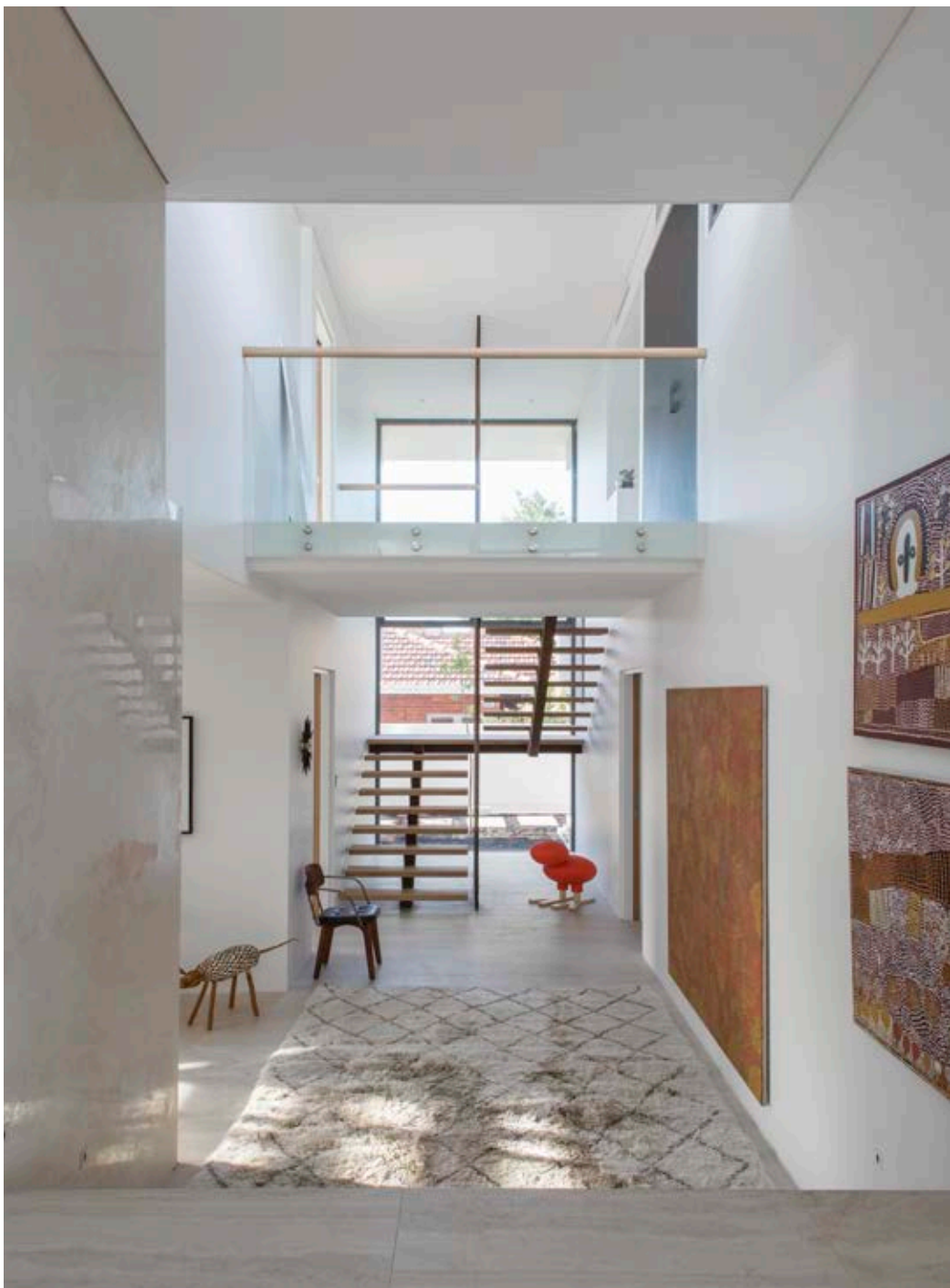




Images: Ron Tan and Angelita Bonetti.



Clients over accolades

✦ BY SANDRA ARGESE

For 17 years Humphrey Homes has comfortably aligned itself at the forefront of Perth's best philosophy-driven builders.

Consistently recognised by its peers for quality workmanship and top-of-the-range design processes, the Cottesloe-based company has added yet another achievement to its portfolio of award winning standards, having taken out the 2016 HIA Perth Residential Building Designer of the Year award for the second year running.

Managing Director Dean Humphrey attributed the home builder's win and industry success to careful consideration of a client's budget and preferences, not only designing and building their home, but building a strong relationship that addresses any concerns and questions first hand.

"Our approach is very efficient and cost effective," he said.

"We create genuinely unique architecture based on what our clients want as opposed to what we want, and literally start with a blank canvas every time.

"The design and building process on custom homes, depending on the size and complexity, can take a couple of years or more so it is imperative that, like any relationship, there is trust and transparency."

Since Humphrey Homes was established in 1999, its holistic approach around quality, not quantity, has remained largely unchanged, despite a larger team and more systems in place.

Humphrey Homes Managing Director Dean Humphrey.



"We have our finger on the pulse throughout all the critical stages including the design, council approvals, estimating and budget control, interior design, drafting and the actual building," Mr Humphrey said.

Transitioning Humphrey Homes into a registered architectural practice with the Architects Board of Western Australia in 2012 has seen its builds and designs reach higher levels of quality.

Behind all of this, a determined team of experts and professionals has been critical to constant client satisfaction rates.

"Our internal team is like the heart or brain of the company where decisions get made, designs and drawings are created, estimating is done and purchase orders are raised among many other tasks to make sure we stay ahead of the progress onsite for each project," Mr Humphrey said.

"They include our architect, draftsman, estimator, supervisor and accounts people.

"Externally we have our trade partners, which include our suppliers and trades/crafts people.

"Every one of them is integral to the successful completion of our clients' homes."

Mr Humphrey said one of the company's most significant achievements was being recognised on a national level, having taken out the 2016 HIA Australian Professional Small Builder of the Year.

"It's an award based on customer service, company systems and processes which are developed to provide exceptional value, quality and transparent information to support the decision-making and peace of mind for clients," he said.

Set apart from the competition, Humphrey Homes has addressed concerning issues where influx of low-cost and non-compliant products and materials have been entering the Australian market by only utilising new and emerging high-quality products and finishes.

"I believe we all need to continue to be innovative with our architecture and also with our building methods in view of continually providing value for clients," Mr Humphrey said.

"Winning awards is not our main goal – having clients who are thrilled with what we have done for them is."

✦ CONTACT Humphrey Homes
9284 5444, www.humphreyhomes.com.au.