

Effective Approaches for Reducing Conflict & Drama with Your Clients

Ed Earl, Residential Contractor Services Group



Custom Building Central

Meet Your Speaker

Ed Earl Contractors Staffing Source



- 30+ years construction experience, MBA Stanford University
- Business coach, Residential Contractor Services Group
- Director, Contractor Staffing Source – a recruiting service exclusively for the residential construction industry
- Owners Representative for homeowners building custom homes or high-end remodels in San Diego CA

Meet Your Speaker

Ed Earl Contractors Staffing Source



- 'Zen Builder' presentations to construction industry



- The relationship between the contractor and the homeowner can be positive and collaborative by UNDERSTANDING THE HOMEOWNER'S PERSPECTIVE

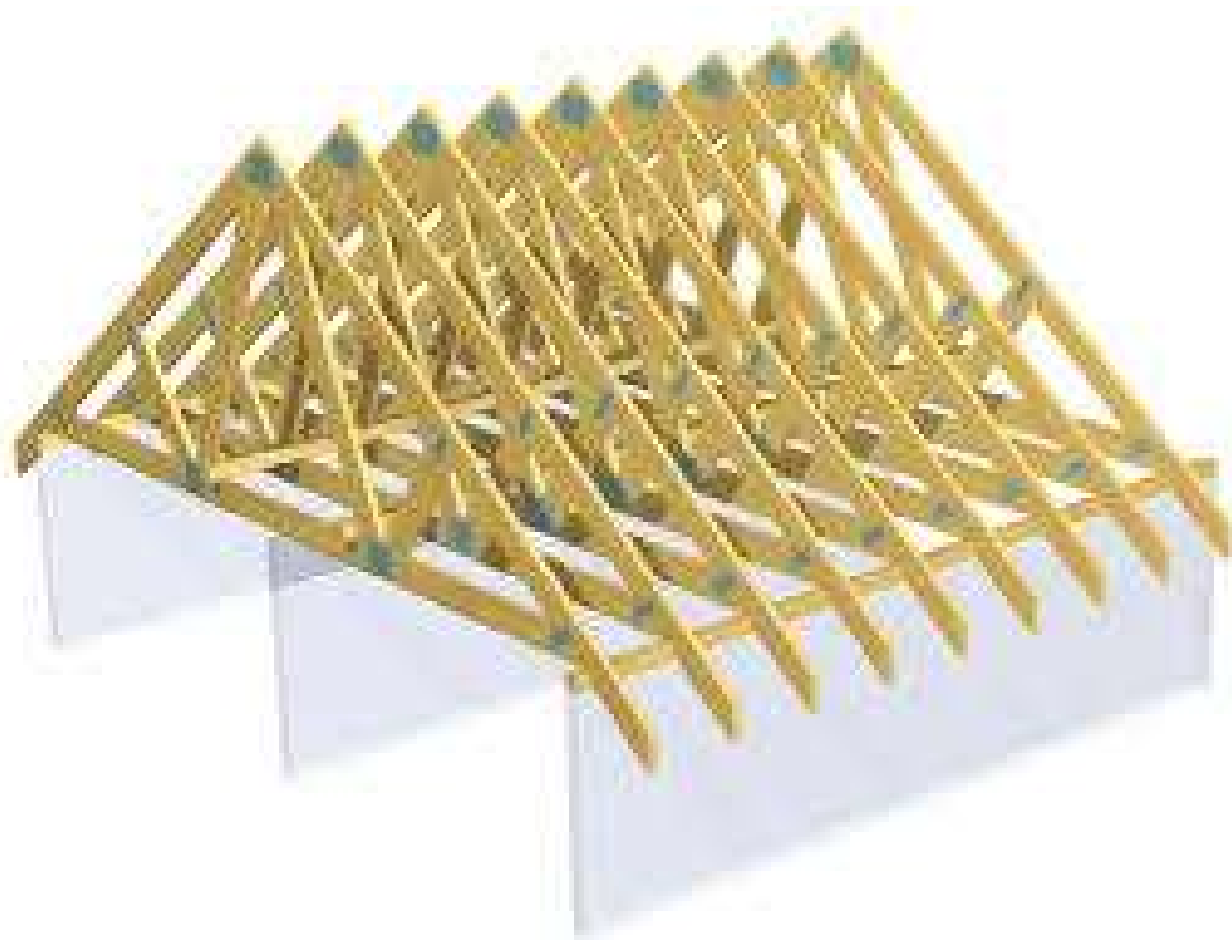






The most important part of construction

**What's the first and most important thing
you build in a successful residential
construction project?**



BUILDING TRUST WITH YOUR CLIENTS

There are TWO KEYS to building trust with your homeowner:

First Key **COMMUNICATION**

BUILDING TRUST WITH YOUR CLIENTS

There are TWO KEYS to building trust with your homeowner:

Second Key **DOCUMENTATION**

BUILDING TRUST WITH YOUR CLIENTS

There are TWO KEYS to building trust with your homeowner:

