemporary yet functional feel. You can see the dramatic difference between the before and after shots.



The owners, Tim & June Reilly could not be more pleased with the finished product. They offered us this quote about working with BT&C.

“Builders Trademark did a terrific job renovating and, in essence re-building our house. My husband and I had been visiting my parents at the house for over twenty five years and when we decided to renovate we wanted to keep the same feeling, but update the look and amenities. The house came out better than we ever expected!!!! While Steve and Justin encountered a few surprises, they were able to work through them and build us our beautiful house.”





Another integral part of BT&C's services is their home maintenance program. Their maintenance program was designed by Steve and his employees to give his clientele piece of mind while their homeowners were away, but, it is also used by in-town homeowners as well. They work in and around Cave Creek and Carefree and know those communities intimately as it is their daily stomping ground. BT&C will schedule with a homeowner to come out to the homeowner's residence on a monthly .

or bi-annual schedule in order to provide a thorough inspection of the premises. A report is produced about the structure regarding potential leaks, pest activity, stucco cracks, etc. This is to ensure that a situation that could become disastrous if not attended to is quickly and professionally assessed. The owner of the Desert Mountain home below and following relies on the service BT&C provides."





It is an extra service, provided to homeowners who have worked with BT&C on either a remodel or ground up project and it separates them from other builders. The homes pictured on this expose include the passion of a builder who does not cut corners. Because BT&C knows these structures intimately they can quickly assess situations that might otherwise go unnoticed.

“When you have worked on pouring your heart and the dreams of you homeowner into the construction of an edifice,” says Steve, “you want to make sure that homeowner’s dreams are secure. Our clients always become our friends. Who wouldn’t do everything within their power for their friends? This commitment to their clients also creates a solid, ongoing relationship because their clients know they have a team that they can rely upon and trust.

There is that word “team” again. The founder of a well known company with annual revenue in excess of a billion dollars best expressed the power of teamwork when he said, “if you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.” Luckily for homeowners who have used Builders Trademark & consulting, Steve Bates not only agrees with this statement, it is his daily goal.



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Isn't it amazing that a builder who knows how to construct bridges and dams can also work with trades to create homes like the ones shown?

Builders Trademark and Consulting... vast experience, not shortcuts

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