



COMMITTED
TO SERVICE



COMMITTED

TO SERVICE

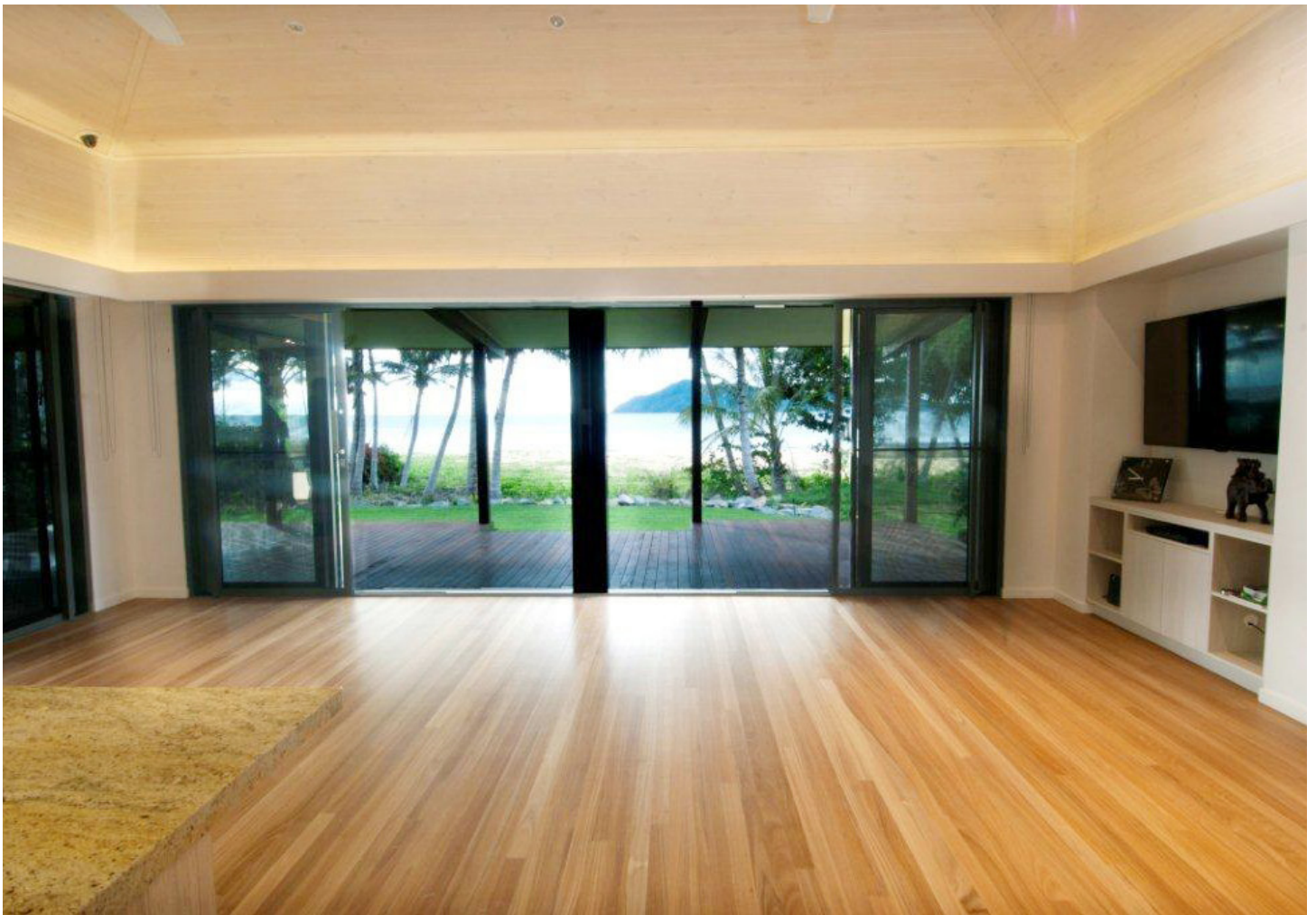


Mark Watson Constructions is a custom home builder with a total commitment to quality and customer service. Since forming in 2007, they have been consistently delivering high quality homes and renovations to the Far North Queensland region. In that time, their hard work has earned them the loyalty and gratitude of customers, and the recognition of the industry.

Founder and owner Mark Watson has been

building his construction knowledge and refining his skills practically all his life. He grew up in Tully, Queensland, and started his building career as an apprentice for a local builder. After that, he worked as a subcontractor for a while, before eventually earning his builders license and striking out to build homes under his own name.

Over the years, Mark has learned the best way to build homes in the area, and has developed a



“customer first” philosophy. He’s learned what local client’s want, and he’s learned how to deliver on time and on budget.