COMMUNICATION
DOCUMENTATION

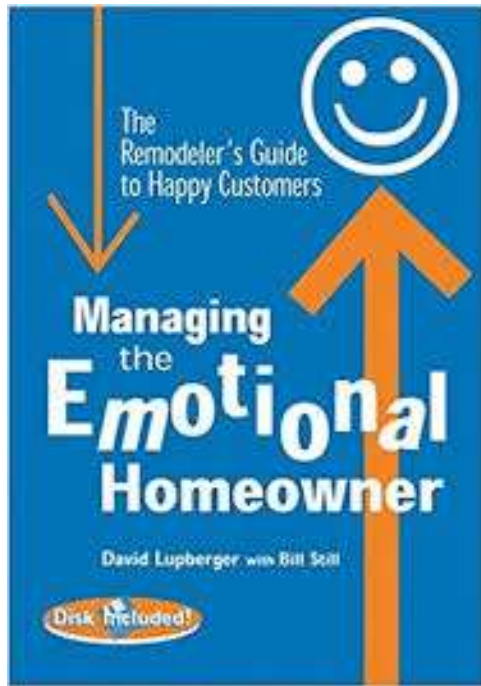
**CLOUD BASED PROJECT MANAGEMENT
SYSTEM**

‘Signposts of trust’ throughout the project

MANAGING THE EMOTIONAL HOMEOWNER

- ❖ Emotions are the biggest challenge in residential construction
- ❖ Educate your client about THE HOMEOWNERS EMOTIONAL ROLLER COASTER
- ❖ The emotional ups and downs they will experience as their home construction project goes through each stage

MANAGING THE EMOTIONAL HOMEOWNER

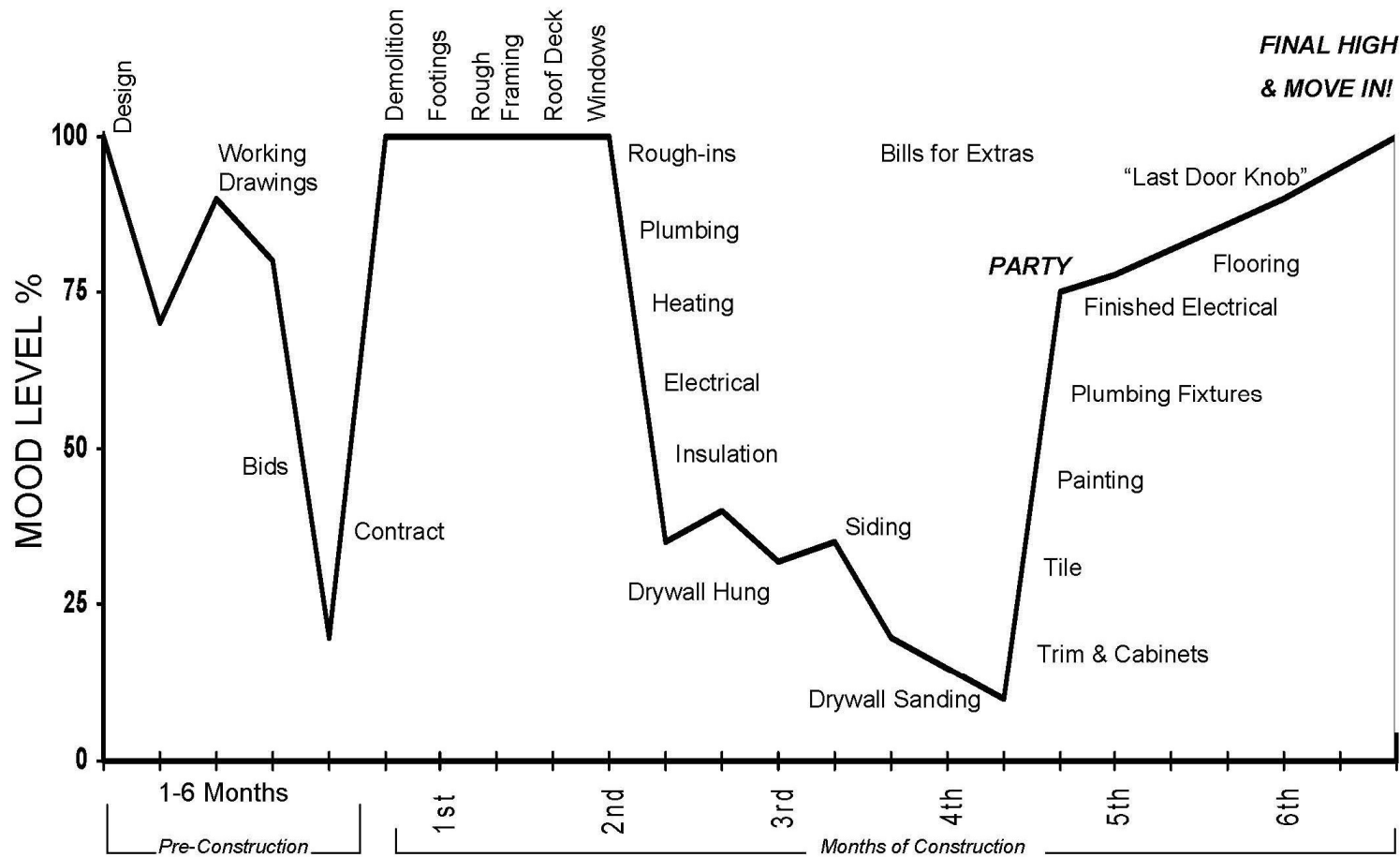


MANAGING THE EMOTIONAL HOMEOWNER

By David Lupberger

Get ready for the ride!

