

BEST PRACTICES BY **PCM**

PCM GOES BLU AS MUCH AS RITA AND ROD PRAT ENJOYED THE CREATIVE PROCESS OF BUILDING A CUSTOM HOME, THEY WEREN'T PLANNING ON DOING IT AGAIN. MOVING BACK TO ONTARIO AFTER OVER TEN YEARS AWAY FROM CANADA, THE PRATS HOPED TO PURCHASE A HOME IN OAKVILLE LARGE ENOUGH TO SUIT THE NEEDS OF THEIR LARGE FAMILY. BUT SEVERAL MONTHS OF HOUSE-HUNTING TURNED UP NOTHING. AND WHEN THEIR REAL ESTATE AGENT SUZANN PATERSON "RAVED" ABOUT PCM, A CONSTRUCTION COMPANY THAT BUILT HIGH QUALITY HOMES IN JUST 90 DAYS, THE PRATS GAVE CUSTOM BUILDING A RETHINK.

It would give them control over design, materials, features and indoor air and water quality. And after meeting Mr Jardino, they knew they'd found a builder as particular as they were. "When we took a tour of his house, I couldn't believe how organized it was," Rita says. "Even the furnace room – who has an organized furnace room? The pantry maybe, but not that."

She was also impressed with the extremely high level of quality that went into a PCM home: "I really wanted him to build our home. When we built before, it started out fine, and we thought we were getting good quality but as the process went on, our opinion started to go down and down – the quality of finishings was disappointing. I don't believe that is the case with Carlos."

And after living in about 10 homes in the past 15 years, building some, and renovating others, the Prats were well aware of what could lurk behind the walls. Rita had seen a product on several HGTV makeovers – Bluwood – that was a high quality lumber capable of stopping mold, fungus, rot, and wood eating insects like termites, beetles and carpenter ants.

Described as "wood wrapped in Gore-Tex," Bluwood is coated twice in the factory with borate, allowing trapped moisture to escape and preventing external moisture from seeping in. It's safe to humans, uses no VOCs, and is recognized by LEED certification as a sustainable green building product.

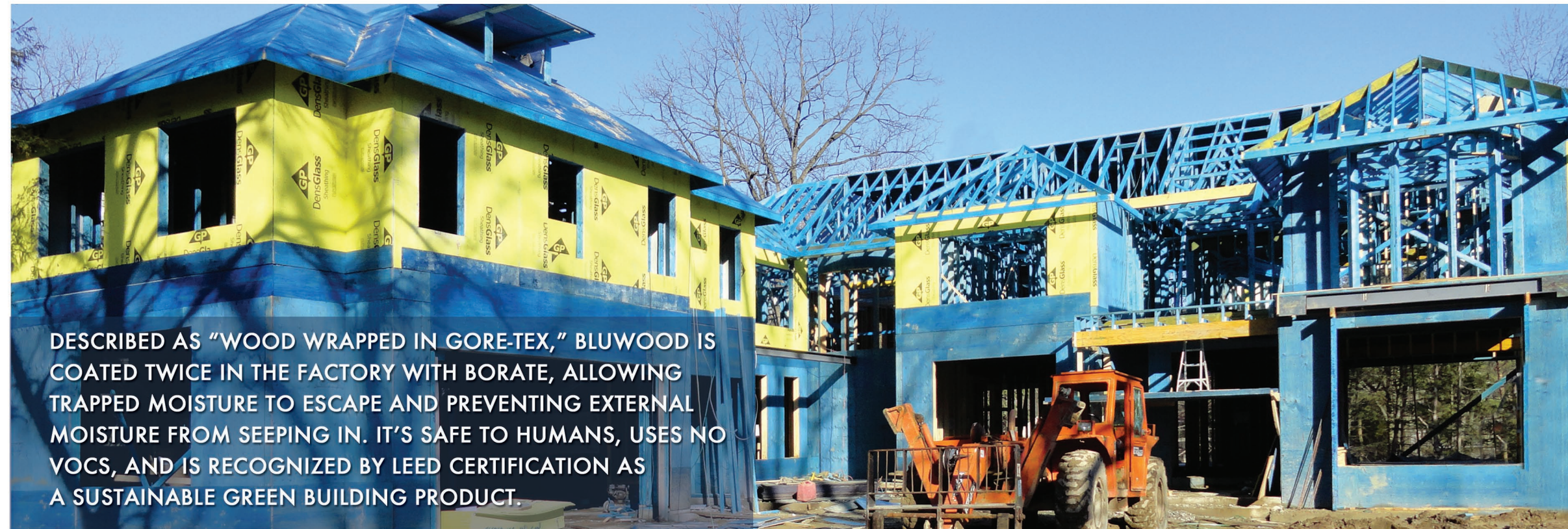
For reasons of energy efficiency homes are sealed tighter today, but we also live differently than we used to – home offices, home theatres, finished basements – so less air flow and more interior living is causing more mold, says Bluwood's VP of sales Mark Foster. It was something Rita was especially sensitive to, having lived in homes with mold in the past.

