

Research Reveals Builders Don't Listen - Help is on the Way!

June 7, 2005, DELAVAN, WI – Stebnitz Builders, a family-owned design-build home remodeling company, announced today that it has implemented a methodology called "[Procedural Listening](#)," which is a proprietary discipline that ensures all client communication is documented and passed throughout the entire organization.

"I know listening sounds like common sense and something you'd think everyone would just do," says Chris Stebnitz, one of three family members who own the company. "We discovered research that showed that only 30% of what is said is actually heard. That meant that 70% of what is said is not retained." Chris Stebnitz goes on to say that their new methodology helps ensure that 100% of what is said by the client is not only heard but also documented. Once all client needs are documented and agreed upon, it is internalized by every part of the organization, which has been trained in [Procedural Listening](#).

[Procedural Listening](#) was not something that manifested overnight. In 2004 Stebnitz Builders invested in a self-discovery process to find ways to separate their company from their competitors. Beginning in fall of 2004, several months were spent talking to clients, associates, suppliers and other stakeholders to identify what, if anything could be done to improve their company.

"Like every business, ours is very competitive," says Dan Stebnitz. "Winning national awards isn't enough. We needed to continue to look for ways to differentiate ourselves."

"We've always kept track of client feedback and are used to people saying good things about their project," says Dave Stebnitz. "Now we also hear great things about the way our company listens. It's incredibly rewarding to know that people truly appreciate their remodeling experience as a result of the [Procedural Listening](#) process."

For more information about Stebnitz Builders or their [Procedural Listening](#) methodology, visit www.stebnitzbuilders.com, or e-mail remodel @ stebnitzbuilders.com, or call 800.410.8027.

About Stebnitz Builders, Inc.

Stebnitz Builders is a nationally recognized and award-winning remodeling general contractor based in Delavan, Wisconsin. Stebnitz Builders provides kitchen and bath remodeling, additions, and whole-house renovations. Founded in 1972 by Stan Stebnitz and purchased by his sons Dave and Dan in 1985.

Stebnitz Builders continues the tradition of family ownership through a third generation. Chris Stebnitz, son of Dave Stebnitz, became an owner in 2005.