



Taylor Homes builds ranch-style, two-story and Cape Cod-style brick homes.

# Upon Customers' Request

Taylor Homes says it sets itself apart in the scattered-site construction industry with its 'price, quality and flexibility.' The company anticipates more than 20 percent growth in the next five years.

BY FERNIE GRACE TIELIS

Even though the scattered-site construction industry is more competitive today, scattered-site builder Taylor Homes says it keeps up with the market changes.

"When we started the [scattered-site] process, we were one of the original pioneers - there wasn't much competition," says President and COO Chris Taylor. "Now, there's a lot more competition today. It isn't bad, but it can definitely be difficult. You have to stay creative and always keep the customers' interest in mind."

The Louisville, Ky.-based company is a family owned business, tracing its history back to when the late B.F. Taylor, founder, built apartment complexes and nursing homes in 1958. The Taylor family started its scattered-site building concept in the late 1980s.

Taylor Homes builds ranch-style, two-story and Cape Cod-style brick homes in six states and more than 300 counties. Aside from Kentucky, Taylor Homes also

builds in Indiana, Illinois, Missouri, Ohio and Tennessee, where it is known as TaylorCraft Homes Inc. To better serve its many markets, the company has built fully decorated model homes in numerous locations in the six states.

According to Taylor, these model homes increase the company's exposure, which helps it keep up with the market. "For the last year or so, we have relocated our regional model homes onto major interstate and commercial properties by busy expressways," he states. "This has been a big turning point."

Taylor adds that the company constantly changes how it adapts to the market. For example, he says that for the last 20 months, Taylor Homes has been adopting technology advancements such as computerized budget and estimating, scheduling, drafting/design systems, and has recently embarked on Web-based marketing.

Taylor Homes must be doing something right, Taylor notes, because it continues to stand out in the scattered-site industry. *Professional Builder* and many other national magazines have consistently recognized Taylor

#### Taylor Homes

www.taylorhomes.com  
 Proj. 2006 sales: \$50 million  
 Headquarters: Louisville, Ky.  
 Employees: 50+  
 Service: Scattered-site construction  
 Chris Taylor, president and COO: "Our prices are reasonable, and we offer great standard features that improve our already great homes."

Homes as one of the top 400 builders in the nation.

But what helps Taylor Homes survive in the competitive market is its customers. "Being recognized by our customers is very important to us," Taylor explains. "We receive a tremendous amount of recommendation letters from customers. That speaks for itself."

#### 'Price, Quality, Flexibility'

"Scattered-site construction is a lot different from traditional subdivision building," Taylor notes. "We build beautiful brick homes for customers who have their own lots, mostly in outlying areas."

Taylor Homes builds a variety of homes that range from 965 to more than 3,600 square feet. Depending on the season, the company builds approximately 120 to more than 200 homes at a time at its busiest.

He adds that three things set the company apart: price, flexibility and quality.

With more than 20 flexible floorplans, Taylor states the company encourages customers to make changes to its plan designs.

"We're very flexible, because it's our customers who are going to live in the house," he emphasizes. "More than 90 percent of our customers choose from our own plan designs, but since we're very flexible, the majority of our customers change it according to their needs. [Repeat] customers tell us that they come back because of our price, quality and flexibility."

Additionally, Taylor Homes believes its quality is better than its competitors'. Taylor credits the company's success to its ability to understand its customers' needs. "Customers get good value for their dollar," he stresses. "Our prices are reasonable, and we offer better standard features that improve our already great homes."

Some of Taylor Homes' standard features include Andersen windows, stick-built construction, vaulted ceilings, wood-burning fireplaces, brick exteriors (most plans), extra closet space, energy-efficient insulation and 30-year dimensional shingles installation.

Taylor adds that the company strives to be cost-driven.

"We don't make a lot of profit per house, but we make our profit in the total volume we produce each year," he says. "We have a lot of referrals and repeat business, as compared to print ads, radio and television."

"The largest advertising sources we have are our customers."

#### Company Assets

Two other important factors for Taylor Homes, Taylor notes, are its employees and subcontractors. Taylor Homes' employees are great contributors to the company's success, Taylor states.

"We value each and every one of our employees," he notes. "They are our tremendous assets. All positions in the company are critical regardless of what they do. Without them, we wouldn't be able to do what we do."

Taylor Homes claims it has a close relationship with its subcontractors.

"We understand our subcontractors' needs," Taylor says. "A lot of them have been around since we started. We know them and their families personally - we take pride in knowing them by name." ■



## First Horizon helps build more than homes.

*We build profitable relationships.*

First Horizon Construction Lending is a full-service lender with 42 branch offices across the nation. With a business history that began over 140 years ago, we provide flexible funding and professional, friendly customer service to builders, commercial real estate investors, commercial developers, and consumers.

Builders and their clients have helped make First Horizon Construction Lending one of the nation's top new construction lenders. One of our most popular products, One-Time Close, designates the consumer as the borrower. This keeps our builder clients' funding lines open for other projects while virtually eliminating buyer fallout. One-Time Close also combines the processing and closing for both loans, saving everyone time and money.

With more than \$6.5 billion in commitments and 390 employees, First Horizon Construction Lending continues to provide all types of builders with innovative financing solutions. Call us today at (888) 298-8345 ... we'll introduce you to a business relationship worth building on.



 All loans subject to approval. Certain restrictions may apply.  
© 2006 First Horizon National Corporation