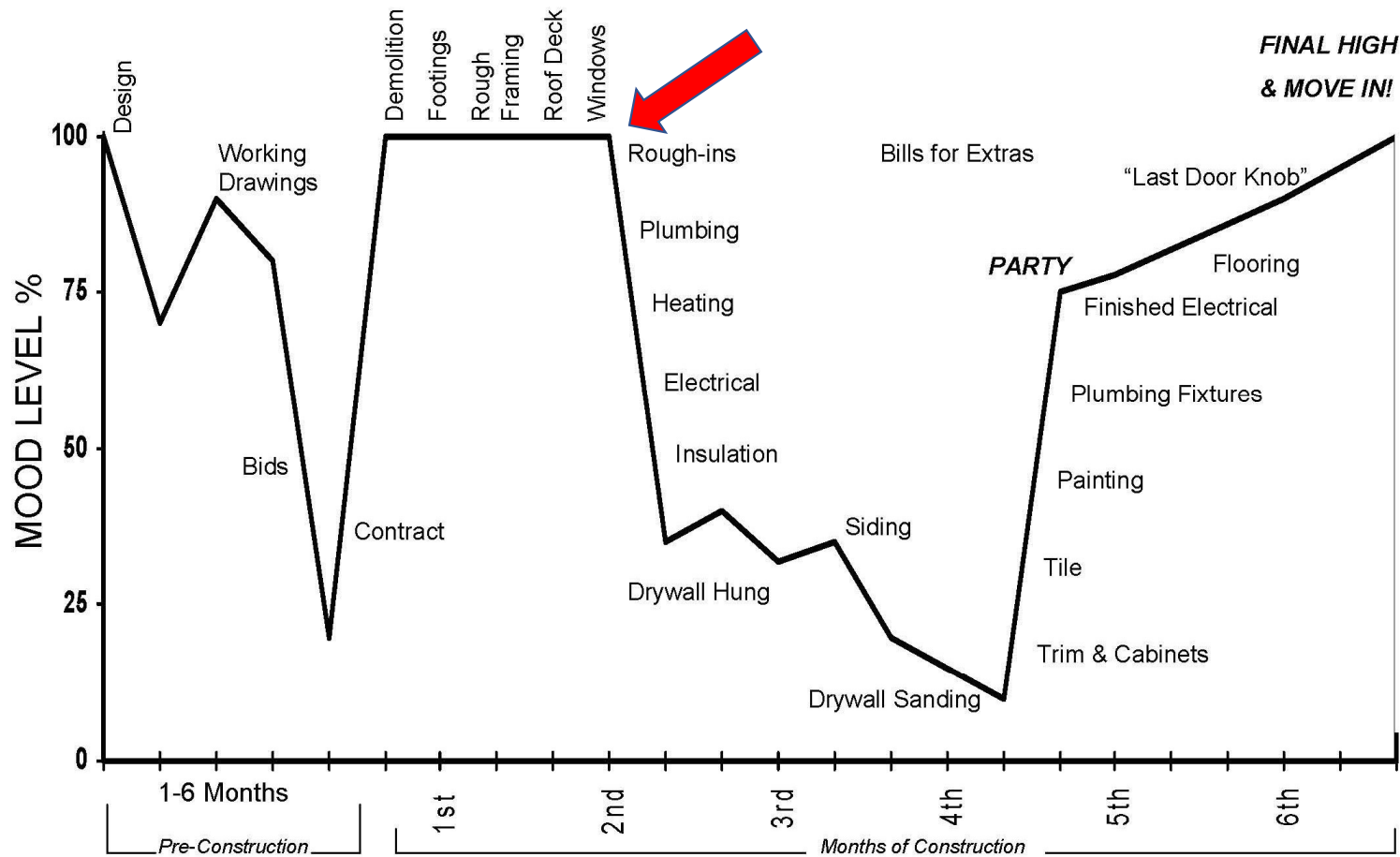
The Homeowner's Emotional Roller Coaster



