



**Priority:** Ashlee Jones, of Ashlee Jones Homes, puts client's needs first.

# Prices include everything

Competitive pricing and a can-do attitude ensure Ashlee Jones Homes clients feel more like friends

Customers mean "pretty much everything" to Ashlee Jones of Ashlee Jones Homes.

"If you don't have a customer, you don't have work," he says.

Ashlee is proud that he's never had an issue with a client or any negative feedback. In fact, by the end of the partnership with a client, he says it usually ends up being more like a friendship than a job. This is because he and his team work closely with their customers to make sure they're happy and know exactly what's going on.

Ashlee, 30, has been in the building industry for 15 years. He did his apprenticeship through his dad's business, Allan Jones Builders. He helped his dad with the business for eight or nine years before branching out on his own with wife Terri in 2008.

"I went to work with the old man one day," Ashlee says, referring to why he went into building in the first place. "It's a family thing. I got the hang of it and got good at it."

Since setting off on his own, Ashlee Jones Homes has had 10-15 houses on the go all the time and business is booming. The team tries to do all new block homes and has a lot of post-Yasi work at the moment in the Mission Beach area.

"We've got ourselves a good name," he says. "We have eight new houses just this week in that area. I just seem to be getting phone calls every other day."

Ashlee says the secret to his success is the price.

"We don't charge an arm

and a leg," he says. "We're very competitive with our prices and we include everything (even the mailbox and clothesline) so all they have to do is move in."

In an effort to make things more convenient for clients, the team is available after regular trading hours. A young couple with four small children themselves, Ashlee and Terri understand the time demands on others like them.

"We're just straight-down-the-line people," he says. "We like to keep everyone happy. That's probably how we get a lot of work - from word of mouth."

He also attributes the company's success to a great team.

"The girls in the office are very good at what they do," he says. "And I've had the same crew since I started so everyone knows what is expected of them. Our clients get along with the tradies and nothing seems to be a drama."

Ashlee's favourite part of a job is when it's finished, he shakes hands with a client and sees how happy they are.

"That's what we strive for," he says. "The client being happy."

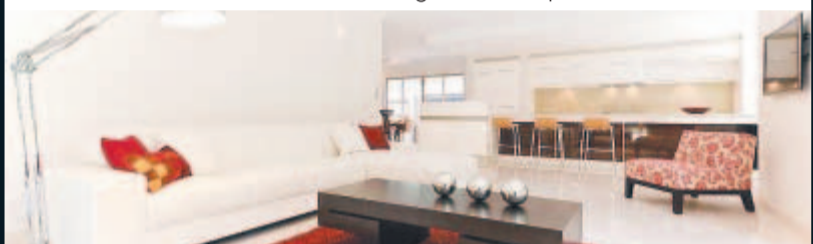
The builder has entered three houses in this year's Housing & Construction Awards for Master Builders members. He speaks highly of the association. Terri works with them whenever she needs information.

"They're very good," Ashlee says. "They're always helpful with everything they do and their service is good. They're always ready to talk."

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