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## Client Testimonial – Memorial Homes

### Situation

The Greater Houston area is one of the most humid and moisture-saturated areas in the United States. Door frames are one of the parts of a home most susceptible to moisture exposure and rot because of their contact with the exterior environment. This has a significant impact on the homebuilding industry due to the high number of exterior doors on homes, especially ones in the multi-million dollar range.

### Opportunity

R.S. Davies of Memorial Homes in Houston, TX has been building multi-million dollar homes for over 30 years. His use of traditional door frames was resulting in eventual rotting of the door frame ends and callbacks from his customers, which was neither cost effective nor time efficient.

### Tactics

In 2001, Davies chose to use FrameSaver door frame ends for all his projects. He recalls the conversion as a small change at the time for Memorial Homes that was never evident to the customer, as the door frame ends are hidden within the door frame.

“I remember after directing my crews to begin using FrameSaver doorframe ends, I went on-site to see what they were all about,” said Davies. “Upon first inspection I had to ask my crew where they were, because they blended right in with the look of a traditional frame. It was barely noticeable.”

### Results

Over time, Davies definitely noticed the benefits of installing FrameSaver door frame ends.

“To me and especially my customers, reliability is key, even over other factors such as cost,” said Davies. “My clients stay with me for years after we complete construction of their homes. Our use of FrameSaver’s door frame ends has saved us countless man-hours and provided our customers with a much more reliable product, and our door frame failure rate has dropped to almost zero.”

Davies went on to explain as a homebuilder, it’s important to remember the only moving parts of home are the “doors and drawers.” It’s critical to his company’s success that both are reliable for years to come.

“FrameSaver has a wonderful product,” said Davies. “The product should be absolutely mandatory for use by all homebuilders.”

### Contact

For more information on this testimonial or others, please contact Marketing Manager, Kami Consford at 800-599-9349.