TIMELINE

Provided courtesy of David Lupberger-www.RemodelForce.com

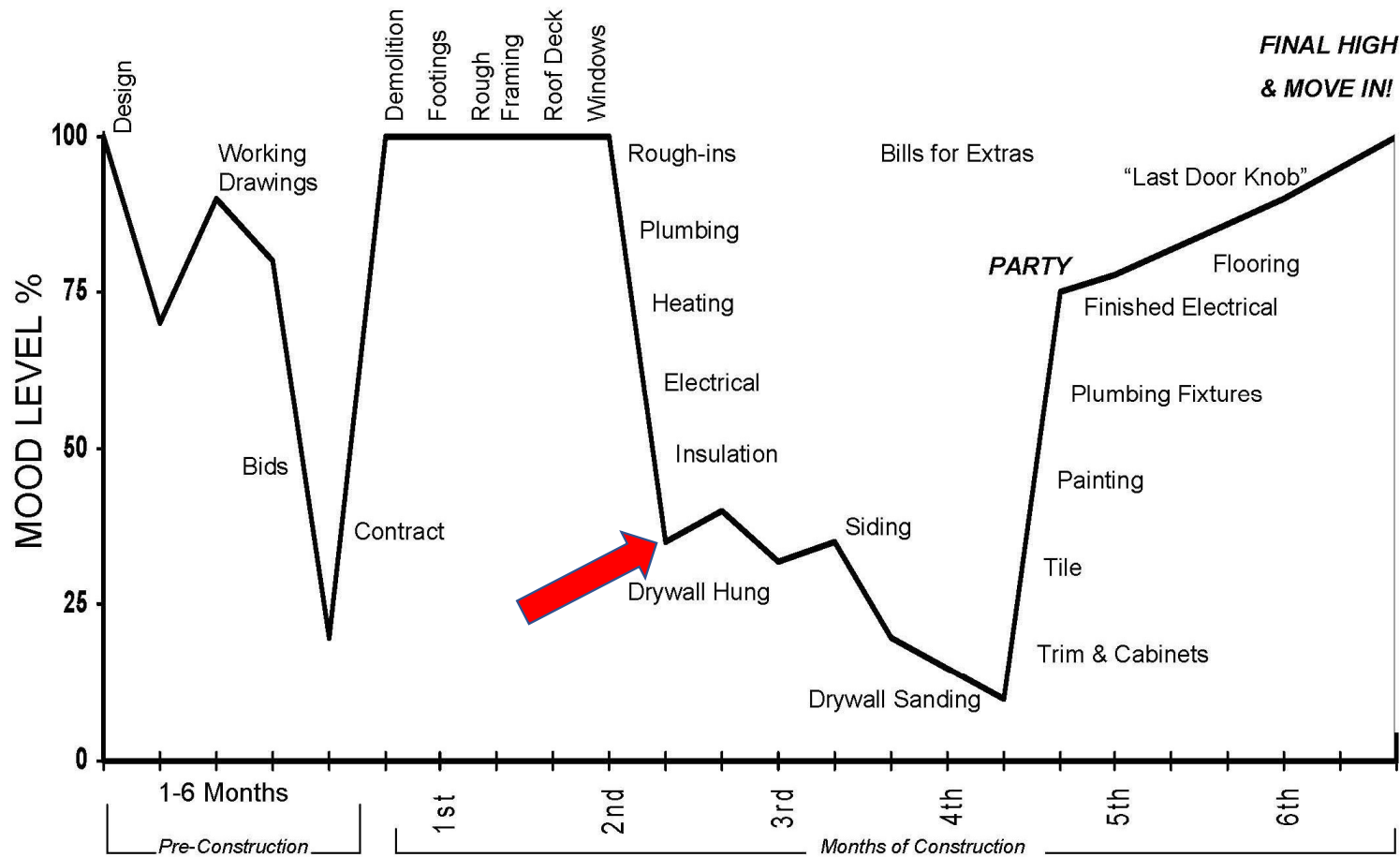
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