

Surprising Homebuilder Advantage

MiTek has emerged as the go-to partner for builders seeking breakthrough results.



To better understand the challenges and opportunities now before the residential construction industry, consider 3416 Piedmont Avenue in Oakland, Calif.

Construction of the 17,000 square foot, four-story, nine-unit multifamily structure was nearly scrapped, a potentially devastating outcome for a market desperate for housing. "The traditional building plan wasn't penciling," recalls [Scott MacLellan](#), principal at [Gurnet Point Construction](#), the general contractor.

How the GC and engineering firm made it pencil is a lesson for nearly any single-family and multifamily builder looking for a decisive design, efficiency, and safety edge.

Collaboration Is Key

The project team partnered with a company with the depth of resources, innovation expertise, and credentials required to push the project across the finish line.

They called [MiTek](#).

That collaboration not only revived owner interest, but also ultimately **cut project costs by a third** and **sliced two months off the delivery schedule**, speeding NOI.

Competitive Advantage

Many in the industry know MiTek for its premier component manufacturing business or project management software solutions. What's less known is the company's deep involvement across nearly all sectors of the residential construction supply chain. It's a comprehensive skill set that some say may be without equal in the industry.

The 65-year-old global company has rapidly emerged as the go-to partner for a diverse roster of local, regional, and national homebuilders seeking to gain competitive advantages by filling design, component, and technology gaps.

More Profits

Just ask Cyndie Roche. Roche is a long-time homebuilding veteran, most recently of family-owned and operated Payne Family Homes (#141 on the [2019 BUILDER 100](#)). Today she leads MiTek's homebuilding solutions group.

"What are your pain points? Is it land acquisition? Skilled labor? Preserving margins? Managing buyer options? Rising material costs? Tying the back office better to the jobsite? Offering better visualization tools?" asks Roche.

For example, consider your top-selling house. How much more profitable, sustainable, and marketable could that home be? What additional efficiencies could the top 10 trades contribute? What about offsite? How could all that be tied together in unexpected, transformative ways, like 3416 Piedmont Avenue? The answers often surprise, says Roche.

"Knocked the Cover off the Ball"

While collaboration can yield remarkable results, MiTek approaches each relationship with respect and humility. Every builder is different. There is no right or wrong way. The key is to identify a partner that delivers the know-how and agility to tailor solutions to the need.

MacLellan praises the MiTek collaboration. "MiTek knocked the cover off the ball ..." he reports. "We went from slab on grade to roof complete in 23 days. That's about one floor every four days. Everything within code, no special checks required. MiTek cold form moment frames allowed us to reduce shear square footage by 70 percent."

No one has all the answers. But as more and more single-family and multifamily builders have discovered, it frequently makes sense to go beyond your internal resources to problem-solve and facilitate solutions for breakthrough home sales and profits.

For More Information

Web MiTek-us.com/
Phone 800-325-2556