

How Do You Define Luxury?

FOR OVER 20 YEARS KEATING-MOORE CONSTRUCTION – THE UNCONVENTIONAL ANSWER!

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lux-u-ry noun (plural lux-u-ries)

Definition:

1. great comfort: expensive high-quality surroundings, & the great comfort that they provide

2. Nonessential item: an item that is desirable but not essential, and often expensive or hard to get (often used before a noun)

3. Pleasurable self-indulgent activity: an activity that gives great pleasure, especially one only rarely indulged in

Most people inherently understand these familiar definitions of luxury. Keating-Moore Construction defines luxury as delivering its clients “more.” For more than 20 years Keating-Moore Construction has been delivering its brand of luxury to clients across South Florida. The “more” Joe Keating and Tim Moore speak of is a brand of luxury not so easily defined and all too often, rarely delivered. Joe Keating states, “Tim and I work hard to go beyond the ‘givens’ every day, with every customer and every project we undertake.” He continued, “A given would



Luxury is at once understated and elegant.

be a policeman having a gun and a badge, which is what you would typically expect of a policeman. But, you might not expect that same policeman to be compassionate about the public he serves or heroic in the face of danger. It is not a given that he or she would be the latter of those things.” Keating-Moore works hard to give clients much more than

the givens. Judging by their track record it seems they’ve accomplished their goals.

In the ultra high-end residential marketplace one should expect fine finishes, exquisite materials and expert design and construction. However, Keating-Moore Construction’s unconventional definition of luxury encompasses much that one wouldn’t necessarily expect. Notably, when a person comes to understand Keating-Moore’s expanded brand of luxury, they can rarely settle for anything less. Joe Keating says, “Luxury is speaking directly to the owner of the company commissioned to complete your home. True luxury is calling upon Tim or me any time during the day or night and knowing that you will get us. But more importantly, we’ll be happy to hear from you.”

The luxury of open-ended communication is a luxury Keating-Moore clients have come to expect and to relish. More than one client has called communication the key to their successful project. Real time communication means questions are answered immediately, solutions and alternatives are discussed proactively, and concerns or desires are voiced directly to those ultimately responsible for the project’s success. As an owner, what a luxury to be midstream in a project and have the ability to decide at any time on some new detail or finish, or in the most extreme cases a new room or pool and have the construction manager on hand to decide exactly how it will be accomplished. This is the type of luxury that Keating-Moore Construction delivers every day. Tim Moore commented, “A project is a living being. It’s organic. The entire process is organic. When a customer wants to be really involved, I see it as a plus. It makes for an even more exciting and challenging project.”

Not every client of Keating-Moore sees an arm-and-arm relationship as a luxury. For some this would be the death knell of a suc-



A luxurious open space, perfect for entertaining or quiet contemplation.

cessful project. For these clients the luxury is being involved as little as possible in the day-to-day machinations of the process. These clients are drawn to Keating-Moore’s ability to take a project from concept to fruition without deviating from the plan. Time has proven the outcome will be exactly what was envisioned. Technology plays a huge role in how Keating-Moore works with these clients while keeping them apprised of their projects’ progress. Using a proprietary internet program, clients can see their projects’ progress without ever leaving their home or office.

Delivering luxury means first understanding that luxury is defined by the beholder. Second, you must be flexible enough to deliver that luxury on a myriad of different personality types’ terms. Joe Keating continued, “Every project is different and how we work with a client is completely dependent on how they wish to work with us. I’m most proud of our company’s chameleon-like ability to be many things to many people.” Tim Moore stated, “I’m okay with saying we provide our clients certain luxuries. They deserve it. But what some consider a luxury is really the only way we know how to do business. For 20 years, the real luxury has been being able to work with clients who know exactly what they want and having the professionals on our staff to deliver it.”

So it’s true, **luxury really is: Pleasurable self-indulgent activity: an activity that gives great pleasure, especially one only rarely indulged in...**