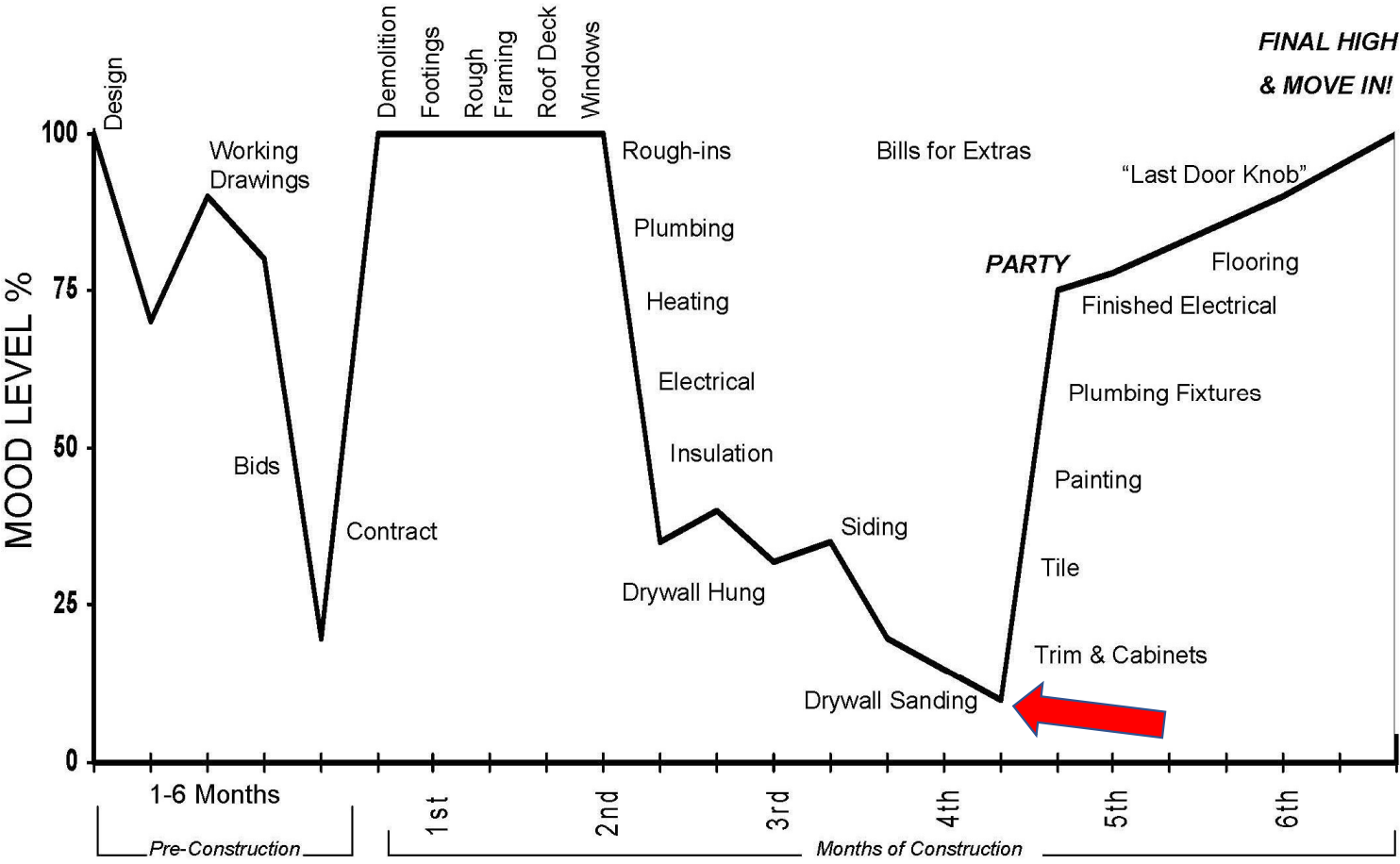
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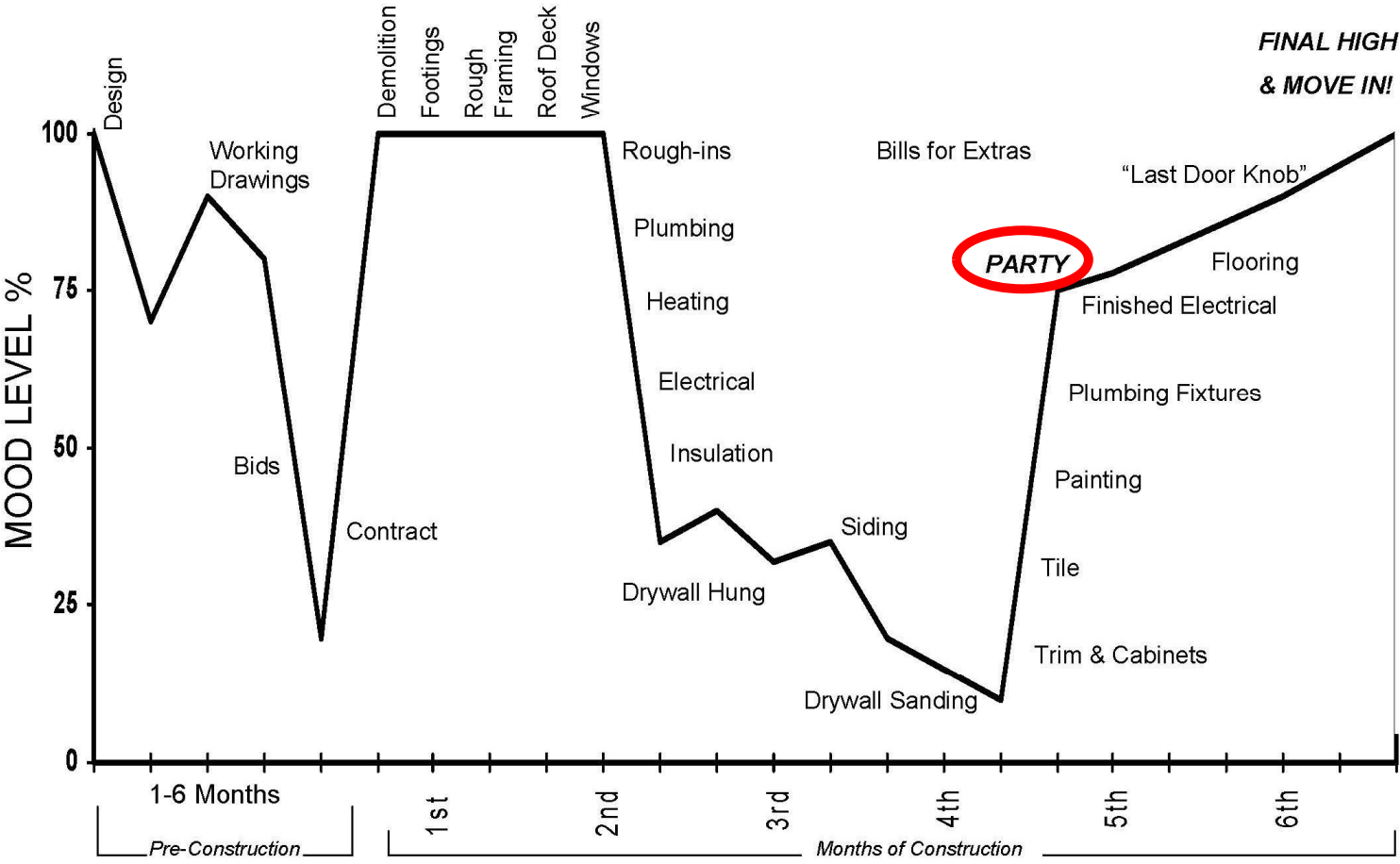
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