

# Local Builder is Using The Economy to its Customer's Advantage

Despite the tumultuous economy, local builder and developer Dorn Homes is one of the few homebuilder's in Arizona that is actively selling and building new homes, with over twenty-five pre-sold homes currently under construction ranging in price from \$140,000 to almost 2 million dollars.

Dorn Homes is a family owned and operated company that has been building homes in Southern Arizona for over 35 years. During this time, the company has developed 22 communities in Green Valley, Tubac, (and now in Tucson), and Rio Rico and has received numerous accolades and awards, including the *Better Business Bureau's* Top Award, "Ethics In Business", "Green Valley's Favorite Builder" as chosen by the *Green Valley News* readers, The Governor's "Top Arizona Companies To Watch" Award, to name a few.

Dorn Homes has spent the last two years strategically modifying its operation to allow its customers to take full advantage of the declining economy. "The economy's negative effects on housing demand has created the 'perfect storm' for people in the market looking for a new home," commented David Grounds, president and owner of Dorn Homes. "Interest rates are at historical lows, inflation has yet to rear its head, construction costs are the lowest levels I have seen in 20 years, the very best subcontractors and suppliers are hungry for work, and we have been able to hire the "best and brightest" professionals in our industry. I have never seen more opportunity for my company, or better value and service I can offer my customers than right now."

Dorn's strategic moves included radically reducing their construction costs and passing this on to its customers, seeking and hiring the "best and the brightest" in the housing industry for its most critical positions including Purchasing Management, Quality Control, and Supervision. "Our Purchasing Manager, by renegotiating contracts with our subs and supplier partners during this downturn, has saved our customers over a million dollars in just the last 24 months alone," stated Grounds.

"With the increase in utility costs, we partnered with the local utility companies, engineers, and the U.S. Dept. of Energy to reengineer our

homes that were already very energy efficient, to become some of the most energy efficient and healthy homes in the state and Green Certified by NAHB." A Dorn Solar Smart home is 40 to 70% more energy efficient than a typical home built 5 or more years ago. "A testament to our efforts included the honor of having the U.S. Environmental Protection Agency (EPA) recently select Dorn Homes as one of five builders in the entire U.S. to unroll their Water Sense conservation program," said Grounds.

During the boom times, many of the best subcontractors and suppliers would not drive down to Tubac, Green Valley or Rio Rico. Dorn Homes used the downturn to establish long term contracts with their best sub-contractor firms, which allowed the builder to increase the quality of its construction for their clients.

The efforts paid off, and Dorn attracted valuable attention from both individuals and corporations. The Gallery Developers, adjacent to the new Ritz Carlton in Tucson, hired Dorn as their exclusive builder for the community overlooking the Ritz. These "Frank Lloyd Wright-esque" homes are some of the most beautiful custom homes in all of Tucson.

The Avatar Corporation, which operates the vast majority of the new housing in Rio Rico hired Dorn Homes to take over their sales and construction operations. "We now have the opportunity to work alongside Gerry Logue and Sheila Vasquez, Avatar's executive team. We just introduced brand new models in Rio Rico. Sales are going great!" exclaimed Grounds.

Individuals building custom homes around Tubac, Green Valley and Tucson, have been hiring Dorn Homes to construct their dream homes. "We provide custom home clients something that very few individual custom home builders can offer: an in-house purchasing department that negotiates the very best construction costs from the very best subcontractors, an in-house architect that can design their home quickly and inexpensively, a Customer Coordinator that helps the customer convert magazine clipping and 'dream ideas' to the full reality of a new home, a full warranty department that can jump for a client that may need warranty service, and a comprehensive 10 year warranty." Three of the more high profile custom homes Dorn is constructing include a Villa Estate in Morning Star Ranch, a Spanish Colonial Hacienda in the Tubac Golf Resort near the restaurant, and a Frank Lloyd Wright inspired estate overlooking Tucson.

Dave Grounds added, "I feel truly blessed to have our family of clients and wonderful employees. It is to them we owe the fact that we are surviving and prospering during these difficult economic times." ■

