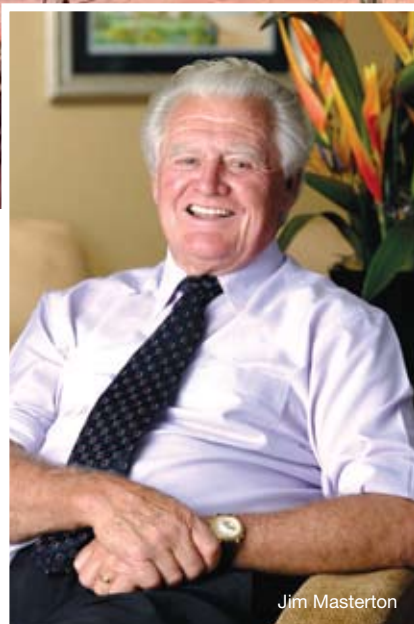


# THE HOUSE THAT JIM BUILT

Masterton Homes are the bricks and mortar of the Australian building industry, leading the way in innovation, design and customer satisfaction.



Jim Masterton

AS one of the largest and most widely respected home builders in Australia, Masterton Homes has maintained a strong leadership in the industry over the last 48 years. Having built over 47,000 homes since 1962, the company has grown to accommodate contemporary lifestyle, environmental changes and new building technologies.

The company was established on foundations of quality, professionalism and innovation. Garry Mercer, Group Purchasing Manager at Masterton Homes,

believes that along with these values, another aspect sets the company apart from its competitors: a traditional approach to customer service. "One of the key advantages that Masterton has in security is in the fact that the business has been operating for 48 years, and Jim Masterton is still at the helm and actively involved in the business on a daily basis," states Garry. "Jim is still out in the trenches building houses himself, putting his passion into building."

Masterton Homes has a vision to achieve



“The company likes to make it as much of a surprise as possible before we broadcast it to the marketplace – because there is no doubt that our competitors watch what we do.”

- Garry Mercer

customer satisfaction with each home it builds. With a strong industry reputation, the company continues to achieve this feat, but not without the dedication of a loyal supplier base. Each supplier that forges a relationship with Masterton Homes must undergo stringent reference checks. Sourcing the most capable suppliers ensures that only expert craftsmanship and high-quality materials go into building the company's homes.

As a traditional family-owned and -operated business, forging long-term relationships with the company's suppliers is of paramount importance. Masterton Homes places emphasis on building reliable, loyal partnerships that are based

on foundations of trust and understanding. “I think the more you can be honest, straight up and down, the more respect you will gain from all involved,” states Garry. “In business, everyone appreciates knowing where they stand and where a project is really at; so we aim to be very up front with all of our suppliers.”

Strong communication between the company and suppliers not only contributes to an effective supply chain, but also demonstrates the confidence Masterton Homes places in their suppliers for innovations and ideas. “We have to be professional but, at the same time, like to think our suppliers are our partners in building,” asserts Garry. “Both the

company and suppliers are working together to build houses – and this means they have a say, whether that be with suggestions or feedback.”

With a long and proud history, it is no surprise that Masterton Homes, as the industry benchmark, needs to remain innovative and competitive. “Aiming to get the best deals from our key suppliers keeps competitive tension and the best prices flowing back to the business. This enables us to keep our costs competitive to gain more share in the market place,” states Garry. This notion also applies to any new initiatives Masterton Homes promotes. “The company likes to make it as much of a surprise as possible before we broadcast ▶

“One of the key advantages that Masterton has in security is in the fact that the business has been operating for 48 years, and Jim Masterton is still at the helm and actively involved in the business on a daily basis.”

- Garry Mercer

it out to the market place – because there is no doubt that our competitors watch what we do,” states Garry.

One of these new initiatives is the Masterton Homes Mansion Package. This package guarantees homebuyers receive up to \$31,000 in additional value for only \$4,900. These luxury upgrades include AEG European stainless-steel cooking appliances, security alarm systems, a Rheem Integrity 27 hot-water system, control pad and recessed mounting box – items that are not included in the initial home and land package deal.

Another program is the Knockdown and Rebuild scheme. Masterton Homes will replace your existing home with a new cost-effective, contemporary design. Expert consultants provide professional advice, conduct site visits and assist customers through the planning and paperwork stages. With 13 display homes on show and up to six new designs developed every year, homeowners are spoilt for choice.

Staying ahead of the competition also means adapting and expanding the business to attract new customers and meet changing demands. Masterton Homes, through the government stimulus package, has been able to reach a larger demographic and homebuyer base. “The stimulus package has been good for us; it has been a good top-up to the business, given that it is the second and third homebuyers which have been the traditional base of Masterton for the last 10 years,” states Garry. “The stimulus package has been a nice supplement to our core business.”

The company’s traditional focus means that Masterton Homes also places a strong emphasis on health, safety and environmental factors. The company was recently awarded the 2009 HIA-CSR New South Wales Housing Award for best practice occupational health and safety for the second year running. “The company has a dedicated team of occupational health and safety staff that are constantly looking at the rules and regulations,” asserts Garry. “They make sure that Masterton Homes are right on top and up to date on any new regulations or legislation.”

This increased effort to be at the forefront of best work-practice initiatives means Masterton Homes, like other building companies, is aiming to learn more about combating negative global environmental factors and employing the best preservation policies. “It is one of our high-level agenda topics for our three- to five-year business plan moving forward; but, like most businesses, the company is still trying to understand these environmental concerns,” states Garry. “Traditionally, homebuilders take a while to pick up these initiatives, but Masterton Homes are aware of it. For example, we use VOC paint compounds, as they are more environmentally friendly.”

Building on a strong business model, Masterton Homes will continue to strive to expand and develop their existing foundations. “The company wants to continue to grow, and we certainly see the South Coast region and Far South region

as strong growth areas,” explains Garry. “The company has just opened a brand-new display home and colour selection suite at Batemans Bay, which has been well received by the general public. We also have two display homes at Oran Park, due to open in March 2010. That is the big growth area in western Sydney for the next five to ten years.”

It is Jim Masterton who has brought the company to its current level of success by personally supervising the homes being built for the right finish and specification. Masterton Homes’ business values of customer satisfaction and quality are as important today as when the company was initially established. Where others in the industry may have struggled with the ever-changing needs of the homeowner, it is Jim’s way – building quality homes at affordable prices – that has resonated with homebuyers. 🏠



# SUPPLIER OF FAMILY FRIENDLY FRAMING

Providing the best solution for termite protection for your new or renovated family home, **Hyne T2 Blue** is non toxic and completely safe for use around children. Plus it comes with a 25 year guaranteed protection against structural damage by termites. **Hyne T2 Blue** is the preferred choice for structural softwood framing for quality builders, just ask Masterton Homes.

For more information visit [hyne.com.au](http://hyne.com.au) or visit Masterton Homes.