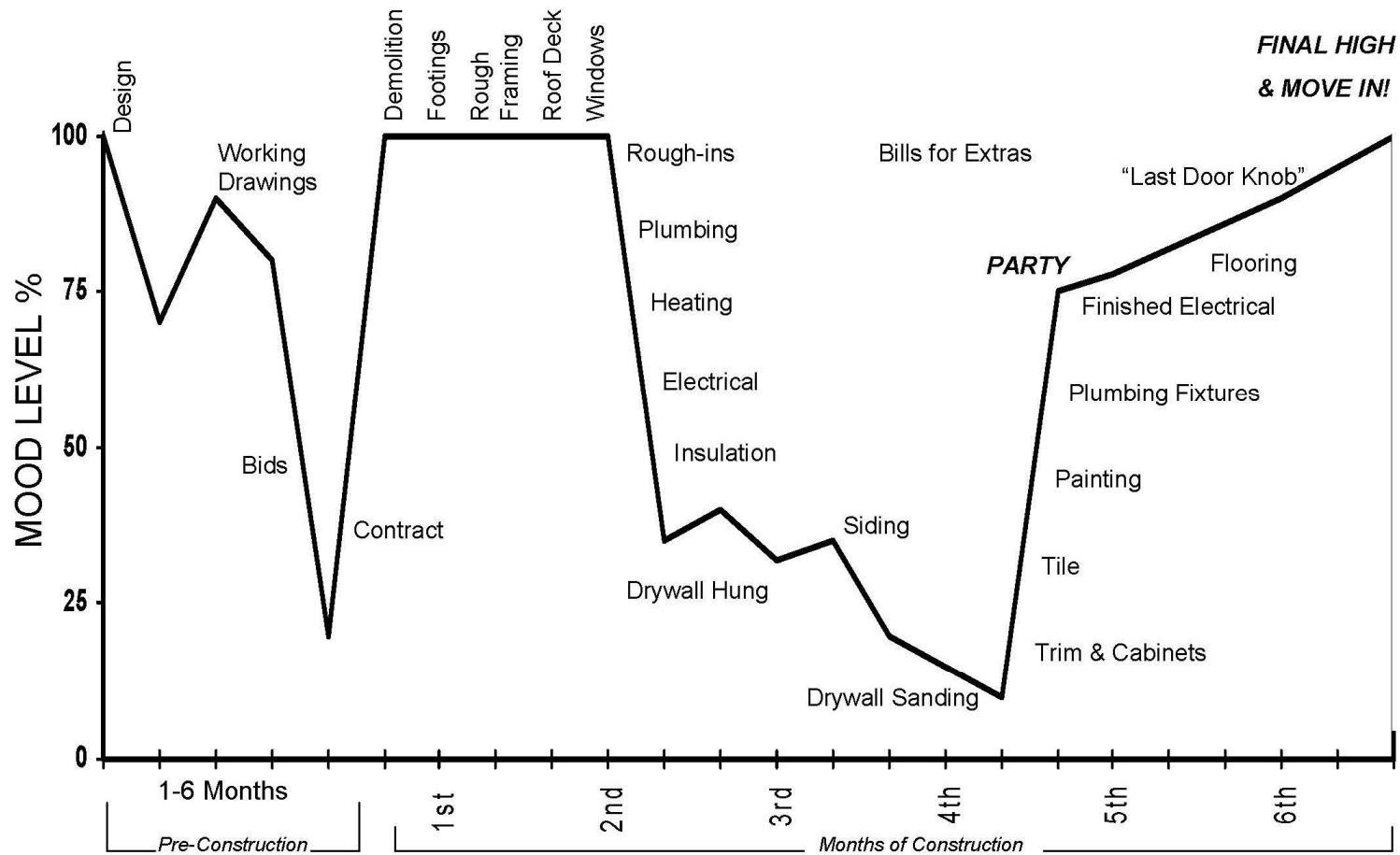
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The Homeowner's Emotional Roller Coaster



