

THE BUILDER'S JOURNAL™

Central Indiana Edition

Featured Builder
Darrell Ray Custom Builder, Inc.

National Feature
Floor Coverings

Tips from Doug Rye

BAGI's Builder Bash



Darrell Ray Custom Builder, Inc.
Personalized Service from a "Hands-On" Builder



Thoughtful design is evident in this combination Kitchen/Hearth Room. The center prep island provides convenient working space, as well as the peninsula that also doubles as breakfast bar. All countertops are granite and the flooring is distressed hardwood. The two doorways and door to the deck (out of frame) provide easy traffic flow. Other features include tiled backsplash, large pantry and pendant lighting over the island. Cabinetry by Miller Maid Cabinets. Interior and exterior painting by Cummings Enterprises, Inc. Subfloor sanding by Diversified Construction, Inc.

Darrell Ray Custom Builder, Inc. Personalized Service from a “Hands-On” Builder

When Darrell Ray started building his first home in 1995, at the age of 23, he was anything but a novice. As a young boy growing up in Johnson County, he had already spent many years on job sites building a solid foundation of knowledge and expertise due to a construction company owned by his family. Darrell was able to experience hands on training during the construction of many homes

from start to finish.

“Working in the building trades throughout my teenage years provided me with a good work ethic and a job,” notes Darrell, “but the experience of working with knowledgeable and respected contractors would later prove to be much more valuable than the money I earned. I learned the importance of developing a rapport of open communication and trust

with everyone—homeowners, suppliers and trades contractors. I sincerely believe that this is essential to ensuring that each client is ultimately satisfied with their finished home.”

“Even though I knew I could do it, I was a little apprehensive about starting my own home building company so early,” notes Darrell, “but I had the confidence and the vision, as well as the drive to be a successful quality

builder. I found that prospective clients seemed more interested in finding a builder who could construct them a quality home within their budget and timeframe and deal honestly with them throughout the process. I believe that I have an advantage because I work alongside many suppliers and trades contractors and have built good working relationships with them. Therefore, it was natural that I independently developed my professional career as a custom home builder."

Darrell has developed a great personal reputation as a builder of high quality custom homes in the Greater Indianapolis area, but is always quick to give credit to his suppliers and trades contractors. He uses an interesting metaphor to help explain his business philosophy. "A custom home builder's work is similar to a sports coach," he states. "Each individual on a team brings their respective talent and ability... skills acquired through years of training and experience. Just as a coach intuitively knows how to put a winning team together, a builder also develops a leadership feel for hiring and developing his team of associated companies."

"Designing and building a home is definitely a team effort," Darrell continues. "Every part is vitally important and each must be executed properly. With home building, it's the responsibility of the builder to hire the most skilled suitable trades contractors to ensure that all workers are performing their tasks correctly and on schedule.

Each member of a sports team knows their place and position of responsibility. They have invested time, effort and money to acquire a



