

## **Why did I choose Persona Homes, Perth Custom Home Builder?**

As a property developer, speed was my number one issue. The longer the construction period, the greater the interest bill. Or, if the funds are yours, the greater the opportunity cost – the lost opportunities to use the funds elsewhere.

One general comment about this: although the project's cost is critical, determining this cost entails far more than obtaining quotes from three builders and choosing the cheapest. If, for example, the 'cheapest' builder drags their feet, the accruing interest costs quickly overtake the up-front savings. Or if a cheap job has inferior workmanship so that the units don't sell, then the up-front savings count for little– that's why I chose Persona Homes, Perth Custom Home Builder.

Second, service. Many builders sell well at the beginning, but provide poor ongoing service –e.g. regular progress reports and construction updates.

Third, quality of construction. Although as an investor, I'm not looking for a five-star residence, the work must be 'tidy'. The brickwork, attention to detail on things such as cornices, floor coverings, cabinet finishings and the like must be satisfactory.

## **Why Persona?**

I knew that Persona Homes, Perth Custom Home Builder were a custom builder who were eager to grow their business. So speed is in their interest and finishing projects is important to them. Your custom matters to them. Many larger building companies have their attention and resources directed to bigger developments, and with them you can feel like a small fish.

For speed, I would give Persona Homes, Perth Custom Builders 5 out of 5. Typically, speed depends on the building supervisor, and Persona had good control of their building supervisor

During the projects, Persona Homes' service was excellent. In fact, you could say it was custom; after completion, it was exceptional! Not once did I feel shunted around or shuffled between people and departments. After the completion of one development, Persona Homes promptly came and fixed a problem – it wasn't one of their making, nevertheless they fixed it!

For both projects, Persona Homes' workmanship was high quality and they offered good value for money.

Over the years, I have seen Persona Homes, Perth Custom Home Builder grow, but they have maintained their building standards and quality of service. While they keep doing this, I will continue to use them.

Kane Jiang, Developer, 6 Double storey units (Bentley), 3 single storey units (Balga)