TIMELINE

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IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

WHAT DO YOU DO?

IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

MOST DIFFICULT CLIENTS

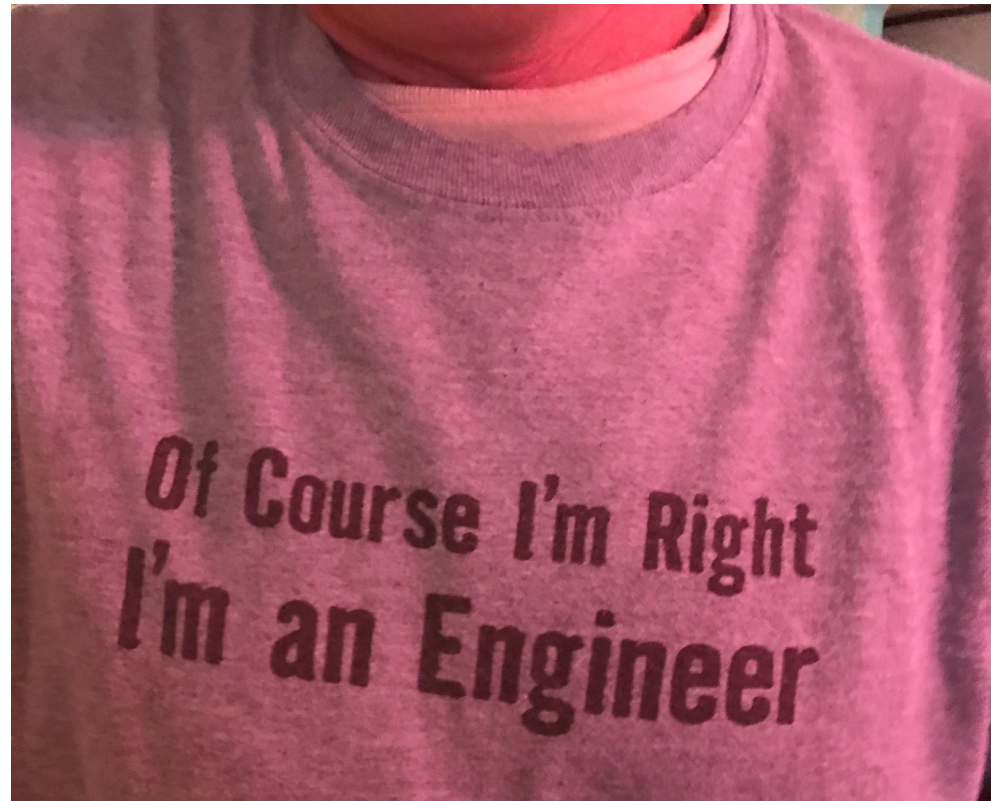
By Profession

IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

#1 ENGINEERS



IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS



IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

#2 DOCTORS



IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

#3 ATTORNEYS



IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

#4 RETIRED PERSON



IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

ED'S MOST DIFFICULT CLIENTS By Profession

#1 ENGINEERS

#2 DOCTORS

#3 ATTORNEYS

#4 RETIRED PERSON

IDENTIFYING AND DEALING WITH DIFFICULT CLIENTS

**Difficult clients are not
always to be avoided:
They can become some of your
best references**

WORKING WITH COUPLES



WORKING WITH COUPLES

**What can be the
most expensive part
of a construction project?**



THE DIVORCE!