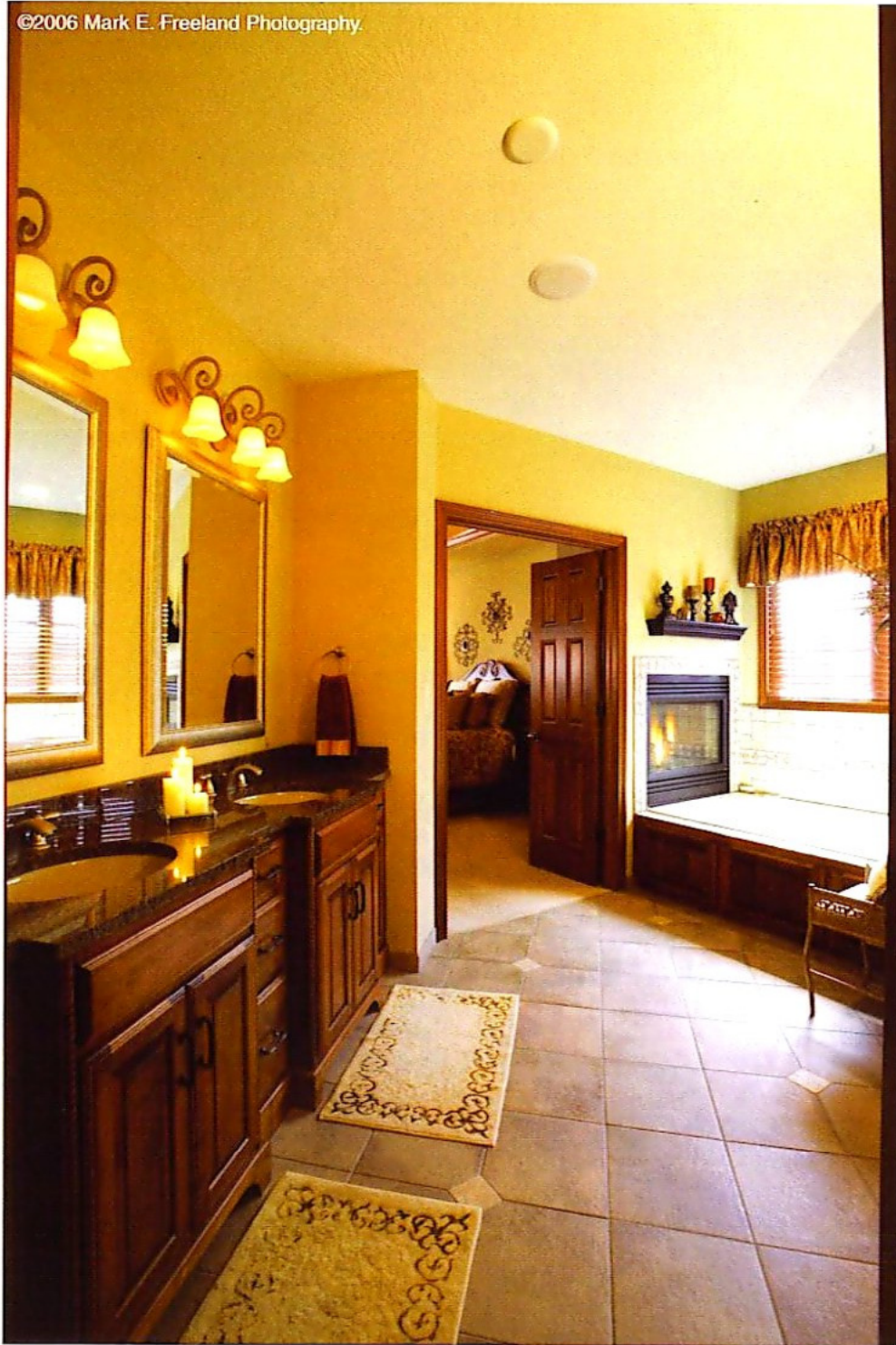
The outstanding architectural feature of this master bedroom is the massive layered ceiling with faux painting and crown moulding. Mouldings, millwork and interior doors supplied by Central Indiana Mouldings & Millwork. Central vac system by Cleary Vacuum Company.

high level of performance. Likewise, a builder's network of subcontractors, suppliers and associated companies bring their varied talents to the project.

The desired end result for the sports coach is a winning team...each member performing a specific task that contributes to the whole team's

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***"We greatly enjoyed our experience building with Darrell Ray. His professionalism, flexibility and oversight of the entire homebuilding process from start to finish exceeded our expectations. We especially enjoyed the direct contact we had with him throughout the building process. He was honest and stayed true to his word."
-Bryan & Betty S.***



This master bath features double vanities with granite countertops, tiled floor, jetted tub, walk in shower, commode room and large walk-in closet. The see-thru fireplace provides warmth and ambiance to the whole master suite. Mirrors and bath accessories supplied by Suburban Glass Service, Inc.

