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Jazzing Up The Kitchen & Bath



HOT TIPS FOR BUILDERS
*Enhancing A Company's
Reputation*

CREATING EFFECTIVE
First Impressions

LEGISLATIVE UPDATE
*for Single and
Multifamily Builders*

APARTMENT INDUSTRY
Workers' Compensation

EXCLUSIVE
Municipality Report

WHAT'S BEING BUILT?
*Building & Remodeling
Permit Report*

ASSOCIATION
News & Events



Ron Berivegsa,
Berivegsa Building Co.
page 8



Adriano Paciocco,
Multi Building
Company, Inc.
page 14



Dave Kollett, Sr.,
Kollett Construction
page 31



Dave Russell
Orbis Management
Group L.L.C.
page 33

Family Values Enhance A Company's Reputation

WRITTEN BY RON BENIVEGNA, BENIVEGNA BUILDING COMPANY, INC.

After 20 years of literally following in the footsteps of my father, Tony Benivegna, one of Michigan's first licensed builders, I have acquired values that contribute to the success of our family-owned company. We are not a giant company, but neither are we small. We have developments underway in Romulus, Commerce Township and Farmington Hills and additional sites in Howell and Ypsilanti in partnership with other builders. Our price points range from the \$150s to the \$500s. This diversity reflects my father's belief: you don't put all your eggs in one basket.

As a smaller builder we closely monitor construction. We get down in the mud; we talk to the grader, the carpenter, and the sub-contractors. Because we pay well and on time, we have acquired a reputation for quality and craftsmanship.



Spring 2004 Parade of Homes winners from Benivegna Building Co., Ron Benivegna (left); his wife, Susan Benivegna; Annemarie Scanio; Ron's daughter, Jill Gallagher and her husband, John Gallagher.

Congratulations!

Ron Benivegna
& Benivegna Building

From Your Friends Dino and Darrell
And all of us at
Pasquali Construction Company

Pasquali Construction
734-216-4400

I joined my father after 20 years with Ford Motor Credit Company, and when we started working together, we were practically joined at the hip. We visited job sites, ordered materials and talked shop even at Sunday dinner. We found my business experience at Ford helpful, particularly in managing and working with people on large projects.

Sometimes I visit our models incognito. I want to hear what potential customers are saying: what they admire and what they would change. We decorate models to look livable. Buyers seem to favor a cozy Crate and Barrel image.

We are also conscientious about signage. We want to maintain name recognition with the public, so we have our company name on cars and trucks. We advertise in newspapers, magazines, on the radio and place snipe signs at select corners to attract attention to our model homes.

Congratulations Ron
Thanks for the many years of business.

Paul Waug
Master Electrician

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The Club at The Ponds At Gateway in Romulus

All our awards and published articles about our company are posted in our sales offices, one of which is managed by my daughter, Jill. She also manages our main office. It is an advantage to have family as part of your work force.

This year we won an award for the Best Home Under \$200,000 in BIA's Parade of Homes. Located at The Ponds at Gateway in Romulus, this twin condominium golf community is attractively priced in the \$150s. Buyers favor our many standard features

including a refrigerator, washer and dryer package.

Part of our family tradition has been BIA participation. My father was a Director and we find Task Force meetings very productive. They have provided a forum for two-way



Oakmont at The Fairways at Gateway

communication with officials and inspectors. And my sons, Mark and Todd, both actively involved with our company, are impressed when they are warmly greeted by Irv Yackness, BIA Executive Vice President and General Counsel. ■