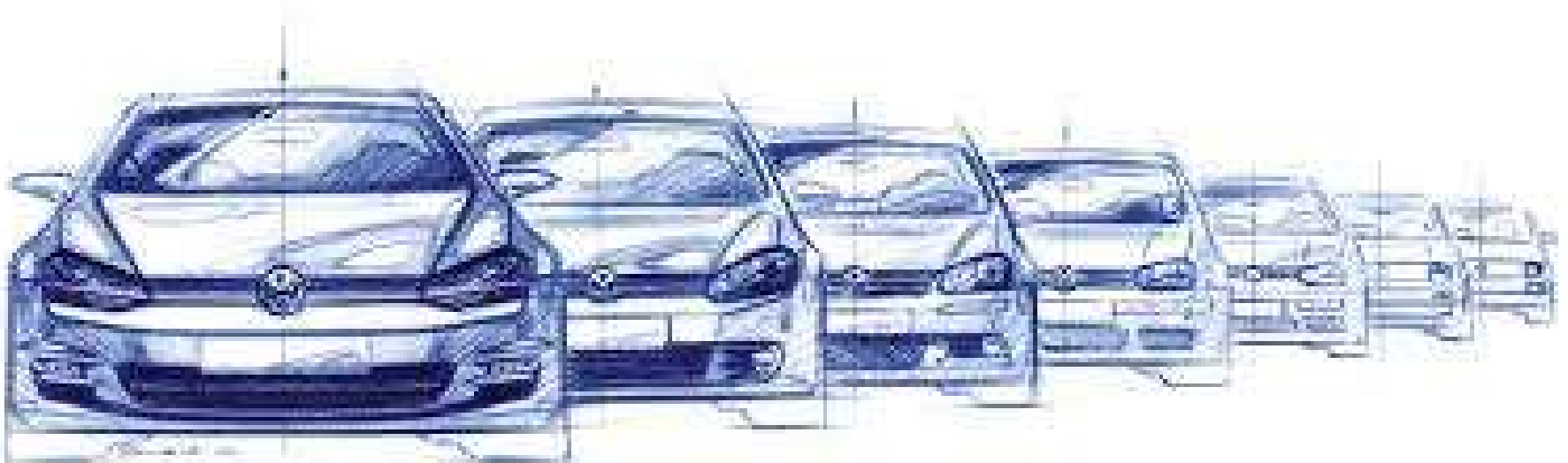
WORKING WITH COUPLES

Avoiding the ‘potentially most expensive’ cost of construction

- ❖ **BOTH MUST BE INVOLVED IN BOTH BUDGET AND DESIGN DECISIONS**
- ❖ **GROUP TEXT WITH BOTH SPOUSES**
- ❖ **ALWAYS CC: THE OTHER SPOUSE ON E-MAILS**

MANAGING CLIENT'S EXPECTATIONS

- ❖ Guide Homeowner's to see their home construction project as a **prototype**



MANAGING CLIENT'S EXPECTATIONS

A Home Construction Project is a PROTOTYPE

❖ You have one chance to get it right – no software updates!

MANAGING CLIENT'S EXPECTATIONS

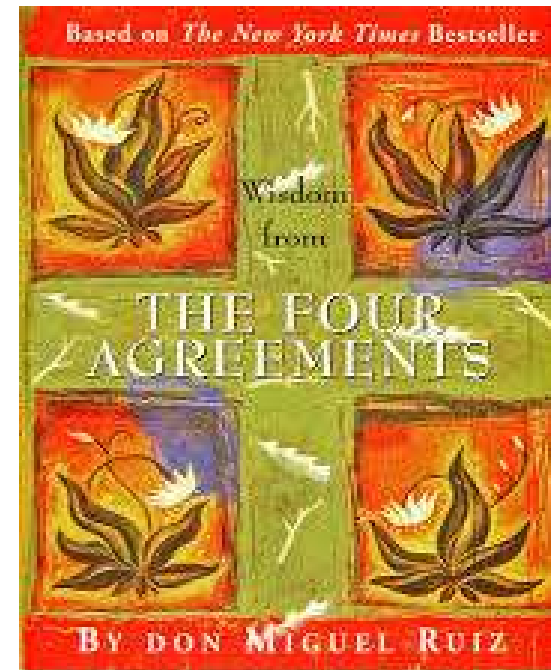
A Home Construction Project is a PROTOTYPE

- ❖ You have one chance to get it right – no software updates!
- ❖ No one has ever built this exact project before and no one will ever build it again!

ELIMINATING DRAMA & REDUCING CONFLICT

THE FOUR AGREEMENTS

By don Miguel Ruiz



THE FOUR AGREEMENTS

First BE IMPECCABLE WITH YOUR WORD

Say what you do and do what you say

Most important of the four, and the most difficult



THE FOUR AGREEMENTS

Second

DON'T TAKE ANYTHING PERSONAL

DON'T TAKE ANYTHING PERSONAL

NOTHING OTHER PEOPLE DO

IS BECAUSE OF US,

IT IS BECAUSE OF THEMSELVES

THE FOUR AGREEMENTS

Second

DON'T TAKE ANYTHING PERSONAL

Not taking things personal is a great way to reduce conflict in the construction process

When you take things personally, you feel offended and your reaction is to defend your beliefs and create conflict

Don't escalate conflict by defending your point of view, let it go

THE FOUR AGREEMENTS

Third

DON'T MAKE ASSUMPTIONS

“I assumed you knew that this fancier fixture would be more expensive”

“I assumed that when you added these items, you knew that it would increase the price”

“I assumed that when you signed this change order, you knew it would take longer to complete the project”

THE FOUR AGREEMENTS

Third

DON'T MAKE ASSUMPTIONS

Clear communication is part of not making assumptions

Have the courage to ask questions if you don't understand and to say "I don't know" if you don't know the answer

When you don't make assumptions, it is much easier to become impeccable with your word

THE FOUR AGREEMENTS

Fourth

ALWAYS DO YOUR BEST

Your best is never the same it changes from moment to moment

Be forgiving: mistakes happen in construction, even when we're doing our best

Be aware and learn from your mistakes – take action to make your best even better

Give yourself permission to make mistakes and the integrity to recognize them and improve as a result

ELIMINATING DRAMA & REDUCING CONFLICT

THE FOUR AGREEMENTS

BE IMPECCABLE WITH YOUR WORD

DON'T TAKE ANYTHING PERSONAL

DON'T MAKE ASSUMPTIONS

ALWAYS DO YOUR BEST

ELIMINATING DRAMA & REDUCING CONFLICT

**UNDERSTANDING
DRAMA
COMPASSION**

CLEAR COMMUNICATION

DON'T MAKE ASSUMPTIONS

DON'T TAKE ANYTHING PERSONAL

ELIMINATING DRAMA & REDUCING CONFLICT

UNDERSTANDING

COMPASSION

COMMUNICATION



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