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success. For the builder, the end result is a beautifully designed and solidly constructed home that will provide comfortable shelter and enhance the life of a family for many, many years.

Darrell tells his clients, "As your builder, my job is to assemble a team of the best people available and to

select the appropriate materials and products that will go into your new home. I then must coordinate and schedule everything with the objective of getting you into your home as quickly as possible while staying within your budget. This must all be accomplished without sacrificing

"We were a little apprehensive about building a custom home until we met Darrell Ray. From the start, he was up front and honest and seemed to meet us where we were...fears and all. He was able to tell us what was realistic and what could be changed to be more cost effective. He took a few wrinkled sketches I had made and pieced together a first set of prints. I was shocked! It was our dream home!"

Darrell had a real feel for exactly what we were looking for and he was able to stay within our budget without sacrificing quality. He was involved at every level and kept an open line of communication with us at all times.

We highly recommend Darrell and after such a pleasant experience, we consider Darrell and Lorie our friends.

-Michael & Aimee J.

quality or workmanship."

"I often advise people to select a builder they feel they can trust," says Darrell. "A builder may have experience, but if the prospective customer does not feel comfortable they should keep looking. Building a custom home on contract is a very important partnership between the builder and customer...one that should be rewarding. I strive to exceed client expectations by offering open communication, affordable alternatives and vast style choices. With mutual respect and trust, the whole experience is sure to be enjoyable for everyone."

Clients appreciate Darrell's easygoing, yet business-like approach to the building process. He is proud of the number of referrals he receives from his previous clientele. "I am fortunate that my former homebuyers enjoyed the relationship and at the end were pleased with the product and the overall experience. It's satisfying to earn future business by doing things right."



Placed in a rural setting, this Darrell Ray home is much larger than it appears from the road. The large arched entryway is a nice welcoming feature. For the exterior, the homeowners chose a combination of Castle Rock stone and Misty Bay brick by Boral. With pool, hot tub, permanent grill and lots of open area, this home was definitely designed for family fun and entertainment. Also noteworthy is the large screened porch over the shaded lower entertainment area. Andersen windows and doors and lumber were supplied by Carter-Lee Lumber Co., Inc. HVAC and Plumbing by Earl Gray & Sons, Inc. Insulation by All Seasons Insulation Co., Inc. Stone supplied by Earth Products, Inc. Aggregate delivered and conveyed by Locke Trucking, Inc. Excavation by G.R. Smith & Son Contracting, Inc.

At the initial consultation, Darrell offers sound advice and a friendly truthful perspective about the home building process. "In today's market many clients are sophisticated and have been researching information long before we sit down to discuss their vision," notes Darrell. "Typically, they have an idea of what type of home they want to construct and a budget in mind. My role, initially, is to consult with them and understand their goals."

Darrell has direction and is focused on fulfilling client expectations...from designing and choosing the right floor plan, personally visiting the site with the client, and managing the financial and construction process. He keeps them informed at every stage, which includes a timeframe of when certain selections have to be made.

"Building a home and making decisions, from the variety of color choices



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to the range of materials, can make clients feel anxious," Darrell explains.

"This schedule allows them to concentrate on fewer choices at a time

and helps to keep them from feeling overwhelmed." In dealing with selections and changes, Darrell offers advice and tries to be flexible because his

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primary concern is his client's total satisfaction. He makes every effort to accommodate their wishes, because he is building *their* dream home.

Darrell adds, "The contract price of the home is not the only cost I'm concerned with. I also consider my homeowner's future cost of maintaining their home. I try to guide clients toward proven products and materials that have stood the test of time... products requiring little or no maintenance. Energy efficiency is also a key component in my homes and is an important "built-in" that clients are pleased with. I insist on utilizing name brands and quality suppliers to ensure good installation and warranty provisions."

