

★★★ A JOB ★★★  
**WELL DONE**

**IS IN THE DETAILS**

In April, we featured Hal and Brian Pierce of Pierce Builders in Greater Hartford, Connecticut, and discussed what makes their operation unique. Now, we see how it's helping keep them busy.

Attention to detail is a skill that can make or break. And for Hal Pierce, minding the little things that matter most is a practice that comes naturally. The owner of Pierce Builders, along with his wife, Alescia, and brother, Brian, makes sure this trait is evident in all the company does.

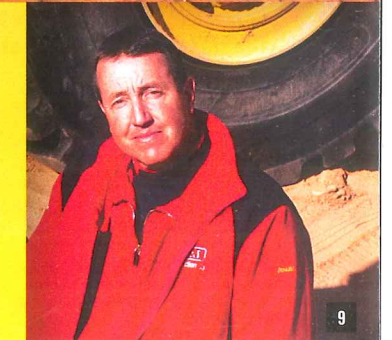
Take their fleet, for example. Not everyone can see the benefit of washing and detailing equipment at the end of every day, but the pride and professionalism that conveys says more about Pierce Builders than any ad or salesperson could.

"To my thinking, each piece in our fleet is a rolling business card — so we wash each of them every day to hopefully place this thought in our current and potential customers' heads: If I hire Pierce Builders, they are going to treat my project with the respect they give their own fleet." As far as current customers go, it's a strategy that's paid off.



**"TO MY THINKING, EACH PIECE IN OUR FLEET IS A ROLLING BUSINESS CARD — SO WE WASH EACH OF THEM EVERY DAY TO HOPEFULLY PLACE THIS THOUGHT IN OUR CURRENT AND POTENTIAL CUSTOMERS' HEADS: IF I HIRE PIERCE BUILDERS, THEY ARE GOING TO TREAT MY PROJECT WITH THE RESPECT THEY GIVE THEIR OWN FLEET."**

— Hal Pierce, *Owner*  
 Pierce Builders



\*\*\* A JOB \*\*\*

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## SUPPORT SYSTEM

Contracted by Regan Development, Pierce Builders' current project involves laying the groundwork for housing units specially designed to support the independent living of people with multiple sclerosis (MS). A disease that affects nerve cells in the brain and spinal cord, it disrupts the ability of the nervous system to communicate and results in a wide range of symptoms. Severity can vary day by day, making for a unique set of needs when it comes to housing. For Regan Development, the issue lands close to home, as their Vice President Ken Regan was diagnosed in 1993.

"This is the first project in New England specifically for people who need services coordinated by the National MS Society," says Regan. "As a result, we can offer fully accessible apartments that allow them to remain independent in the community." From 42-in.-wide, remote-controlled doors and hardwood floors that accommodate wheelchairs and scooters, to flexible wiring and structural components for the installation of bedside lifts, it's a project where every detail was accounted for — making Pierce Builders a more-than-ideal partner.\*

\*Source: <http://www.regandevelopment.com/wp-content/uploads/2014/104/Regan-Development.pdf>.

## TEAMWORK

No matter the project, it's no secret you need the right tools, and Pierce Builders seems to have the perfect combo. "Our operators like the versatility of the 290G LC Excavator for this job. It's compact enough to dig the foundation, and has a powerful engine that accommodates our big bucket for loading the 300D ADT," remarks Hal Pierce. "Then with the 644K Loader, we have the advantage of the side-dump feature that makes filling the



THE 644K LOADER HAS THE ADVANTAGE OF THE SIDE-DUMP FEATURE THAT MAKES FILLING FOOTING TRENCHES MUCH MORE EFFICIENT.

footing trenches much more efficient. The bucket's a little bigger and carries the perfect amount of stone to fill what's been excavated, and we can just keep rolling all around the perimeter.

"On top of that, we're also utilizing JDLink™ in the 644K and 300D. It lets us monitor fuel consumption while idling and loading, and under power, so we know how we need to operate differently to get the best fuel economy." It's safe to say Hal Pierce runs a tight ship, and we're glad we can help him stay on top of his game. But regardless of tools and technology, he's got something extra that money can't buy.

## BUILDING A REPUTATION

While Pierce Builders got this job the old-fashioned way through competitive bidding, it was more than numbers that won round two. "After a few weeks of watching us work, Ken seemed to be impressed. He liked the equipment, the guys, how we left the jobsite looking at the end of the day — so he started asking us about a much-larger MS project in New York that would include more roadwork, infrastructure, and cuts and fills. The two-hour-and-five-minute drive one way made us hesitant, but Ken insisted. So we turned in some numbers and were given the job."

There's no doubt pricing will always play a factor, but nothing beats knowing your work ethic and quality give you an advantage over competitors for miles around. Which seems to be something Pierce's dealer, W.I. Clark, can claim, as well.

## GETTING YOU WHAT YOU NEED TO GET THE JOB DONE

Hal Pierce continues, "We're able to do what we do because of the machines and support from John Deere. I've owned these machines for years and have had little problem with any of my purchases. Our dealer rep, Greg Hurlburt, has been great at helping us get the most out of the machines through uptime services like JDLink. He also helps us select and finance the machines that will grow our business, so we can take on more projects like this new MS housing facility in New York."

When it comes to keeping you working with the machines that best suit your needs, John Deere is happy to help. And when it's for such a great cause — well, that's a detail not easily overlooked.

*Pierce Builders, Inc. is serviced by W.I. Clark Company, Wallingford, Connecticut.*



CHECK OUT THE VIDEO AT:  
[JohnDeere.com/piercebuilders](http://JohnDeere.com/piercebuilders)