

The News of the Home Builders Association of West Florida

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Russell Home Builders Captures Three Aurora Awards at SEBC

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Cover
Story

Father and son team, Philip and Kevin Russell, of Russell Home Builders, garnered three Aurora Awards for Energy Efficiency from the Southeast Builders Conference recently held in Orlando.

Two of the awards were for a \$1.4 million home built in Gulf Breeze. The other was for a \$600,000 home built in East Pensacola Heights. These Auroras give Russell Home Builders a total of 19 since entering these competitions in 1987. The Aurora competition is open to builders, architects and developers in the 12 Southeastern States and Eastern Caribbean. Russell's past awards encompass the categories of Best Custom Homes in the \$750,000 and \$1 Million categories, Best Water Conservation, Best Energy Efficiency and Advanced Technology & Energy Innovation. These latest awards will be added to their other National Energy Efficiency and Environmental awards previously received.

Started in 1979, Russell has always been a leader in building Energy Smart homes. He has written a book sold nationwide titled Energy Smart Building for Increased Quality, Comfort and Sales. He has been interviewed

by CBS Evening News, Tokyo Broadcasting System and also the local TV broadcasters. In 2008, Russell was sought out by the Seminole Tribe of Florida to work with them in providing standards to improve their housing.

In 2004 his son, Kevin, having just graduated from Florida State University, joined the team full time. Kevin's youth, knowledge and personality add a new dimension to the company. His attention to detail and customer relations is unsurpassed. Kevin also serves on the Home Builders Association Board of Directors and currently serves as chairman of the Custom Builders Council.

"Our philosophy has always been to build the very best and energy efficient home possible for our customers' budget," said Philip Russell.

"Phillip Russell has earned nationwide respect and the industry's most presti-

gious awards for his pioneering work in residential energy efficiency," stated Florida Home Builders Association Executive Vice President Paul Thompson.

Building a home for someone is personal and the importance of developing an excellent rapport and relationship is crucial in the success of the finished product. Russell Home Builders pride on their relationships with their customers. Happy customers are likely to create a word of mouth advertising method for deserving companies. And that is exactly how it works. They use no method of paid advertising, strictly word of mouth. In addition to customer word of mouth Phillip Russell also acknowledged that publications from companies such as the Home Builders Association have given his company much appreciated recognition.

Russell's philosophy is simple. "Ultimately, customer satisfaction is the bottom line. If you provide a comfortable, quality built home for your customer that will also save them money year after year, you will have a friend for life." And for that reason, Russell Home Builders can boast a lifetime of friends. The "custom" homes that Russell Home Builders develop are unique, energy efficient, hurricane resistant, and remarkable. They complete six to ten homes per year and they are looking forward to all future endeavors.