"I take pride in the fact that I'm a 'hands-on' builder," states Darrell. "Clients deal directly with me from start to finish. I meet with the client at the job sites and through my experiences, we make decisions on the spot



A decorative step-up ceiling adds height and interest to this beautiful dining area. Other features include a long hallway buffet with granite countertop and faux painted walls. Lighting supplied by Light Gallery, Inc.

together... so the process continues to move timely and smoothly. By limiting the number of homes I build each year, I can devote the individual attention needed to ensure the high quality,

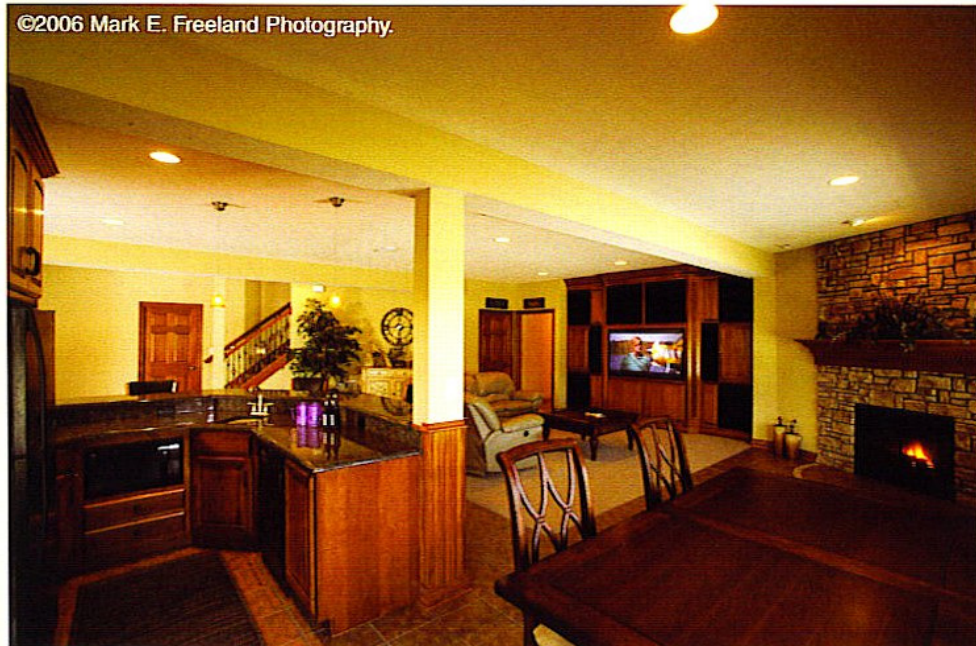
energy-efficient and low-maintenance homes my clients deserve."

Darrell is a member of the Better Business Bureau, the National Association of Home Builders, the Indiana Builders Association, the Builders Association of Greater Indianapolis (BAGI) and its Johnson County Council. As a member of BAGI, Darrell agrees to adhere to the association's Quality Assurance Builders Standards and provides this information booklet to his customers. These standards create a series of performance measurements that builders and customers use to communicate and understand each other's expectations.

Darrell and his wife, Lorie, have a young daughter, Ava.

The Builder's Journal is proud to introduce Darrell Ray to the home building community of central Indiana. For more information about this exceptional custom builder, call Darrell at 317-422-8823.

TBJ



This wide-open entertainment area features a built-in home entertainment center, stone fireplace and bar/mini kitchen with granite countertops. To the left (out of frame) is a large area with pool table. Also noteworthy in this lower level is a mother-in-law suite and exercise room.

The Builder's Journal is a monthly trade publication mailed to residential building professionals in ten counties of central Indiana (Indianapolis and surrounding communities). Individuals and companies featured as cover stories have been nominated by their peers within the industry based upon their business ethics, quality of workmanship, and dedication to their customers. Suppliers and subcontractors involved in the home building industry can fax their nominations to 317-722-0744, call 317-722-0133 or email to buildersjournalCIN@comcast.net.