

# Owner to Owner is the Only Way to Do This Business

LUXURY CUSTOM ESTATE CONSTRUCTION – IMMEASURABLE BENEFITS OF DIRECT COMMUNICATION

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**Tim Moore & Joe Keating with PRISM Awards.** Keating-Moore Construction was awarded five Professional Recognition in Sales and Marketing ("PRISM") Awards at the 2007 competition. Sponsored by the Gold Coast Builders Associations' Sales and Marketing Council PRISM Award winners are elected by a panel of industry experts.

**AFFLUENT | March 2008** – You've undoubtedly heard it before: "Let me speak with the owner and get back to you." And, like most of us you've felt your blood pressure rising as you understand that person you are speaking with has no power to address your concerns, or the issue at hand. Joe Keating and Tim Moore are the ownership duo of Keating-Moore Construction. For 25 years they've prided themselves on building relationships equally as solid as the award winning homes they produce in limited numbers each year.

Joe Keating states, "This idea of owner-to-owner communication is fundamentally simple. It starts with our first meeting and Tim or my business cards which state our direct dial phone numbers and cell phones." He continued, "While this might not sound like much to some, to our customers it is an intangible that quite literally means everything." Beginning the first time Keating-Moore meets with a customer, the door is opened to continually communicate throughout the construction process on issues both large and small. The mindset ensures there are no surprises. This approach has a direct benefit to the three most important areas of any project—the communication line, budget and schedule. Tim Moore states, "Quality rela-

tionships are equally important to quality workmanship. One without the other and something is always missing."

The relationship between a builder and a homeowner is and should be a symbiotic one. Keating-Moore Construction takes the construction manager methodology to the extreme in this respect. "Our entire process revolves around communication and control. Understanding the needs and desires of our clients allows us to closely control the work, materials and all the other requisites of a project to ensure we arrive at the desired outcome," states Moore. When Keating-Moore began utilizing the construction manager's process it was relatively new to residential construction. Today, this is the preferred method for the bulk of their exclusive new project and remodeling portfolios.

While one to one communication between the homeowner and the owners of Keating-Moore Construction is a significant dynamic in the consistent delivery of expectation-exceeding customer service. It is only one factor.



Keating-Moore Construction received the five PRISM Awards for Bella Vita (above), a French-Mediterranean home, completed in the gated Old Palm community in Palm Beach Gardens, Florida.

The second and equally important components are the industry leading professionals Joe and Tim use to fill out their project teams. Joe Keating states, "It's one thing to be a good leader. It's wholly another thing to have an eye for talent. Keeping that talent motivated is still another skill set. What we do is no different than what Bill Parcells was hired to do for the Miami Dolphins." He continued, "Over the years we've been very lucky to get it right.

Joe and Tim use a combination of reward and empowerment to motivate their project teams. Tim Moore comments, "Compensation is a motivator. But, it's never enough. You must empower employees to take the same ownership stake in the company that the owners do." And, with that it's back to the idea of owner to owner. Keating-Moore empowers its employees to make good decisions based on their expertise and experience. The benefit to the client is seamless decision making that saves time and saves money. Keating-Moore professionals hold the positions they do, because they know their disciplines as well as or better than Joe Keating and Tim Moore. That's the confidence Keating-Moore places in its people and that's the confidence Keating-Moore's professionals engender in every client.

The clients of a new construction project in the highly-competitive and densely-populated "luxury" sector have many choices. Frankly, there are numerous builders who can complete a project within budget. To some degree this is a given. The process has

as many faces as any crowd. Where Keating-Moore Construction distances itself is by constantly evolving a process that sees the client has a pleasant and fulfilling experience. The builder, the project staff, the homeowner and his family all share the same owner's perspective and passion for the project.

**Is there any other way to do business?**