



Betke Homes, Inc.

Exceptional, From Start To Finishes

June 2008

From the Desk of Alex Betke



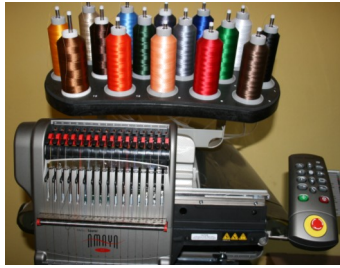
“Change is Good- Got Any?”

Once upon a therapist's couch the words “change is good” were uttered and became the mantra for a generation of adults in search of themselves. The chant of “change” I remember is more along the line of “hey dude, got any spare change?” I usually chuckled when I heard the spare change bit...and thought seriously about the other. Through the miracle of RUM, I had an epiphany that would “change” my business. The downturn in the housing market has had a tremendous impact on builders- Many have moved out of the area, many are out of business, and most just trying to survive.

SHAMELESS PROMOTION

I always keep an extra shirt or two in the car, and it always has our company name on it. Invariably, I will get one dirty or sweaty at a job site and I don't want people to see that. I believe image is an important element for a business, and if I'm not promoting my business, who is going to? I love extending a gift with my company's name on it. I want tons of people seeing “Betke Homes” for no other reason than when they start looking for my product there will be that mind set “I've seen them before, they've been around” . The odds of increasing business goes up.

If you haven't done an image check lately, (*here's the shameless promotion*), give my wife Heidi a call. Her high quality embroidery will help. Operating with state of the art equipment, she's developed a system for small and medium businesses to portray a professional image, in a budget sensitive fashion. With literally thousands of items, I think you'll find a way to add that classy image to your company.



[Heidi's web site.](#) / Heidi's Phone 239-450-1218

Nobody thought about a bursting bubble...we didn't have time. We didn't have time to take a look at our own business. For me, somewhere along the line I got lost in my own business, and the business was running me.

I decided to use this market adjustment to embrace that “change is good” attitude. I have begun updating our offerings, tweaking the designs, standard specs and move closer to that infamous “green building”. I expect to roll out a very fresh lineup of custom products for our move up buyers. We've dropped the line of smaller homes to focus more on the custom work. For me that “change is good” mantra is in....but until the building tide turns, I'm using, “dude, got any spare change?”



Equestrian Homestead Available

An acre and a quarter equine estate. This executive property is a first class home with benefits. Three stall barn, auto water, fly misting, air-conditioned tack room, fans and runs at each stall, arena, two paddocks also watered. Home is just shy of 3,000 S/F living, three BR with loft. Each bedroom has a large walk-in closet. Huge game room with large walk storage room. Master suite is downstairs

features his and her closets. The office features four line phone connection, wireless port, additional electrical outlets. While the formal dining is adjacent to the kitchen, the morning room provides plenty of space and a view of the stable. The main body of the lower level has an elegant bamboo flooring. The kitchen boasts Wards Cabinets with granite counter tops and full granite back splash. The appliance group is Kenmore Elite Pro: five burner glass top with two ovens, ultra quiet dishwasher, bottom freezer, combination convection oven/ microwave and more.



For Price and information call: 239-450-1253 owner broker/agent

Thank You, Harriet!

Hi there Alex,
I just want to say a few words about how grateful, and relieved, I am to your company for the successful completion of the Lehigh Acre property which, as you know, was abandoned by Merit Homes some time ago...I can now sleep again!
Also, many thanks for all your help and continued support: Eric did a great job, and should we ever be in the position of needing a builder again your company would be the first choice...I'd certainly highly recommend you to others.
Have a great weekend.
Kind regards. Harriet

While our specialty is Custom Homes, do you know we also do additions, remodeling, light commercial building, and commercial build out?

[Email me with questions](#)

To remove your name from our mailing list, please [click here](#).
Questions or comments? E-mail us at Alex@Betkehomes.com