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Confessions of a small but happy contractor –

Why I'd rather work with you than run a large commercial firm

To my special customers,

I'm very lucky to have customers like you.

Running a construction project is like conducting a symphony orchestra...selecting the right musicians to handle the demands of the music, interpreting what the composer has written, understanding the acoustics of the concert hall and knowing your audience. And then, there are long hours of preparation and intense concentration on details to be sure you get them right.

When you're a contractor, your customer is like the general manager of the concert hall. She's hired you to do the work. It's her hall and she has a vision for how this concert fits into the season's offerings. The general manager doesn't play an instrument and doesn't know how to conduct, but she forges a partnership with the conductor. They work together to make the concert a success. Whether the preparation is a pleasure or a nightmare depends upon their relationship...how well they work together.

I'm very fortunate. With customers like you, I can make beautiful music and enjoy the process of working together. As long as I have customers like you, I'll stay a small, but happy, contractor.

How a general contractor finds customers

It's not easy to take a leap of faith and entrust your home to a stranger with a hammer, drill and saw. Especially when you have to have a pen and checkbook in your hand.

Remember how anxious you were? Concerned whether I'd know all the necessary stuff about taking down walls and rerouting utilities. All the things that you don't understand about construction.

80-90% of my work comes to me either as repeat business or as a referral from a previous satisfied customer—word-of-mouth. My good customers bring me other good customers,

so probably a friend told you about me. The recommendation of a friend helps most people overcome that anxiety.

You were courageous. You took a leap. And from what you've told me, you're glad you did. We worked hard together and the project shows it. You're pleased with the changes and like to show them off. Your friends are impressed and your family is more comfortable.

Just as with an orchestra, I've concentrated on developing the skills of my crew and their awareness of your needs. Safety first. Concern for your children and your pets. Clean up every night. Remember, people still live here. Sequence the job and manage the worksite for the least disruption possible. Measure twice, cut once. Pay close attention to the details.

We took your vision and worked on it together until it had harmony and rhythm and would work in your space. We played around with several ideas for materials and refined the design. I became your conductor, making the music you chose come alive.

We forged a partnership that worked well. And the reviews were great!

Help your friends take that leap this year...and keep me happy

Yes, I'm looking for more customers like you and I'm asking for your help. If you'd recommend me to your friends, neighbors or relatives who are considering a project you might help them make the decision to move forward. And, when someone compliments you on the work we did together, I'd appreciate it if you'd pass my name along. Of course, I'd also like you to think of me as you look around your house and daydream about your next project. I'd like to work with you again.

To help you keep me in mind, I've developed the enclosed brochure. Keep it for reference or pass it along. If you'd like more copies or want me to talk with a friend, let me know.

I value your business and really enjoy working with you. The music is beautiful and the partnership is great. I'll continue to be a small but happy contractor, as long as I have customers like you. Thank you.

May the New Year be happy and healthy for you and your family.

Sincerely,

Gerard

Gerard Packert

P.S. If you'd like me to drop by to talk about any of your daydreams, just call. No commitment, just talk.