



# About the Builder

## Mission Statement:

*“To provide satisfaction and value to the discerning customer through innovative design, meticulous craftsmanship, and empathetic service.”*

For the past 18 years, Bay Lakes Builders & Development has been recognized as one of the premier home builders in Green Bay, the Fox Cities, Door County, and throughout Northeast Wisconsin. Guided by the integrity and vision of founder and President Paul E. Soletski, he and his dedicated staff continue to raise the bar when it comes to building a home the right way. Inspired by his grandfather, who was a successful general contractor in the area, Paul’s entire 30-year career has been in the housing industry. Since founding Bay Lakes Builders & Development in 1989, Paul has worked with some of the finest subcontractors and suppliers in the area to construct over 500 attractive and quality-built homes.

Throughout the years you have likely seen their entries in the Showcase of Homes. You have become familiar with the identifying traits of a Bay Lakes home—the tasteful use of quality materials and colors, the highly functional floor plans, the abundance of molding & millwork, the dramatic curb appeal of their exteriors, the meticulous craftsmanship, and the unique architectural detailing.

All of these defining elements of a Bay Lakes home are highly visual. But what about those equally important unseen details that impact the living quality of a new home? This is a topic Paul feels strongly about.

“We are very concerned that the exterior of our homes maintain a high level of aesthetic value and, of course, the floor plan has to function,” Paul explains, “but *everything* has to perform well, or you’re not going to enjoy your home.”



*Paul E. Soletski*

## Between the Walls: The Importance of Unseen Details

It is a priority for Soletski to educate his customers on building performance, which can be easily overlooked when simply shopping for price.



“We try to make sure people are conscientious about the internal environment of their home,” he adds. “We discuss whole-house ventilation systems for proper air exchange and explain the benefits of using bathroom and kitchen fans that can help control the humidity in a home. The nice thing about controlling the interior environment is that it helps minimize some of the problems associated with moisture.”

Curtailling potential mold sources is a focal point for the Bay Lakes team. One of the best ways they’ve found to discourage mold formation is through the use of a cellulose insulating system. A standard tool in the Bay Lakes arsenal since 1995, cellulose provides many benefits a homeowner may never see or realize.

The cellulose allows much less air infiltration through the wall, limiting drafts and providing increased comfort. It also includes a fire-retardant UL rating and will not support mold growth as compared to typical fiberglass insulation. In addition to its R22 insulation value, the system also provides an outstanding acoustic value.

The use of cellulose insulation, combined with Bay Lakes' proper framing techniques and flashing methods, allows you to rest assured that your home will be safe, comfortable, durable, and less expensive to operate. In most cases, a Bay Lakes home will have heating and cooling costs 30-35% below homes constructed to Wisconsin's Uniform Dwelling Code (approximately \$1,000 annual savings for a 2,100 sq. ft. home). As one of only 18 Performance Builders in the Wisconsin Energy Star Program, Bay Lakes takes pride in knowing that they're building a home that is easier on not only your wallet, but the environment as well. And the way energy costs have been skyrocketing, you will recoup the slightly higher upfront insulation costs in hardly any time at all.

### **Communication: Keeping The Process Fun**

Another area that Paul and the Bay Lakes team feel strongly about is eliminating surprises during the home building process. The Bay Lakes team—which includes field management, warranty service, accounting, sales/marketing, and estimating—is always willing to spend as much time as necessary to educate customers and put their minds at ease. And with several family members (four) working as part of the team, there is a great deal of pride, trust, and loyalty in making sure that the job gets done right and customers are always in the know.

“The more the customer knows, the better decisions they're going to make,” Paul says. “The endless hours we put in with our customers are well worth it. I can't imagine building a home of the quality we provide without investing the time we do with our customers. My approach with customers is no different than what I would expect if I were in their shoes.”



By getting to know their customers and exactly what they want in their homes, Paul and the Bay Lakes staff are able to provide highly detailed estimates up front that eliminate confusion and surprises down the road. With detailed specifications in hand, Bay Lakes customers know what they're getting for their dollar. This peace of mind allows the rest of the building process to be much more enjoyable.


That being said, whether it's weighing the pros and cons of selecting various home features or simply providing guidance on how to program a thermostat—the Bay Lakes team is there to help. Although there will always be some gray areas in building a home, Bay Lakes Builders is able to keep the process fun and enjoyable for everyone involved through effective communication between all parties. And once you have finally moved in to your dream home, you will have comfort in knowing that your new home is covered under Bay Lakes' one-year warranty.

