



Suzy

Proud Legacy

A Daughter & Son Carry On, Building Picture Perfect Homes

“Dad was so client-oriented that people often described him not only as their builder, but also their friend.”

Superior Builder, Inc., located in Manchester, Connecticut, has always been a family affair. So it's not surprising Suzy Couture says the company's greatest strength lies in relationship building. In the early 1980's, after working for other builders, Jean Yves Couture and Jean Guy Couture (Suzy's father and uncle) started their own framing company and began working as a subcontractor for several builders in the area. In 1986, they launched a second company, Superior Builder, Inc., a general contracting firm with its emphasis on new home construction. Eventually, the two divided responsibilities with Jean Guy in charge of the framing company and Suzy's dad in charge of Superior Builder.

Suzy's brother, Peter, started going to the job site with his father when he was seven years old and grew up helping out after school and during the summers. "That experience was good for him because it helped him acquire the same fine eye for perfection that our dad had – which was the cornerstone of his reputation," Suzy remarks. As Suzy got older, she began working in the office, managing all accounts payables and learning the administrative duties of her father's business. After graduating from college with a business and marketing degree, she fell into the role of Sales & Marketing Manager, developing an in-house marketing program and taking care of customer service.

Following Footsteps

After their father's death in 2000, along with the help and support of their uncle Jean Guy, Suzy and Peter took over the leadership of the construction company with Suzy handling the administration and marketing, and Peter as the Site & Scheduling Manager. Today, they build 7 - 10 homes a year in the \$300,000 - \$400,000 range, with 30% of the homes built on speculation.

"We've tried to follow our father's footsteps," Suzy comments. "He never had a desire to become a big builder, because he preferred to be able to stay hands on. He was a true perfectionist and oversaw everything himself. But even though he delivered a tangible product, his emphasis was on providing a service. Dad was so client-oriented that people often described him not only as their builder, but also their friend."

"That's a tradition we've tried to preserve," Suzy continues. We try to keep the building process as personal as possible. The relationships that we form with our clients are really solid ones. It all seems to be working, because we have quite a few people who are waiting to build with us and others who have sold land they owned so they could build where we were building. We often get invited to block parties with people we built for several years ago."

In addition to word of mouth, Suzy also markets with creatively written ads which entice potential clients to her weekly open houses. She takes the time during the open house to talk to the people and gather information, which is entered into a client database for future reference. Suzy comments, "I always send a personal thank you letter immediately following a visit and then try to do follow-up contacts twice a year." All in all, Suzy and Peter are proud to carry on their father's legacy – building picture perfect homes for clients who become friends along the way.



Peter

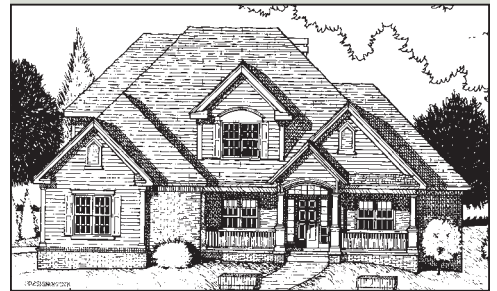
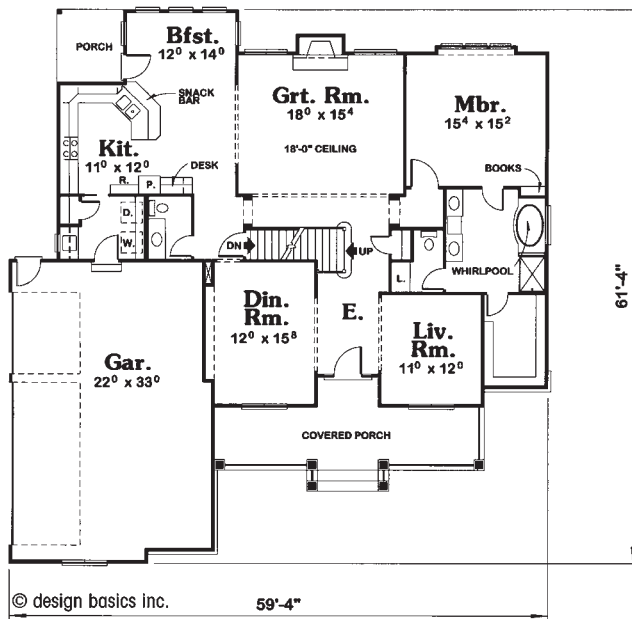
The Rowena

5178-18M price code 26

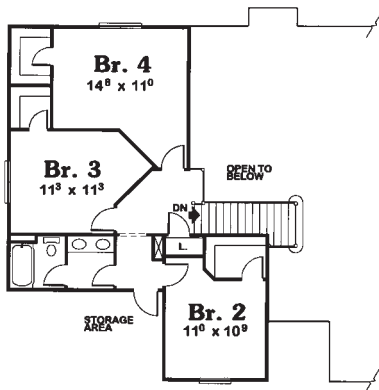


Builder: Superior Builder, Inc.

Photo By: Suzy Couture



The Rowena, #5178-18M, was built for clients who loved the exterior architecture, the open floor plan and the walk-in closets in all the secondary bedrooms. "We switched the half bath and laundry around to incorporate a walk-in pantry," Suzy recalls, "and converted to a 3-car front load garage."



Main	1870 Sq. Ft.
Second	767 Sq. Ft.
Total	2637 Sq. Ft.

