

April 14, 2008

Alex Brogle, President  
South Face Builders

Dear Alex,

There really are no adequate words I can use to express how grateful I am for what you and South Face Builders has done for me and my family. In the short time that you worked on my project, you not only gave me one of the most beautiful homes in Richfield, you also changed the attitude of an entire neighborhood, including myself, toward General Contractors.

I started out hearing every horror story possible about how awful it is to work with General Contractors. Since I had such a large project, doing the job on my own was not an option. I needed help. In hiring you, not only did you destroy every negative stereotype about General Contractors, you made an entire family look forward to every moment you arrived on site. The neighbors around my home as well were impressed with your work and quickly became interested in specifically hiring South Face Builders for their own projects.

I was immediately impressed with the integrity and character you carry in dealing with people and issues. You made the choice to hire you an extremely easy one. I never once felt like an idiot when I spoke with you. You made sure you listened to everything I had to say. Only when you felt I had completed sharing what I thought was necessary did you then kindly offer up your own suggestions. Each idea you shared showed that you really understood my goals for my project.

During the work it seemed like you only hired sub-contractors with the greatest quality. Thank you for allowing me to watch some of your hiring processes. I have a deep respect for your people skills and your insight to the understanding that others express. This is a talent that will really set you apart from others in your field.

Thanks to you, I now live in the type of home I always envisioned me living in. Our home allows for neighbors, friends and family to feel welcome. We love sharing our home and you have given us a place that has room to share and it is very beautiful to look at as well. I enjoy looking out my dining room windows and see people slow down to stare at our beautiful home.

Finally, I don't want to forget to mention that when you took on this job, you made my family, who were complete strangers to you, fall in love with you and your entire family. Your family's great character is what is going to make South Face Builders a quality business sought after for many years to come.

With Great Awe and Respect,  
(and love too!)

Calan, Laurie, Kyah, Denae, and Tanon H

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