“We have worked with some of the region’s best architects and draftsmen who have the ability to capture tropical living, it’s a testament to the quality of the Far North.”

HAVING THE ANSWERS

Today, Mark Watson Constructions works mainly in the Mission Beach and Tully areas of Far North Queensland. Their homes tend to range in price from \$250,000 to \$750,000. According to Mark, the company is set apart in that niche by his own hands-on service.

“I’m on the job, working with the guys,” he explains. I’m there on site, so if anything needs to be changed, or a problem needs to be rectified, I’m

there to make sure it’s done quickly.”

“And if a customer wants to know something, I have the answers,” he adds. “I know what’s going on because I’m there in person.”

Mark’s personalised service and one-on-one contact with the clients inspires confidence. He says that goes a long way to building a strong relationship – the kind of relationship that will often last beyond the completion of the job.

“Mark has a great ability to build rapport with clients,” explains Hilary Watson, co-owner of the company. “People naturally warm to him and feel comfortable with him.”

Mark Watson Constructions operates in a relatively small town, where reputation spreads quickly.. Mark has been in the area all his life, however, and has earned a lot of respect and goodwill in the community. As a result, most of



INNISFAIL **HARDWARE**
DIVISION OF CAIRNS HARDWARE CO

93 Ernest St Innisfail 4078 0600
www.cairnshardware.com.au

Innisfail Hardware is proud to be a preferred supplier to Mark Watson Constructions.

With our origins dating back to 1923, Innisfail Hardware is a family owned one-stop hardware store that employs local people with the knowledge and experience to assist you with any project. Local people, local hardware, locally committed and locally famous. Come and see us today.

- | | | | | | | | | | |
|-----------------|-----------------------|--------------|--------------|-------------------------------|--------------|----------------|----------------|--------------------------------|---------------|
| HARDWARE | HEAVY BUILDING | TOOLS | PAINT | BATHROOM & KITCHEN | DOORS | FENCING | WINDOWS | ROOFING & GUTTERING | REMOTE |
| | | | | | | | | | |





the company's work comes from word of mouth and referrals.

Mark has also earned the respect and loyalty of his team – which includes both his direct staff of carpenters and apprentices, as well as his roster of subcontractors. Most of those people have been working with Mark for a long period of time, and have proven to be adept at delivering quality results.

“Our workers are very talented,” Mark says.

“It's important for our customers to know that we're using the best guys to build their house,” he adds. “A house is a big investment. We want them to know that they have the best people taking care of that investment.”

INDUSTRY RECOGNISED

Since starting the company, Mark has been dedi-

cated to providing clients with a quality result. Recently, at the 2013 MBA Awards, that dedication paid off in the form of several awards. Those victories included a Rising Star Award, an award for Home Renovation / Remodelling Project \$276,000 to \$575,000, and an award for Apprentice Employer of the Year and has since won an award at state level for the same renovation category.

“We're very honoured by that recognition,” Mark says. “When you're singled out as one of the best in your field, you can't help but feel proud.”

He credits the company's award success to a number of factors – their hard work, their quality craftsmanship, and the strong relationships they forge with customers. Mark says all that combined contributed to them winning the Rising Star Award especially.





“Those things come from experience, and they come from being on the job site,” he explains.

As for the Apprentice Employer of the Year award, Mark says his success goes back to the importance he places on training.

“Our apprentices are an important piece of the puzzle at Mark Watson Constructions, and they’re important to the industry as a whole,” he explains. “We need to teach these kids carpentry skills and good building values. I was lucky enough to be taught the right way, and I think it’s important to pass that knowledge on to the next generation.”

The company’s focus on training was also validated with an Apprentice of the Year award, which was received by Mark’s apprentice Ben Lytton.

A GOOD NAME

Currently, Mark Watson Constructions completes approximately four to five projects a year. Mark says he’s satisfied at that volume, especially

considering the local economic climate. In the future, he hopes to see the company grow slightly, but never at the expense of quality or customer service.

“I’d rather do a good job, not a lot of jobs,” he explains. “Our philosophy is ‘quality, not quantity.’”

“If you grow the company too big, with too many employees, then it becomes more stressful and the quality is harder to manage,” he says. “We never want to see that happen. We just want to keep delivering high quality homes and renovations to happy clients, and maintain our good name in the industry.”

“We live in Mission Beach, which is a very special part of the world and we are very lucky to live here,” he concludes. “Our area has some magnificent property as a blank canvas on which to build beautiful unique homes, with outlooks to the ocean and family group of Islands and vast farming areas with world heritage listed rainforests and national parks as a backdrop.”

