

Foundation Most Successful Element in Any Construction Project

KEATING-MOORE CONSTRUCTION – GCRB#0001 GENERAL CONTRACTOR RELATIONSHIP BUILDER

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Scale model represents starting point of building the dream.

AFFLUENT | April 2008 – Building a custom estate is about details. It is about materials. It is about construction methods and qualified personnel. But all of these points take a backseat to the most important elements in any construction project. Relationships are the cornerstone of every successful construction project. Likewise the lack of good relationships is at the heart of every failed or disappointing project. Note to owners: disappointment equals failure! Joe Keating states, *“Relationships are important because they are the foundation upon which projects are built. If there is a relationship of trust, there is very little chance that a project won’t exceed even the highest expectations. This is due in no small part to the fact that good relationships are all about communication.”* He continued, *“Open communication between the ownership team (rarely is it just one person’s opinion or input) and the construction team is crucial.”* Open communication means no surprises.

There are at least 125 people involved in the creation of every commissioned custom estate Keating-Moore Construction undertakes. Coordinating all of the personalities, work habits and strengths of such a large group takes experience and patience. The only way a builder can guarantee these players will gel into a strong team is by relying on his or her relationships with every single individual. How strong these relationships are determines the project’s outcome. Equally important to the relationships formed with architects, engineers, municipal officials, craftsmen and suppliers are the

relationships these professionals share with one another. These relationships are important because at some point during the project, either directly or indirectly, these people will work together.

For 25 years Keating-Moore’s approach to forming a successful relationship with the owner has been by the book, or more precisely, by the *“open book.”* One of the core tenets of a relationship is flexibility. And it is this inherent flexibility that allows the owner to be as involved or uninvolved as he or she wishes to be. Every owner is given complete, proactive and unfettered access to every aspect of their construction process. Not only does this approach foster a true comfort level, it also allows the owner to take part in the process in a meaningful and beneficial way as part of the team. The owner may choose to be involved with resolving matters, overcoming challenges and proposing options to the many issues that arise in any construction project or they may elect to step back and allow the builder to make decisions based on their vast experience. The choice is their’s to make. This open book approach places the owner and the builder side by side, working in tandem toward a common goal—success.



Progress photo shows dream well on its way to reality.

A good relationship between the project teams is a must as well. And here too, there are direct benefits to the project. When all the members of a project team maintain strong relationships, value engineering is taken to new heights. No longer is it merely an overused catch phrase. It becomes the at-

titude of the team. Tim Moore comments, *“We maintain longstanding relationships with our craftsmen and trades people. Most have been with us for years. They understand intuitively that the way we define a great project is by how much value we can bring to the client. Ours is not a quantitative analysis, it is a qualitative analysis.”* This means that throughout a project at least 100 of the 125 plus people involved are constantly evaluating construction methods and materials to yield optimum durability, functionality and quality.



Construction completed, clearly dreams really do come true.

Relationships foster loyalty. Doing the impossible often has nothing to do with the *“doing”* and everything to do with the asking. Longstanding relationships mean that subcontractors, consultants and even municipal officials go the extra distance for the contractor. Joe Keating comments, *“So many times I’ve heard, ‘You know I wouldn’t be doing this if someone else asked.’ It’s all about the person’s attitude towards me and my team.”* He continued, *“That’s why our team, from the receptionist all the way to the head of the permitting department, solidifies cordial, cooperative relationships.”* In a process as far flung and detailed as a custom commissioned estate, every individual is as important as the next.

In interviewing Joe Keating and Tim Moore, this writer commented: Relationships, relationships, all this talk about relationships. What about the actual act of building? Tim Moore commented, *“It all starts with a solid foundation.”*