

The logo for ISON HOMES is positioned at the top of the page. It consists of the word "ISON" in white, bold, sans-serif capital letters, set against a vertical green rectangular background. To the right of this, the word "HOMES" is written in white, bold, sans-serif capital letters on a dark blue background. A large, stylized white letter "H" is partially visible on the right side of the logo area.

**ISON**

**HOMES**



*Our Guarantee to You!*

[www.isonhomes.com.au](http://www.isonhomes.com.au)

## Why Choose Ison Homes?

- ▶ We respond to all your enquires and telephones calls within 1 working day.
- ▶ To start work on your home within 10 days when all BA & Financial approvals are finalized.
- ▶ Experience – We have over 30 years experience in the building industry.

**Never been more  
important  
to chose the right builder**



- ▶ Personal service - We do not employ sales people and you deal directly with the builder.
- ▶ Quotations - We hand deliver detailed comprehensive quotations.
- ▶ Fixed rate contracts – supplied by Queensland Master Builders Association.
- ▶ Inclusions - Our standard inclusions are classed as “extras” with other companies.
- ▶ Communication - we will guide you through every step of the way.
- ▶ Completed on time - Your home will be ready in most cases “before” completion date.
- ▶ Energy efficient homes – a standard inclusion
- ▶ Building design & interior design options are available.
- ▶ Demolition / rebuild options available.
- ▶ Steel frame options available.
- ▶ Registered with Queensland Building & Construction Commission since 1982.

## The Ison Homes Value

You can be assured that all products and trades people we employ, in the construction of your new home, are of the highest quality. We have spent many years investing in good trades who are proud of what they do when it comes to working on your home. At the same time, we offer you, our valuable client, the best materials and products for the construction of your new home. Remember, at Ison Homes, we will guide and advise you along the way even when it comes to choosing your PC item's for your home. We will also guide you in the right direction with suppliers and manufactures that stand behind their products, long after we have completed your home.

**On Time.  
On Budget.**



## Why choose Ison Homes to quote on your new home.

We have seen it many times; people will email us their plans without even getting to know the builder who could be undertaking the construction of their new home. We call them "Price Checkers" who really are just using our resources to compare another quote they already have. Ison Homes simply will not do this, we will need to make a time to meet you in your home/office or even better on site to get better understanding of what you are wanting to achieve, along with any issues that could affect the outcome. We will offer suggestions where you could improve or reduce cost. At the end of the day, the best outcome is for you to be living in a well constructed home that will increase in value and be maintenance free while giving Ison Homes another great referral for work.

## **What other builders don't have !**



Most are simply looking at you as a profit to their business, a source of income. Yes, we all have to make a living but it's the total outcome that we focus on more importantly.

Each and every site is controlled and supervised by your builder, Paul Ison. Every day I try and make a point of being on site. Even if there is no activity on that day, I still try to be there to make sure we are getting a quality job done and also looking out for any issues that could arise down the track.

You won't get that with medium or large companies as they employ a supervisor who has to meet the manager's target each week, regardless of the outcome.

In other words, attention to all detail is done on a daily basis and directly with your builder at Ison Homes.

You deal directly with me from the day we very first meet to handing over the keys on completion. Should you call Ison Homes, you will be speaking to me unless I am on a call to someone else, in which case I will always return your call ASAP.

If you have any concerns/questions or changes, you directly with myself at all times, there's no room for any misunderstanding to take place assuring you the home is on time and most importantly on budget.

## The Agitation

What can go wrong usually does when the project is not supervised correctly. Many builders who undertake too many clients can't service them or worse under quote the job.



Remember, if it's not in writing it's not going to happen, this causes disappointments/delays and over runs and most importantly a very disappointed client.

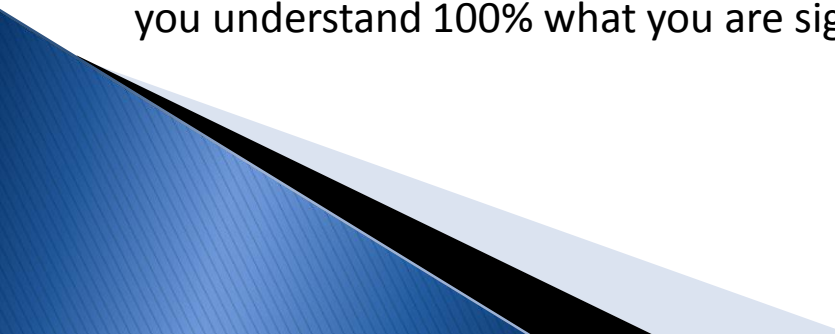
Things like weather we can't control, but the rest of it we can. When you receive your quote, if it's just 1 or 2 pages, then that's a good indication the builder doesn't want your business. Our quotes are 8-10 pages long, detailing what you are getting and what you are not getting.

We provide you with all the **P.C.Item's** and there dollar value in our quote so you know right up front what the cost will be .

Some builders will go in low to win you over, knowing they can create variations the moment they have your signature. At Ison Homes we don't we are a transparent company who strive on keeping inside your budgets. Usually when a variation it's created it's because the owner wants to add or even remove item's from their contract, so it works both ways.

Remember when you receive a cheaper quote it should ring alarm bells as obviously there are item's missing or not included.

## Choosing the Wrong Builder

- Experience – How long has the builder been in business? Ask for references.
  - Licencing – Check to see that the builder is registered.
  - Price - Don't be sold on the cheapest quote. Ensure you are comparing "apples with apples".
  - Fixed Price- Beware of contracts with clauses "TBA" or "Estimate only". Insist on a fixed price contract.
  - Energy efficient – Make sure you are not charged extra. This is a standard inclusion.
  - Your Block- Utilize what you have instead of letting the builder cut your block to reduce the cost of the home. This can leave you with an unusable yard and cost you \$\$\$ in retaining walls and landscaping.
  - Display Homes- Beware of your inclusions. What you see may not be what you get.
  - Giveaway's – Be wary of big promotions, these are normally built into the price of the home. Usually, if it's too good to be true, it often is.
  - Understanding your quote – Ask questions, as many as you need to. Builder's language is not understood by everyone. Make sure you understand 100% what you are signing for.
- 

## **Our Offer to you**

We guarantee that we will complete your home on time and on budget as per our quotation. If not, we will pay you damages for every day we go outside the completion date.

***I look forward to meeting you in the near future.***



**Paul Ison**

**Ison Homes Pty Ltd**

**Office: (07) 32074298**

**Mobile: 0413 056 077**

**[www.isonhomes.com.au](http://www.isonhomes.com.au)**

**[enquiries@isonhomes.com.au](mailto:enquiries@isonhomes.com.au)**

