

## Who Are They?

Who are Architects, Masons, General Contractors, Builders, and End Users, and how do you talk to them?

**Architects** – An Architect creates the plans that everyone else uses to build a project, they are experts on buildings, building style, and design of building projects, and have very high level technical knowledge of building materials. They often are very interested in our library of unit drawings, which they can insert into their designs, saving them the time of drawing the units out themselves.

**General Contractors** – A General Contractor is the organizer for a building project. They are responsible for scheduling the various contractors and material suppliers and making sure the project goes up the way it was designed to. They are very interested in meeting deadlines and trouble free products, as well as the information that comes with our submittals and delivery.

**Builders** – A Builder is much like a General Contractor, only at a smaller scale. They are more likely to be directly involved in the labor of building, and less likely to supervise everything from a distance. Their wants and needs are very similar to a General Contractor.

**Masons** – A Mason is a professional installer of stone building products. They want to know how to make an installation go more smoothly and easily. The unit and assembly drawings, along with our installation support will be of interest to a Mason.

**Residential End Users** – End Users are the people that live in the houses we build, or they work in the buildings we make stone for. Often they are the sole financier and the final authority on design. They are always interested in controlling costs, and in the quality of the product. You can also call their attention to cleaning and sealing products for stone, as you want them to be happy with their stone for years to come, help them to get everything they can out of their stone. They may also be partially or totally ignorant of cast stone and building in general. Avoid a lot of jargon and terminology until you're sure they will understand. Always understand we are manufacturing their home, and they may plan to be in it for a long time. Their concerns are understandable considering its so much more than their money.

**Commercial End Users** – Commercial end users are more likely corporate executives, less concerned with money as opposed to return on investment, and the efficient use of the money's spending power.