

Firm builds on brand-new ideas



John Douglas says Exclusive Residence's aim is unparalleled quality, service and speed in the \$750,000-plus market.

LAURA PHILLIPS

With at least 35 years of construction experience between them, David Reynolds and John Douglas knew they had what it took to team up and offer a new alternative to Perth homebuyers.

When they established Exclusive Residence two years ago, the directors' aim was to offer unparalleled quality, service and speed in the \$750,000 to \$1.5 million and above market.

"We've built 14 homes to date, and they've all been built in less than 12 months," Mr Douglas said.

"We go from classic to contemporary . . . a wide range of homes. We've got seven displays we're currently working on this year, and they are our models.

"Basically, we are going to sell off those models to the public — with a few changes, given there will be three or four colour selections for each home — giving an option to the client for a fixed price.

"Up until now, we've done one-off homes for one-off clients, but we want to get away from that mentality and focus more on designing something appropriate, up-to-date and modern instead of just rehabbing every few years, so that we stay on the cutting edge of

technology and building practice, and can offer a client a brand-new idea.

"(It's about) doing what no one else will do. We push the boundaries on a daily basis as far as design goes if we see something we like, we incorporate it in the next home we build."

Maintaining a high quality of product while delivering consistently speedy construction times has been identified as an integral factor to guaranteeing Exclusive Residence stays at the top of its game as the years go by.

Mr Douglas said a reliable, hardworking trade base and well-organised team of staff were the drivers behind the company's success in this area.

"We design-construct from beginning to end and our difference is our quality, speed and service motto. All our homes are built to go," Mr Douglas said.

The company developed a sales system it called S2F — Start 2 Finish — to ensure clients are guided through a controlled process from day one, so they know "how long the piece of string is".

"When we go to site, they know exactly what they're getting and what they're paying for from the beginning," Mr Douglas said.