



## Silverado Custom Homes, Inc.

RESIDENTIAL BUILDER OFFERS CLIENTS PERSONAL ATTENTION, PRICE ADVANTAGES, AND A SKILLED WORKFORCE

by Christopher Cussat

The measure of success is often defined by longevity. But perhaps even most impressive is the company that can maintain a successful and productive business while simultaneously reinventing itself. Silverado Custom Homes, Inc. redefined itself by finding a sustainable, new market in custom-home building after the set production-home market in Michigan began to dwindle. Bob Tedesco, president and owner of the Birmingham, Michigan company, is using his diverse background and expertise to lead his company into the next phase of its winning future.

Silverado is truly the product of a family tradition. Tedesco started Silverado in 2000 after working 10 years for his father's company, Meridian Homes. "At that time, we were building in two communities as well as building off-site custom homes," he says. As a second-generation builder and graduate of Michigan State University in building-construction management, Tedesco says that he was well-prepared to venture out on his own.

Tedesco was soon able to obtain funds in order to take over one of the local subdivisions. "We had just completed two model homes in my new sub, and the landscape architect on the job was so impressed with the quality of work, he asked me to build his custom home," he says. "The timing was perfect." So during the first week, Tedesco had his first sale and Silverado was in business—and he has never looked back.

Today, Silverado is a very diversified construction company that specializes in building custom homes and production subdivisions. "During the boom years, we focused on subdivision homes and would also build one or two custom homes a year on our clients' properties," Tedesco says. Now coming full-circle, custom homes are Silverado's primary business.

Throughout the last decade, Silverado has built a solid reputation for high-quality work and customer satisfaction. "Our clients are mostly by referrals from happy homeowners who are thankful for our quality and

attention to detail, as well as our personal service; they are confident recommending us to their friends and families," Tedesco says.

In 2008, Silverado became a member of Green Built Michigan. "Our clients are well educated, and with energy prices soaring at record highs we wanted to be ahead of the curve," Tedesco says. "Though we have always offered windows with low-E glass, high-efficiency furnaces and water heaters, we now also explain the benefits of geothermal heating and cooling, as well as proper insulation and ventilation."

In 2009, Silverado completed two homes that use geothermal heating and cooling, one of which also has a basement featuring ICFs (insulated concrete forms). "All of our homes are now insulated with premium cellulose insulation and continuous ridge and soffit vents," Tedesco adds.

As a professional who truly loves his work, Tedesco is always looking for the next opportunity. "I enjoy the challenges, fresh experiences, and learning new techniques that come from expanding our services," he says. This attitude has served Silverado very well as it has been able to quickly and effectively respond to changing consumer demands. "As the market turned and as subdivision building slowed, my company kept growing because we were already well diversified and ready to hit custom homes at full-speed," he says.

## First Impressions

For this luxury estate (left) in Clinton Township, MI, Silverado built an impressive façade complete with large windows, a two-story front entry, and a spacious driveway.

Tedesco defines Silverado's competitive edge as its ability to offer clients tremendous price advantages. This is accomplished due to its reputation and its skilled tradesmen and suppliers. "We do this without sacrificing exceptional quality," he says. "Our ability to manage a clean, safe, and properly scheduled work site enables us to get additional discounts that we pass on to our customers."

Silverado also differentiates itself from competitors through the personal service Tedesco offers to all of his customers. "I work closely with buyers throughout the entire process," he says. "For example, I conduct several walkthroughs during construction and introduce clients to their homes, verify their desires, and keep them informed of progress. I believe it's important for the builder to be on the job, and our customers appreciate that I am available to respond to their individual needs." This high standard of service continues long after the project is complete. "I have found this personal approach to be invaluable and a constant source of referrals," Tedesco adds.

And these customer and trade relationships have fueled Silverado's success. "All of our business over the past five years has been by referral of satisfied customers and architects who appreciate our efforts to take their conceptions and create reality," Tedesco says.

The Building Association of Southeast Michigan (BIA) also has been vital to Silverado's success because it introduces the company to award-winning architects, designers, skilled tradesmen, and suppliers who all share the same vision. In 2009, Silverado won the BIA Builder of The Year award. "It's a great honor to be recognized as one of the best in your profession," Tedesco says.

With more than 100 built homes under his belt, Tedesco is humbly thankful for a career that allows him to construct luxury custom homes, build lasting friendships, and help make people's dreams come true. "My goal is to continue to excel in the custom-home market by building every home with the expectations and standards I would demand for myself," he says. "There are many people still looking to build their dream home and my goal is to capture their attention and help them realize their dream." ■

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A MESSAGE FROM  
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It is with great pleasure that I recommend Bob Tedesco. I have enjoyed a very good working relationship with Bob and his team of skilled-trade personnel.

Bob has always displayed a high degree of integrity, responsibility, and ambition. He is definitely a leader rather than a follower. He is a high-quality innovative builder of custom and remodeled homes.

He is also dependable with a great eye for detail. His good judgment and mature outlook ensure a logical and practical approach to his endeavors.

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