





Building business

It's often said that in slower economic times the best of business pulls away from the rest of business. This is no truer than in the building industry, where Hawke's Bay franchise Signature Homes, has seen a remarkable growth in their dominant share of the local market.

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If you wanted to have a showroom office that not only serviced the people of Napier but had equal pull on our good friends in Hastings, where would you put it? For the enterprising General Manager of Signature Homes, Daryll Pugh, the answer was a no brainer. Clive of course! Initially it came as a surprise for some to see a nationally recognised building company set up shop in this mid-way town. However it's just another example of smart business thinking from Daryll and his team.

"We recognised that Napier people didn't want to travel to Hastings to talk to a builder and visa versa, so in line with our dedication to customer service, we decided to meet everyone half way," Daryll said. It's seems the innovative move has certainly paid off because at a time when many building companies have retrenched, Signature Homes has doubled its year on year sales figures and currently has a very reassuring 14 house projects on the

go. Their modern and stylish showroom is a destination visit in its own right with a step by step project video outlining all the aspects of a new home build. Specialists are even on hand to provide guidance with kitchen design and colour coordination. Their latest show home was opened by Napier's Mayor Barbara Arnott in December and since then it has been receiving fantastic reviews from visitors.

Significantly, the company has avoided the temptation to build alongside their competitors in the traditional housing developments around Hawke's Bay and has instead focused their efforts on providing a specialised service for clients looking for a more individual home. "Sure we have a comprehensive and popular range of ready to go plans but we are finding that Hawke's Bay people have a greater preference for a unique look and feel," Daryll explains. "I believe people come to our region because they want to enjoy our special kind

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“Hawke’s Bay is such a fantastic and diverse place to live, and at Signature Homes we’re proud to be able to contribute to the building landscape of our great region.”

Daryll Pugh

↳ of lifestyle. So they invest the time upfront to really ensure they get what they want out of their new home. After all they are going to be living here for a long time because you don’t often hear of people leaving the region once they’re here!”

Award winning

A true reflection of the dedication of Daryll and his team came last year when they won the coveted ‘National Franchise Partner of the Year’ award along with three other awards at the Signature Homes national conference. Most recently the team has won another five awards at this year’s conference. Then there are the guarantees that give Signature Homes a significant edge when it comes to deciding which building company to trust with the construction of your new home. Lead by their comprehensive Home Completion Guarantee that ensures customers’ deposits are protected and that started homes will

always be finished at no extra cost, the list of guarantees is extremely reassuring. Structural, Weathertightness, No Hidden Extras, Completion Date and even a two-year repair and replacement guarantee after completion. Most other builders only give you 60 days!

Signature Homes obviously intend to be around here for a very long time and has put a significant investment into the region that supports them. Daryll is proud to reel off a remarkable list of sponsorships across a diverse range of local junior and senior sports and community based organisations. Daryll believes it’s all about putting something back into the community that supports you and is his way of helping other home grown talent reach their true potential. “Hawke’s Bay is such a fantastic and diverse place to live, and at Signature Homes we’re proud to be able to contribute to the building landscape of our great region.”

www.signaturehomes.co.nz

••• ABOVE: Stunning award winning architectural design inside and out. Daryll Pugh.