

Builder/Architect

MAGAZINE



local news

BUILDPROOF LAUNCHES FIRST ONLINE SECURE PAYMENT AND COMMUNICATIONS SYSTEM FOR HOME REMODELING

The first online, secure payment and communications tool for home remodeling was launched in April by Scottsdale-based Buildproof. The website, www.Buildproof.com, is a secure payment and project management system for contractors and homeowners that removes the unnecessary risks from home renovation.

Contractors are often faced with the difficult task of trying to obtain final project payments from homeowners. Buildproof provides an innovative, simple-to-use solution that alleviates this financial risk. By utilizing Buildproof, contractors are able to facilitate timely payments, protect finances and streamline communication.

According to the National Association of Consumer Agency Administrators, home remodeling and repair is the most complained about industry in the U.S. Buildproof's online organizational tools enable contractors to communicate more effectively with homeowners, resulting in increased project satisfaction for the contractors and the homeowners. The system tracks work plans and milestone deadlines, ensuring both parties are participants in the success of the remodeling project.

Buildproof brings safety and stability to the \$755 billion home improvement and remodeling industry by providing a "safe house" money system that allows contractors and homeowners to feel confident that financial transactions are secured. Project funds are held by an independent third-party financial institution to ensure safe handling and timely payment processing.

"Buildproof's chief priority is to provide a system that protects the interests of both the contractors and homeowners," said Alan Farber, Chief Executive Officer of Buildproof. "Both parties can relax, knowing the money is safe and will be paid on time."

Buildproof provides contractors with the ability to secure payments before, during and upon completion of the remodel. Contractors that run projects through Buildproof can rest assured that once the work obligations are fulfilled the homeowner will facilitate a timely payment.

"Buildproof brings a new standard to the construction and remodeling world," said Greyson Geiler, Chief Financial Officer of Buildproof. "The secure payment system ensures expectations are met and allows homeowners and contractors to focus on the project at hand and not the safety of their money."

The Buildproof system was developed after extensive research into the frustrations experienced by contractors and homeowners. Buildproof's founders were able to develop a solution, allowing every project, big or small, to be paid for, managed and tracked online.

Buildproof's mission is to bring safety, simplicity and stability to the construction and remodeling industry. Buildproof provides a protected environment for both contractors and homeowners to facilitate timely and proper payment, improve communication and clear milestone and deadline management. For additional information, please visit www.buildproof.com, e-mail info@buildproof.com or call 1-888-295-7904. 6900 E. Camelback Road, Suite A-37, Scottsdale, AZ 85251.

ELLMAN COMPANIES SETS ARIZONA WATER QUALITY, WATER CONSERVATION FIRST WITH MAJOR NORTHEAST VALLEY DEVELOPMENT WILL SET ARIZONA TREND WITH THE PRESERVE, OTHER VALLEY PROJECTS

The Ellman Companies didn't wait to celebrate Earth Day. The company announced that its Preserve at Goldfield Ranch, just east of Fountain Hills and the Fort McDowell Yavapai Nation, would

be the first in the state to ban water softening systems that produce high salinity levels.

Say what? Sound a little complicated? It's not. And it's really quite important.

Water softening systems are located in almost every Arizona home. Certain types of softening systems are key contributors to high levels of water use throughout the Valley and reclaimed water customers, including golf courses, municipal parks, artificial recharge and others, are often forced to deal with unhealthy sodium levels in the soil and water.

The Ellman restrictions will be a critical part of the CC&Rs for The Preserve. And besides conserving more water, a key benefit will be The Preserve's enhanced ability to recharge surrounding aquifers with cleaner effluent water in an environmentally sensitive part of the Valley.

"When it comes to The Preserve at Goldfield Ranch, every day is Earth Day," said Don Kile, President of Master-Planned Communities for The Ellman Companies. "We have cut our residential densities in half from previously approved plans, cut the water use by some 70% and now seek to go even further in our effort to soften our footprint on the environment by improving water quality for area users. We aren't going to wait for governmental entities to enact ordinances and legislation to compel us to do the right thing. We want to set a new standard and hope other developers will follow. We will continue to exceed the best practices of our industry."

Ellman's Preserve plan also eliminates a previously approved golf course.

Kile believes their voluntary effort will set a water conservation trend in the state and encourage other Arizona entities and municipalities to follow suit to address everyone's collective concern with water resources.

The company's approach to the environment and public education issues at their development has earned praise from