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ReNEWS Remodelers™ Council News **REMODELERS COUNCIL**

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■ **RC News: Iowa Member Wins Better Business Bureau Integrity Award**



Congratulations to NAHB Remodelers Council member Scott Cierzan, CMB, CGR, CAPS, and his team at Firstcall Construction in Urbandale, Iowa for winning the Des Moines 2004 Better Business Bureau Integrity Award in the 1-50 employees category. The construction field is commonly known as a "high complaint rate" industry with the Better Business Bureau (BBB), but this construction company broke the ranks. The Firstcall team, a full service remodeling and restoration company, was recognized for the integrity they show in their relationships with industry partners, suppliers,

employees and customers.

"We really believe the people that we work for are more than customers — we choose to refer to them as part of the Firstcall friends and family," said Cierzan. "I can honestly say that the people on staff at Firstcall share the same passion for displaying honesty, integrity and good old-fashioned values that are so hard to find these days in personal lives or in business."

During the Integrity Award banquet, the BBB highlighted Firstcall's achievement for the development of a three phase Customer Care Program (CCP). "The CCP has been an excellent tool to give us a pulse on each individual customer from before the project is even started through completion," said Cierzan. "If any action is needed to regain a customer's confidence in Firstcall, our CCP lets us know so that we can react immediately, before the project is completed."

Next, Firstcall's admirable production staff procedures were accented. Clear skill level requirements for each position description and the result of what each employee is expected to perform in that position to fulfill clients' needs and/or exceed their expectations happen here.

"We deeply feel that integrity and ethical conduct are more important than business itself," said Cierzan. "Business transactions come and go very quickly; however, a good reputation takes a lifetime to build with solid intentionality. We try to evaluate all decisions based on "What is the right thing to do?" This simple foundational philosophy has served our business well over the years and has added a simplicity that is easily passed on to others throughout the company." [\[return to top\]](#)

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