### **Customer Surveys & Feedback**



In 2006, Bay Lakes Builders began to utilize the services of an independent third party company (*Guild Quality*) that specializes in administering post-construction surveys to Bay Lakes' valued customers. Customers have the option to respond anonymously and are encouraged to be critical so that Bay Lakes is better able to improve the home building experience for future customers. Perhaps it is this commitment to excellence that has led 95% of our customers to state that they would recommend Bay Lakes to a friend or family member. Please take a moment to digest the survey results below and also review the several testimonials we have received from our customers (found in the following pages of this guide).

In 2008, Bay Lakes Builders received the honor of “Guildmaster” from the third-party company that administers their surveys. Once a year, GuildQuality bestows upon a handful of its members an award for exemplary quality and customer service. Award winners differ in their types of work and their price ranges, but all have a lengthy track record of exceptional customer feedback.



## Bay Lakes Builders

<b>Report Type</b>	Shortly After Closing	<b>Percentage of customers indicating they were satisfied or extremely satisfied</b>	
<b>96.4%</b>	<b>Recommendation Rate</b>	Selections Process	100%
27 of 28 customers would recommend this company to a friend or family member. Nationally, an estimated 60% of customers would recommend their builder to a friend or family member.		Responsive Design	100%
<b>75.0%</b>	<b>Easier Than Expected Rate</b>	Expertise	100%
21 of 28 of your previous customers indicated the overall experience was easier than expected.		Professional & Organized	92.9%
<b>75.7%</b>	<b>Response Rate</b>	Innovation	92.9%
28 of 37 of previous customers responded to the GuildQuality survey.		Schedule	92.9%
<p style="margin: 0;">THE FOLLOWING RECENT CUSTOMER COMMENTS WERE SELECTED FOR INCLUSION IN THIS REPORT:</p> <p style="margin: 5px 0 0 20px;">I was surprised at the level of personal attention that we got from them. --(Area Of Satisfaction)</p> <p style="margin: 5px 0 0 20px;">Baylakes Builders built our entire home while we were away for the winter in Florida so we never saw it until we came home in the Spring. The whole experience far exceeded our expectations and everything turned out just as planned and designed. --(Area Of Satisfaction)</p> <p style="margin: 5px 0 0 20px;">Paul and Ryan went out of their way to learn more about building barrier free homes and listened to the specific needs we had for this project. --(Expertise)</p> <p style="margin: 5px 0 0 20px;">We were very satisfied with the overall process and the subcontractors were very easy to work with. They welcomed us on the job site and were able to answer our questions in a timely manner. Everyone made us feel like they really cared about putting in their best craftsmanship into our home. We appreciated being a part of the process and final product. --(Area Of Satisfaction)</p>		Budget Post-Con	89.3%
		Construction Quality	96.4%
		Communication	85.7%
		Problem Resolution	85.7%
		Clean & Safe	89.3%
		Employees & Subcontractors	100%
		Value	100%
		Trust Builder	96.4%
		Punchlist	85.2%

We understand that the modern, savvy consumer doesn't want to simply take our word for it--they want objective data and endorsements from unbiased third parties when choosing to make one of the largest investments of a lifetime. Bay Lakes Builders is also pleased to provide references of past customers upon request.

### **Basement Remodeling**



In addition to the hundreds of site-built new homes Bay Lakes Builders has constructed over the years, dozens of satisfied customers have come back to Bay Lakes to have their basements finished in a style and quality consistent with the rest of their home. Whether you've built with us in the past or not, we'd love to give you a quote. Contact us for details.

### **Why Choose Bay Lakes?**

To summarize, you've already likely seen that Bay Lakes' home designs are inspiring, well-crafted, and functional. But what you may not have realized is that their construction techniques provide a durable, energy-efficient, and comfortable home environment that costs less to operate than typical new homes. Their customer service is also second-to-none, ensuring that each of your concerns are addressed from the very first meetings to well beyond the completion of your home. Furthermore, the longstanding relationships Bay Lakes has with their subcontractors and suppliers means that they're able to offer a consistent product in each home that they build.

Bay Lakes will custom build your plans on your lot. Don't have either? Don't worry. You may choose from one of our extremely popular Design Series home plans, or Bay Lakes will listen to your specific needs and come up with a completely original plan to fit your unique situation. Bay Lakes also offers several home sites in architecturally controlled communities with the design consistency to help protect your investment. But if we don't have the lot you're looking for, we'll help you find it. The licensed real estate agents partnering with the Bay Lakes team will not only aid you in finding that perfect site for your new home, they can also help to sell your existing one.

Bay Lakes Builders is truly committed to providing unparalleled customer satisfaction at every turn. From lot selection through the completion of your home and beyond--we encourage you to Experience the *Difference* of a Bay Lakes Home. Find out why we're the Builder of Choice in Northeast Wisconsin--call us today at (800) 492-3666 or email us at [info@baylakesbuilders.com](mailto:info@baylakesbuilders.com).

