



## 10 reasons why Dan's Decks is superior

1. Dan started his construction career in **1979** performing residential and commercial construction. So his knowledge exceeds that of the "average" builder.
2. Dan has spent the last 23 years **EXCLUSIVELY** building decks. (That's a lot of specialized experience.)
3. Dan performs custom residential construction. He understands and appreciates the vast difference between "production" and "custom" construction. **It's all about QUALITY.**
4. When Dan builds a deck, **every piece of material is examined and evaluated** before installation. (The "prettiest" joists are saved to be used on the exterior and for stair risers, the most visible parts of the deck.) Your deck will be attractive, as well as rock solid.
5. The "clearest" decking boards are installed in the most visible and high traffic locations. This ensures **the deck is as attractive as it is "rock solid."**
6. The inherent grain of each board is considered and carefully positioned to minimize splitting and cupping. Each board is unique, and **proper installation ensures years of use without worry.**
7. The rail cap and supporting rail are **hand-picked** by me from the lumber yard.
8. Dan is constantly searching the lumber pack for anything that could create a problem. **Attention to detail makes Dan an artisan, not just another builder.**
9. Inferior and defective materials are flagged and returned to the supplier and exchanged. Dan will not install defective materials. **Quality work deserves quality material.**
10. Dan builds every deck as if it were being built on his own house. **Dan takes ownership and pride in his work.**

Most construction professionals sub-contract their jobs to production workers. Unfortunately many of the skilled tasks are performed by unskilled labor. The result is inferior workmanship and a lack of quality control.

Dan's Decks is different because he doesn't just write contracts. **Dan personally builds your deck. He is actively engaged in the project and performs all skilled labor.**

#### A few words from Dan:

##### **What's the difference between "Custom" and "Production?"**

"While most of the other contractors I see use the words "quality" and "custom" in their advertising, they are in reality "production" crews. They have 3-5 men and they all work in unison. If a problem comes up (inferior material, open knots, badly warped boards) the man working with that bad material can not stop. He's a cog in the production machine and if he stops the entire machine stops, so the inferior material gets used. *This is a key difference in my system.*"

##### **On the importance of quality materials...**

When I encounter material that is unacceptable, since I am working alone I can simply shift to another phase of the construction (and exchange the bad material that afternoon on the way home or the next morning on the way in). There's always stairs to be built, holes to be backfilled, hangers to be added, rail posts to be cut etc.

##### **On the construction industry...**

"I'm often astonished when I meet other contractors and frequently one of their first questions is something like; "How fast can you build a standard 12' X 16' deck?" or words to that effect. *I don't even speak that language!* How fast I can build a deck is not important – instead, I focus on how well I can build it."

"Of course, like most people I am in business to support myself and my family, and over the years I have become very efficient at what I do. However, I believe that my success has been and will continue to be due to my devotion to ***doing it right the first time!***"