

Showroom Showcase - Sea Pointe Construction

A Recognized Leader in the Residential Remodeling Industry

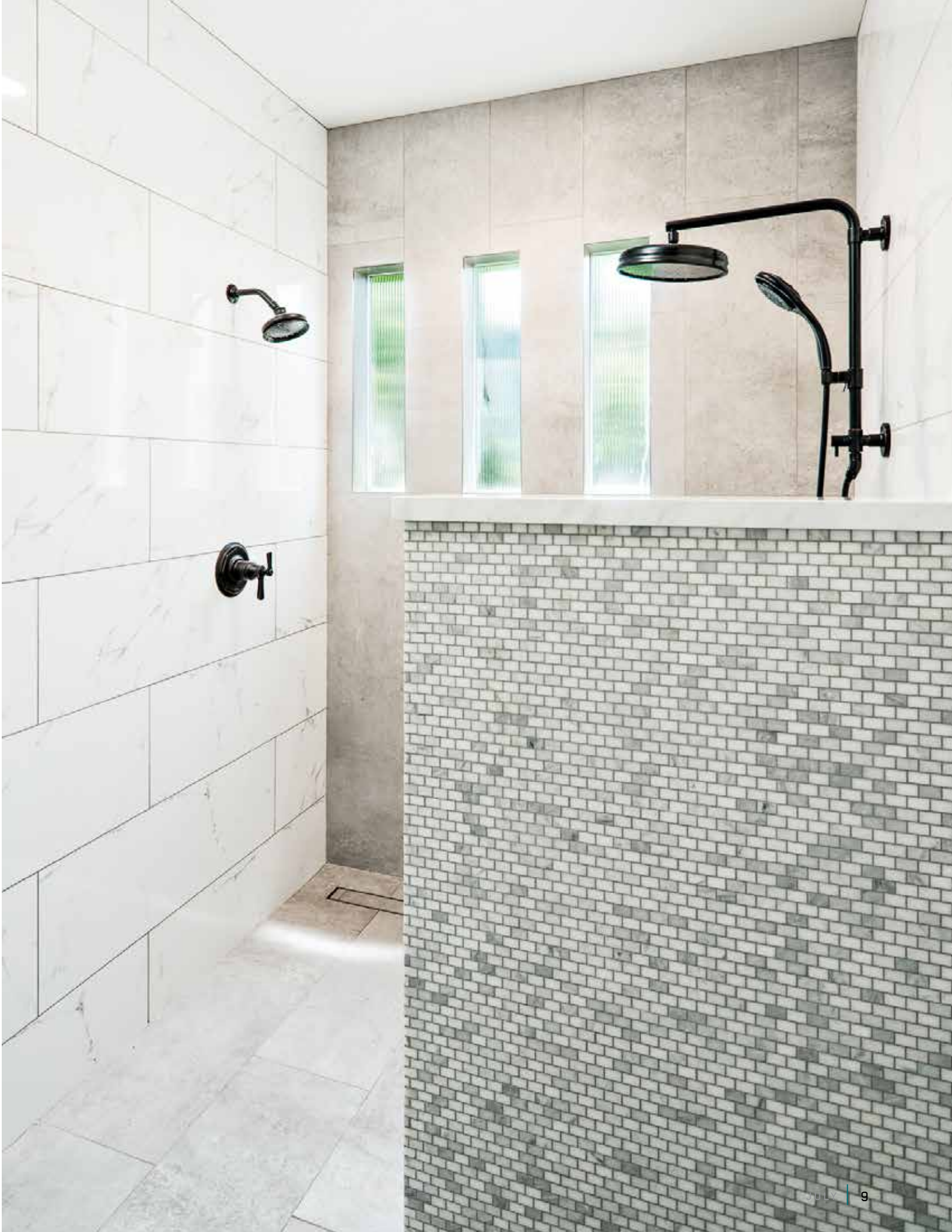


Since 1986, Sea Pointe Construction has been offering design/ build construction services throughout Orange County, California. Specializing in residential remodeling, including additions, kitchens and bathrooms, the Sea Pointe Construction team helps clients go from concept to completion.

As a fully licensed and insured remodeling company, Sea Pointe Construction prides itself on being reliable, trustworthy and reputable. Lauren Mills, Director of Sales & Marketing, believes it's these qualities that set the company apart from its competition. Orange County, California spans close to 1,000 square miles and is home to more than 3 million people. Even though it is the largest design/build firm in the area, Mills estimates that Sea Pointe has only captured 2 percent of the market.

