

# Parade Spotlight

ADVERTISING FEATURE



One of the beautiful new homes created by KDR Design Builders.

## KDR builds unique homes

**D**iego Vassallo makes no bones about it. His life's passion is building homes that are as durable and functional as they are beautiful.

"Those qualities have to be present, especially when someone has trusted you to build their dream home," he says. "You can trust KDR Design Builders to get each and every detail right, every time. After all, that's what you should expect in a custom-built home, or a residential or commercial renovation, for that matter."

No matter what you need done, Vassallo says he and his colleagues at KDR Design Builders handle either phase of their business equally well.

"We tend to get a lot of work in each area, and most of it is by referral," he says. "There's nothing better than that. I think it speaks well about the quality of work we do."

KDR's fine work has not been going unnoticed. Proof of that is a Parade of Homes gold award that just found a prominent home in the company's home office.

"It was our first entry in the competition and what do you know, we came out on top," Vassallo says, adding that although the company has been in operation for a short period of time—just three years, he possesses a wealth of experience as a red seal journeyman carpenter and project manager/estimator. He also double majored in marketing and accounting in Red River College's business administration program.

Vassallo adds that when it comes to building custom-designed houses, KDR approaches things differently than its competitors.

"Because I know the building business from both sides, I know how to build a quality home. That's due to my carpentry background, plus I also so I know how to handle the financial side as well," he says.

Contained within their approach is a flexible building philosophy that is designed to accommodate each and every need of KDR's clients.

"For example, if, based on your budget, you say you want to build a \$350,000 home, I sit down with the clients and show them what features they can and can't put in for the money available," explains Vassallo. "If they go over budget, we can go back in and figure out where we can make adjustments to get back on track financially. If, on the other hand, they can put in beautiful granite countertops for an additional \$10,000, they might decide to bite the bullet and go that extra mile. It's entirely up to them."

Clients of KDR can count on two things, he adds.

"We will always deal with you in a straightforward, honest manner - we're not into playing games, and so we will always give you the straight goods on whatever situation you might be facing. And we will always give you the best dollar value for your home in terms of the quality that goes into it. Building a home is a partnership, and we will always work in the best interests of our clients, without exception," he says.

One element in particular plays a central role in producing the exact home that a client has requested: top-notch customer service.

"Building a dream home is not a simple process, and we recognize that," Vassallo says. "So we will take all the time required to educate customers on the pros and cons of different products, and to listen to their concerns. If they want us to build them a small, functional home, we'll do that. If they want to go all out, we can do that, too. Our approach is to be hands-on, right at the front end. That's the only way to get every detail just right."

Should a client's budget threaten to be stretched to the limit, he says that he has no qualms about saying so.

"Of course, if we can build a home under budget for a client, they're deliriously happy," says Vassallo. "But that isn't always the case. Our approach is low-pressure, and we take pride in the fact that we offer strong follow-up service."

Vassallo adds that those enlisting the services of KDR Design Builders needn't worry about their home looking the same as one four houses down the street.

"It's a guarantee that we never build the same home twice," he says. "Each and every time, we sit down with our client and design the house from scratch. That's something that should be expected, because people are spending good money on the home of their dreams."

Whether you want KDR Design Builders to build your dream home, renovate your existing abode or business, Vassallo says to expect each project to have a common thread running through it: uniqueness.

"It doesn't matter what type of project we undertake, our objective is always the same - to create a custom-designed, one-of-a-kind product," he says. We have the aptitude and knowledge to do the job right, and at a price you can afford."

For more information on KDR Design Builders' services, call 261-8728 or e-mail [kdrdesign@shaw.ca](mailto:kdrdesign@shaw.ca).