



Growing from Within

July 6, 2018

Ask the owners or management of any successful business the following question:
What is the key to persevering and growing long-term?

Overwhelmingly, you will receive some variation of this answer:

Finding and keeping the right people.

Ultimate Homes & Renovations was founded in 1979 with the right people and, throughout the years, many more have been added: solid people who have grown here as the company has grown.

What exactly does it mean to find people who are right for our corporate culture? Basically, we are referring to individuals with good character and work ethic, who understand how to put the team first. It's not unlike a professional hockey team, where egos and self-interest take a back a seat in order to accomplish the **team** goal of being the best the team can possibly be (for the benefit of the fans/customers who essentially pay for it all).

Like those hockey teams, Ultimate is very fortunate to have its share of star players, who also realize the importance of team goals. They understand that by being team-oriented, they are effectively putting the customers at the forefront, since every company's top priority is keeping its customers happy. Of course, ultimately, it all comes full circle as happy customers make the company thrive which benefits all Ultimate stakeholders... including the "right people" who have been growing from within all along.

Here are just a few select examples:



Jeff Rogers began his Ultimate career as a Runner / General Construction Labourer. If you're not familiar with the "Runner" position, let's just summarize it quickly by saying it isn't easy, and it isn't much fun. Project Managers are relying on you to pick up material from vendors and deliver it to job sites on time. Failure to do so can delay the entire project. When you're not running around town picking up and delivering company purchases, you are likely helping with demolition, or breaking concrete, or cleaning up the inevitable dust and debris that is left behind during renovations.

After high school, Jeff felt it was time to go and get his credentials as an Architectural Technologist. He started doing the Architectural Drafting and Design for Ultimate in 2012 and in 2018, he was promoted to Sales & Design Manager. He is now an integral part of the early-stage renovation process for Ultimate. When you first book an initial consultation, chances are quite good you will meet Jeff (along with our President, Danny Ritchie) as they discuss your renovation options and provide you with an initial ballpark estimate.



Dan Lawless started with Ultimate Homes & Renovations in 2009 as a Carpenter Apprentice, obtaining his RSE (*Red Seal Endorsement*) and Journeyman Carpenter status in 2011.



While valuable in the field, Dan ultimately decided to broaden his skills by learning the drafting side of construction and felt he was more suited for an office environment. He achieved his credentials as an Architectural Technologist in 2015. Today, he is a core part of the staff who delivers accurate and timely drawings to our customers, sales, and estimating personnel.



Kyle Arthur is the latest addition to our Field team, and we hope that he also will see the benefit of growing within Ultimate Homes & Renovations.

Kyle relocated to Alberta from Newfoundland in early 2018 and has impressed our Production people with his attitude and work ethic. Word gets around our company quickly, and the word on young Kyle is that he very much exemplifies the “right people” philosophy followed by Ultimate Homes & Renovations since its inception nearly 40 years ago.

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