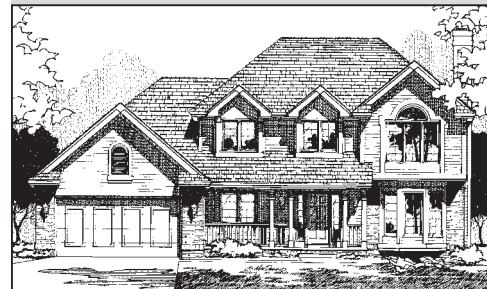
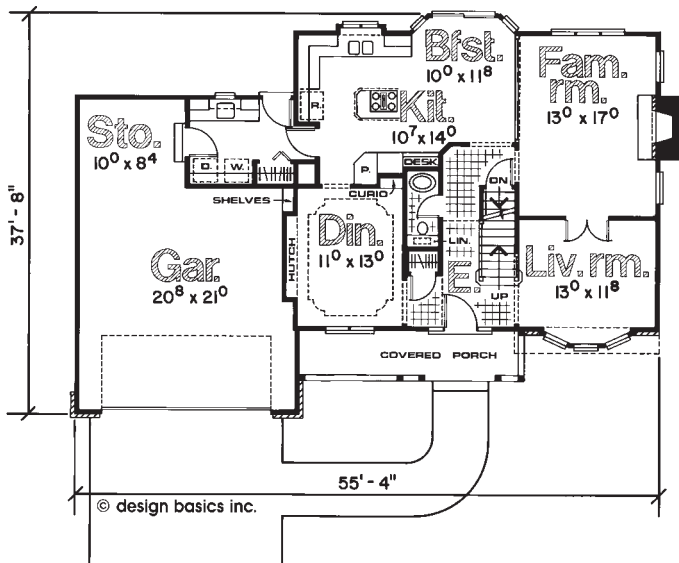
Note: 9 ft. main level walls

The Paisley

2618-18M price code 21

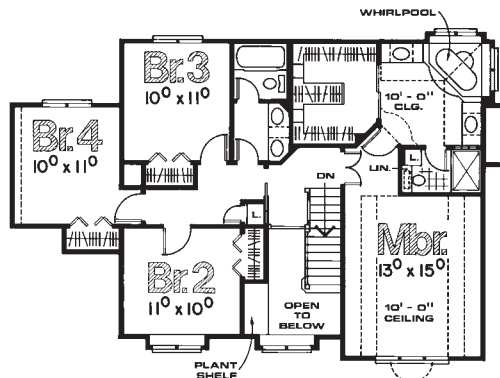


Builder: Superior Builder, Inc.



Superior Builder, Inc. has also built the Paisley, #2618-18M, several times. "It couples great curb appeal with a practical, open floor plan," Suzy says. "In one instance, we built it with the formal living and dining rooms. Other times, we've knocked down the wall between the family room and living room and turned the whole space into a huge gathering room."

Main 1093 Sq. Ft.
 Second 1038 Sq. Ft.
 Total 2131 Sq. Ft.



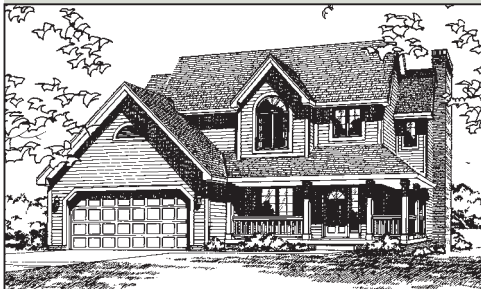


The Lancaster

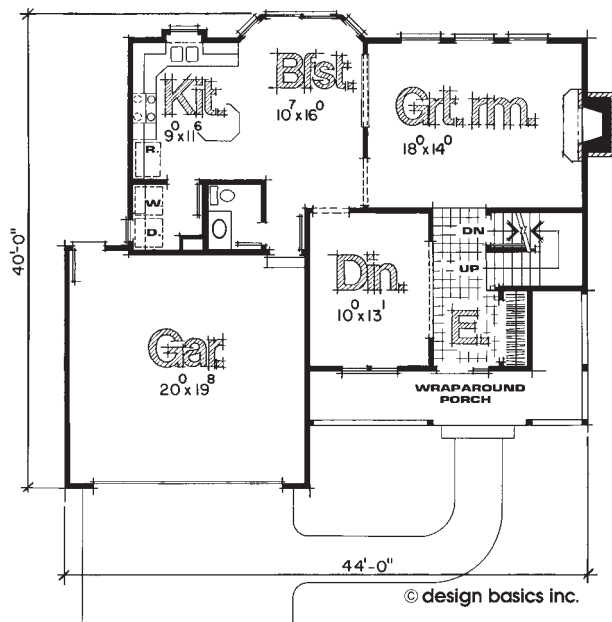
1752-18M price code 18

Builder: Superior Builder, Inc.

Photo By: Suzy Couture



Superior Builder has had particular success with Design Basics Lancaster, #1752-18M. According to Suzy, two clients were “nipping at the bud” for the first one they built and they have built it two more times. “The Lancaster has a nice, open lay out and the 2-story entry with the decorative plant shelf above the closet is very striking,” she remarks. “And the abundance of windows in the back of the home provides a panoramic view. In the first home, we extended the master suite over the garage to add a nursery or sitting area and increase the walk-in closet. Then we used the other walk-in closet for the back bedroom, extending the space by then removing the existing closet.”



Main	919 Sq. Ft.
Second	927 Sq. Ft.
Total	1846 Sq. Ft.