Meanwhile Rod researched air and water filtration systems. After consulting with Mr Jardino, they decided on High Efficiency Particulate Air Filters (HEPA) to give them very pure air, a whole house water purification system, steam humidifiers. They also installed a Heat Recovery Ventilator (HRV) system, which exchanges heat between air coming in and going out, providing fresh air and better climate control, at the same as reducing energy consumption. They almost didn't end up using Bluwood because of delivery delays – the material was late by a week effectively throwing off the construction schedule, plus the supply wasn't steady. PCM's schedule is so hard and fast, Mr Jardino posts it in the front of each home that's under construction.

In it, he outlines every step of construction so the construction crew knows exactly what will happen on any given day. It cuts down on wasted time when you know when something is to be delivered, and exactly what work has to be done.

For example, the crew knows which day windows are delivered, and within 24 hours they're installed and photographed for insurance purposes. They know when the crown molding is to be installed, what day bathrooms are to be tiled.

When construction is sequenced properly, Mr Jardino explains, a house can be built in less time without compromising any quality. In fact, he says it improves quality because nothing is left exposed to the elements while waiting to be installed. And because Mr Jardino works with the same suppliers over and over, there is no time or energy wasted explaining what is required – the supplier already knows. "We believe in long term relationships because they are mutually beneficial and improve over the long term."



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While Mr Jardino is open to trying new materials if clients suggest them, he will research the product thoroughly first. If it doesn't meet his stringent requirements, he will tell his clients.

As Rita says, she values Mr Jardino's candour about whether a material or system is good or not. "You might not want that for your best friend, but when it's your contractor it's more than welcome. I've built homes before, but I have never had this type of trusting partnership with my builder."

Bluwood passed the PCM test, and though there were a few "hiccups" in the beginning, they were quickly able to work things out. "Most suppliers aren't used to builders being so precisely on time, or in doing what they say they are going to do."

Mr Foster can attest to that: "Carlos doesn't accept no for an answer. He demands that things work on a tight schedule, and he will make it work. But he won't consider something unless it's of real value, because he wants to deliver value to his customers. Carlos feels that the better interior air quality in a Bluwood house makes it worth more not just now but down the road as well."



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BLUWOOD
CANADA



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Although Bluwood costs more than high grade construction lumber, Mr. Jardino factored it in to the budget at the beginning – something he always does. Given Bluwood's many benefits and superior quality, he highly recommends the product.

That's not something he does easily – with his name on these custom homes, poor quality isn't something Mr Jardino will tolerate.

Because when you're building your dream home, it needs to be built to last, he says. "I must be comfortable knowing everything has been done properly. I just won't tolerate something that's not up to par."

Which suits the Prats just fine – they will get their custom home, without any headaches, because PCM has it under control.