

Remodeling

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All Business Is Show Business

Setting the stage for the customer experience

**FIRSTCALL
CONSTRUCTION**

2005 Winner

Big50 Award for Teamwork

REMODELING'S
BIG 50

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50 Big 50

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Every year we search the country for remodelers who distinguish themselves by outperforming their best competitors. We look for firms with top-notch business acumen, outstanding customer service, a financially strong foundation, and exciting systems. We are proud to introduce you to the Big50 Class of 2005.

50 Big 50 Teamwork

**Scott Cierzan, CMB, CGR,
CAPS, and Carol Cierzan
Firstcall Construction
Des Moines, Iowa**

*Full-service remodeling and
insurance restoration*

16 years in business

2004 volume: \$2 million

Staff: 3 office, 14 field

Known locally as “the clean cut boys,” Firstcall’s employees focus on doing the right thing. That’s probably why the company was recently chosen to receive a Better Business Bureau Integrity Award. Says owner Scott Cierzan, “We do what’s right, not what’s easy.”

Firstcall’s ethical practices and customer connections are part of the company culture. Because of the business’ dual nature, Firstcall offers a lot of employee training for customer care for the restoration side that helps those working on the remodeling side. And many of the restoration customers are so happy with the work that’s done and the care they’ve received that they become remodeling customers. With the development of its Customer Care Program, Firstcall can track customers and the process from the

original phone call to the final punch list, evaluating estimates vs. actual in every area. “Profitability is not above customer satisfaction,” Scott says. —*S.F.*

