



# To The Moon: Customer Satisfaction Programs That Build Repeat Business AND Reduce Risk

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## Topic Summary:

Too often, the only time you hear from existing customers is when there's a problem. And in the homebuilding industry, most of those issues concern the maintenance and/or the warranty for components in their home. You've put a responsive team in place to handle the calls, but have you done all you can do? Have you developed best practices that not only ensure continuous customer satisfaction, but reduce the volume of problem calls? Have reduced your exposure to lawsuits, while still proactively promoting your brand?

Experts all agree that acquiring repeat or referral business translates into lower customer acquisition costs, faster new-home absorption rates, higher margins, better cash flow, and improved long-term profits, not to mention greater brand value. And one of the surest ways of gaining that business is by earning that high degree of customer satisfaction. Combining those efforts with the needs and requirements of risk management presents builders an opportunity to build a unique value for your customer that will last long after the ink is dry on the contract.

## Topic Objective:

The attendee will leave the presentation with a thorough understanding of how customer satisfaction programs can positively impact risk management issues and generate greater repeat and referral sales.

## Topic Outline:

*A very wise man once said, "The sale really begins after the customer says yes. It is how you treat him after the contract is signed that determines whether or not you keep him."*

### **Overview of the Customer Relationship**

- ◆ History and Wisdom of Customer Care
- ◆ Examples of good/bad approaches
- ◆ The true value of customer service

### **Houston, I've got a problem:**

- ◆ Nature of the homebuilder/homeowner relationship.
- ◆ Significant percentage of customer service calls are regarding defects and warranty issues. If not handled well, these issues can fester into lawsuits.
- ◆ The process and consequences of handling an issue call

### **CDL and warranty problems:**

- ◆ CDL Overview: Effects on the Homebuilding Industry
  - More than 80% of lawsuits builders face is defect and maintenance related.
- ◆ Documentation: The Tale of Two Lawsuits
- ◆ Risk Management versus Customer Satisfaction
  - Balancing right to repair and customer satisfaction
    - Tools that manage CDL exposure

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### **Creating Partnerships, not Vendorships** (*primary deliverable*)

The following list may seem basic, but, if it were so simple to implement, we still wouldn't be struggling with the same old problems that result in the stagnation or erosion of customer satisfaction:

- ◆ Top Ten Customer Strategies That Will Reduce Risk
  - Validate Feeling and Perceptions
  - Consider the Butterfly Effect
  - Everyone is a Customer Service Rep
  - Reach Out and Touch Someone
  - Establish Responsibility/Accountability Boundaries
  - Smart Information Transfer
  - Personalize the Homebuying/Homeowning Experience
  - The Art of Setting Expectations
  - Make it Easy. Make it Easier.
  - Actions Speak Louder than Words

The presentation of this list is accompanied with building industry-related insight and practical application including relevant risk factors.

### Topic Presenter:

#### **Steve Fabry, Chief Executive Officer, Master Manuals**



Steve Fabry has a proven track record of visionary innovation in the building industry. He possesses the rare ability to discover needs in the market and respond with solutions that instill value and generate new revenue streams. His core passions and strengths run along these lines.

Fabry founded Master Manuals on such principals. Seeing a need to mitigate Construction Dispute Litigation and Reform (CDL and CDR) risks and strengthen builder-homeowner relationships, Fabry launched a company dedicated to providing new home maintenance and warranty documentation. His knowledge and expertise in these areas made Master Manuals a fast success. Fabry has spent more than 10 years in the building industry gaining property management experience, plus Homeowner Association (HOA) maintenance, management and education expertise.

Fabry has served on the Construction Dispute Resolution Taskforce and the BIA Communication Committee. He was named Executive Director of HOUSING FIRST – a broad-based coalition of business leaders, builders, Chambers of Commerce and subcontractors concerned with questionable or frivolous lawsuits.

Under his leadership, Master Manuals has grown at an astonishing rate over the past half decade. In the last two years alone, the company's revenues have doubled each year—a feat which is forecasted, yet again, in 2006. Fabry credits his success, and the success of Master Manuals to attracting and retaining excellent people who share his vision of a customer-centric organization dedicated to providing exemplary products.

Prior to his stewardship of Master Manuals, Fabry spent the better part of 10 years honing his skills in the homebuilder and homeowner association management industry...as VP of Sales and Marketing for San Diego's largest property management firm NN Jaeschke and prior to that with The Walters Management Company. Fabry even spent some time on Wall Street garnering top sales honors for the firm Stuart James Investment Bankers. He earned his degree in philosophy in 1984 from Fordham University.