“Our biggest competition isn’t necessarily the big box stores,” Mills shares. “Our biggest competition is an independent contractor working out of his or her truck.” Mills often encounters homeowners that don’t seem concerned about working with an unlicensed or uninsured contractor. A contractor that’s not licensed or insured has little overhead and can therefore offer their products and services at a much lower price, thus making it impossible for a company like Sea Pointe Construction to be price competitive. Of course, you get what you pay for, and Sea Pointe Construction invests a lot of time into educating consumers about the value of professionalism and expertise.

Every three weeks Sea Pointe Construction hosts their Ultimate Remodeling Design Workshop. Guests have the opportunity to learn valuable



information and gain useful insights about the residential remodeling process, as well as have their questions answered by a panel of expert designers. The workshops typically attract anywhere from 75 - 100 attendees. The Sea Pointe Construction staff makes a presentation and food and beverages are served. "It's not a sales pitch. We're working to educate homeowners about the home remodeling process," Mills emphasizes. "We tell workshop attendees that there are a few options when it comes to home remodeling, 'You can do it yourself, you can use a regular contractor or employ a design/build firm such as Sea Pointe.'" Mills finds it an interesting challenge to track the sales cycle when contact initiates with the Design Workshop. "Clients often begin their research at one of our workshops," says Mills. "And they will call months, or even years later to begin their project. It's often after they've saved money or feel like the time is finally right to move forward."

The main thrust of Sea Pointe Construction's marketing campaigns is establishing its brand as a home remodeling resource, and Mills credits the BKBG Conference as one of the resources it uses to stay informed. "I love the BKBG Conferences. I always learn something new that I can take back to our clients," Mills states, "The Conference helps our staff grow its expertise and then we can further demonstrate our value to our clients."

The company recently invested considerable time, energy and resources into a website redesign. www.seapointe.com features beautiful portfolio photos along with educational content by way of a design blog, frequently asked questions and free downloads. The Sea Pointe Construction staff also ghost writes educational articles about home remodeling for local magazines and shares content via social media.

Sea Pointe Construction has defined its target demographic as women aged 45 to 65. When it comes to social media, that group is most active on Facebook. To that end, the company shares a lot of content on Facebook and also does paid advertising on the site. Sea Pointe Construction

has Instagram, Houzz and Yelp accounts too. Video content and paid advertising on both Houzz and Yelp have had a huge impact on lead generation. The Sea Pointe Construction team also encourages clients to share reviews online but has found it challenging to amass reviews. "I think we have a lot of happy clients, but our demographic isn't savvy enough online," Mills shares. "It seems like our clients feel it's a chore to do an online review."

And, why does Sea Pointe Construction have so many happy clients? The company has established a detailed and communicative remodeling process. "Great planning ensures a smooth remodeling experience with predictable time lines, surpassed expectations and no budgetary surprises," Mills states.

Sea Pointe Construction employs close to 40 team members, with 25 in the office, including designers and project managers, and the remaining individuals working in the field. Mills shares that for the last three to five years the company has been focusing on company culture. "We spend more time with each other than we do with our families," Mills chuckles, "It's important that we get along and are a cohesive team."

To create what Mills describes as "a great team," the company invests a lot of time in the hiring process, which typically involves three interviews. The first is a casual meet and greet that lasts 30 - 45 minutes and allows leadership to make a cursory assessment of skills and personality. The second interview takes place in the showroom and is much more in depth. "It's pretty grueling," Mills admits. "It's usually a two hour interview with questions that really get the candidates to think about and share how they handle a variety of situations. For example, we ask, 'Tell me about a time that you were responsible for an error or mistake, and tell me about the most difficult client you've ever had and how you handled them.'" At the third interview the candidate completes a personality profile that Mills describes as a last gut check before an offer is extended.

The team currently works out of 2,500 square foot showroom in Irvine, California, between Los Angeles and San Diego. Sea Pointe Construction has occupied its current space for approximately 14 years and has always been located in Irvine, in the center of Orange County, so that the showroom is easily accessible for the entire area.

Because the economy is doing well, people are feeling more comfortable investing in higher quality design and services. Sea Pointe Construction continues to grow. Mills shares that the company has lofty goals for the future. “We want to double the size of our business with the next five years,” Mills shares. “But we want to grow in a way that doesn’t compromise our quality or the personal touch that we offer clients. We’re currently working on a five-year plan and are excited for what the future holds.” ■

