



Listen Closely

Being customer-focused means that, at a basic level, WELBRO has to simply let the client determine what constitutes success for the project.

This means WELBRO has to concentrate on listening to its customers.

Allowing the client to create the definition of success is sometimes not a comfortable position for contractors, Wuenschell adds, but for WELBRO, it's an essential component of maintaining relationships with clients. "It's a combination of things, but it starts with being a good listener," he says.

Integrity and Honesty

Operations Manager John Sfeir says the two guiding principles of WELBRO's dealings with clients are integrity and honesty.

The company's integrity leads to plenty of repeat business. For example, Wuenschell says, WELBRO has been building for one particular client for more than 20 years.

"Up until the last six months or so, we've had a pay request into them every month for the past 22 years," Sfeir says.

"This client feels secure with us, and knows that no matter what, they can count on us [as a] partner and advocate."

Double Checking

The construction market in the Southeast is strong at the moment, Wuenschell says, and contractors and subcontractors do not have to look hard to find work.

Their success lies with keeping disciplined to not get over extended, and their ability to properly manage the work that they have under contract.

Because of this, WELBRO has to pay close attention to the subcontractors it hires for projects and works closely with them to develop strong relationships. "We're very selective in the way that we issue subcontracts," Wuenschell says.

Current Projects

WELBRO's client-centered approach has served it well on two current projects: Orlando's Lake Buena Vista Resort and Fairfield Bonnet Creek.

Both projects are located near the Walt Disney World Resort.

The Lake Buena Vista Resort is an

1,800-unit condo/hotel project located near the entrance to Walt Disney World. Wuenschell says the ownership group for this project is very astute because of its background.

"One of the things that makes this project successful is that the developers understand the dynamics of a hotel property," he says.

Sam Sutton, managing member of developer Lake Buena Vista Resort LLC, says the project is in a perfect location. "Being almost a mile from Disney, it's like owning a piece of Disney," he says. Sutton says WELBRO earned its contract by demonstrating strong preconstruction capabilities. "They've been the best partner you can imagine," Sutton says, "and instrumental from the start."

Bonnet Creek is a time-share development owned by Wyndham Ownership Resorts. WELBRO is currently working on the sixth building of the project, and its close relationship with the client has kept it running smoothly.

"This development has built out far faster than I think even the owners anticipated," Wuenschell says. ■