



Easy Entry into an Expanding 55+ Market

Building a house is not rocket science – many can do it. But creating a business focused on building houses that people want to buy? That’s an entirely different story. Adding a franchise business model to a builder’s existing business offers a turnkey approach to a new sector of residential building and provides systemization, proven floor plans and the ability to tap the expertise of other experienced builders.

A Case Study

In 2004, Scott Lehner (above, left) merged his insulated concrete forms (ICF) business with that of a talented trim carpenter and project manager, Jason Ronk (above, right), to form Perfection Builders, a home builder in the greater Wichita, Kans. market.

Starting with spec homes, they added custom homes and soon were delivering 30 to 40 ranch-style basement homes every year. But in a competitive market like Wichita, they knew they needed to specialize, and decided to capitalize on a targeted market like baby boomers to continue to grow.

Lehner and Ronk researched ways to expand their product mix for greater appeal to the 55+ demographic, and explored franchising in 2007. The company chose to add Epcon Communities to its existing business model. By using the franchisor’s proven systems and resources, Perfection Builders has grown from a small residential builder to one of the largest in the state. The partners also are expanding into Louisville, Ky., by developing two new Epcon Communities.

The Right Target Market

Why did the partners look to 55+ baby boomers to grow their company? They knew that the demographic group was increasing. In 2016, there were almost 75 million boomers – a group that accounted for 70% of American disposable income, according to research by Nielsen.

Targeting this specific demographic was the growth opportunity Perfection Builders needed.

Partnering with a franchise like Epcon gave Lehner and Ronk immediate access to a selection of proven floorplans and guidelines for building communities that baby boomers want to live in. The limited number of copyrighted floorplans – with many add-on options – allowed for a higher sales velocity than custom home building, and that let them develop communities on shorter cycles.

Proven Systems and Credibility

For Lehner and Ronk, the systems, processes and name recognition that the Epcon franchise system provided made entering a new different home building market much easier.

Epcon’s systemization also shaved months off the building process for individual units, allowing the partners to close homes and reinvest gains quickly.

“It would take us many years to develop the package Epcon provides,” Lehner said. “I don’t think most



builders have the resources to develop and implement a system like the one we put in place by following the Epcon way.”

“You can bet Epcon helped us get into a much faster pace of home building,” Lehner said. “We became more of a vertically integrated operation, so now we’re not just home builders – we’re a land development company, a building company and real estate brokers, all in one. Epcon’s sales and support staff helped us get here.”

Working with Epcon has allowed Perfection to grow its business significantly since 2007. The company went from building about 30 homes a year to more than four times that. The company’s original product mix was 80% spec homes and 20% custom homes. Now the partners’ their business is 75% Epcon homes. And most of those are pre-sold.

“We’re as efficient now as we’ve ever been,” Lehner said. “We’re lucky to have the right people, the right product, the right areas and the right systems. It just doesn’t get any better than it is right now. We went from being a small, middle-of-the-road builder to being one of the top builders in the state now, because of Epcon. What’s more, we feel like we’re just getting started.”

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