

## How We Treat Our Clients: It's In Our DNA

Companies today, large and small, tout being "customer-focused" as if this is the latest fad. Like a thin veneer, putting the customer first looks good upon first impression—from the outside.

The truth is, being a customer-centered organization arises from a company's core values—its DNA. It's a belief, an attitude and a commitment, and those are qualities that come from people that care, not merely from a marketer or a faceless business.

Examples of indifference are all too prevalent in businesses today. Lately, the economy has focused company leaders on cutting expenses and boosting productivity. But taking your eyes off the customer and what he or she wants is no blueprint for success.

Again, it goes back to people, at every level of the organization. It starts by hiring people who take pride in their work, delivering a quality product and delighting their customers. It thrives in a company culture that has its customers' best interests in mind. And it is exemplified by the company leaders in everything from long-range planning to day-to-day situations that arise.

What are those core values that inspire the team at Lacy Construction? We call them our 10 Commandments—the principles that guide our business and all our dealings with our clients. We want to share them with you because we want you to know where we're coming from and what to expect when you choose to do business with Lacy.

Sure, we look at costs, since we view ourselves as stewards of the investment you are entrusting to us. But part of consistently delivering unmatched value in our construction projects rests on the foundation of our 10 Commandments—how we treat our clients.



# Proving The Best Solution For You!

**W**ith Twitter, you've got to get your message across in 140 characters. Now try to sum up who you are in, say, 10 words or less. That's what we set out to do, and the result is our vision, as told by the accompanying graphic.

Paired with the Lacy Construction name, we hope people will see that we do primarily commercial construction and renovation, specializing in the areas of churches, healthcare facilities, commercial buildings and hotels.

Our vision, "Providing the Best Solution," is at the center of all we do. As noted on the front page, we approach every job from our client's perspective, focused on their goals.



We're not just responding to a request for a quote, we're truly looking to provide the best solution—creating an environment tailored to our client's needs and desires—backed by our commitment to quality work delivered on-time and on-budget.

Notice the cog surrounding the work we do? Lacy Construction is the cog that empowers your vision for your project. Everything hinges on all facets of your project working together, from the design and permit stages, to the actual construction and finishing details. Coordination and communication are keys, and as the hub we bring everyone together to make sure your project turns out as you imagined...or even better!

## What Is A QR Code?



A QR code is a lot like a barcode you see on most products. QR codes are a great way to share information, such as websites and contact info. They can be scanned using your camera-equipped device (such as a smartphone) and a proper QR code processing application. Once the code is scanned and processed, it takes you directly to the URL on your device, or shows you whatever else was encoded in the QR code.

### *Try This...*

Go to your smartphone's app store and search for "QR reader." Download a free version. Once installed, open the QR reader and use it to scan the QR code above. It will take you to [www.lacygc.com](http://www.lacygc.com). There you will find our monthly vlog (video blog) and other news from Lacy Construction.

## Who Ya Gonna Call?

Not sure who to turn to for reliability, integrity, and superior service? Turn to Lacy Construction Company! We are a general contracting firm with more than 60 years experience in commercial and industrial construction. From our home office in Grand Island, Nebraska, we have made customer input the cornerstone of our business, and have matched that with a highly-skilled staff to serve the unique needs of our customers.



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