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**Irons Brothers Construction, Inc.**  
**Integrity is the Foundation of Success**



This showroom bathroom features motion sensor lighting, a designer hatbox toilet, and energy efficient in-floor heating. The fully functioning shower demonstrates how appealing adaptable design can be, with a stylish accessory/grab bar, heated shower bench and strategically placed handheld wand. © Scott Chytil Photography.



This elegant and polished living space is the result of a complete remodel using Certified Aging in Place Standards. In addition to being entirely modernized and brightened, the Seattle condo was reconstructed to be barrier-free. © Roger Turk/Northlight Photography.

## **Irons Brothers Construction, Inc.** **Integrity is the Foundation of Success**

*By Joe Valencia*

Joseph Irons, and his company, Irons Brothers Construction, Inc., are at the vanguard of a new era in the construction industry. Young, smart, and determined, Irons has created an energetic business model, blending a systematic approach with altruism, customer satisfaction and environmental concerns.

Specializing in remodeling since 1999, Irons decided early on to shoot for the top. "We are committed to customer service," Joseph says. "We strive to be the Nordstrom of remodeling." It seems to be working, as the company has doubled in the past two years, and currently maintains several projects at one time. Kate Beck, who had her kitchen and deck remodeled by Irons Brothers Construction, can't

rave enough. "They were so clean and just top notch," she says. "Everybody was amazing."

Joseph has systems in place that guide every aspect of a project, from drive time to noise issues. By creating a detailed plan of action that includes the customer, "We communicate with the client each step of the way," he says. "We have a pre-construction conference and document every element throughout." Melissa Irons, office manager and Joseph's wife, says this keeps the projects on track and builds trust with their clients. "Our commitment to meeting the client's goals and even exceeding their expectations is a given. What we try to do is be a chameleon to fit our client's needs," says Joseph.

From beginning to end, the company aims to anticipate any and all problems. Irons Brothers Construction even goes the extra mile to ensure nearby neighbors are content. They send letters to all the neighbors near the construction site, letting them know they will be working in the area and to please call if they have any concerns. They regulate the music, do not allow smoking on site and have the crew wear uniforms so they are easily identifiable. "We consider the customer's input at all levels, even including where they would like the materials and debris to be placed," Joseph adds. He sees this professionalism as key to the company's success.

Joseph, at 31-years-old, is much younger than many of his peers and



Client Kate Beck's kitchen received an intensive remodel, resulting in this gorgeous, well-crafted space that incorporates extensive use of natural stone and mosaic tiles. © Roger Turk/Northlight Photography.

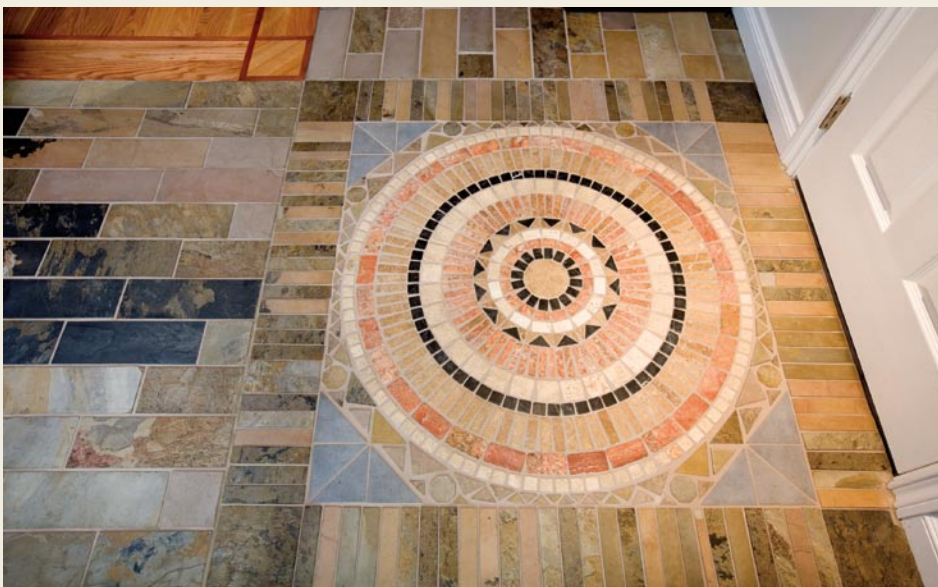
one of the youngest contractors in the Masters Builders Association. Joseph actively seeks to learn from those who have been in the industry longer than him, and Dennis Conner, a long-time member of the MBA and a remodeler

for over 30 years, doesn't hesitate to voice appreciation for Joseph's contributions. "I've been very impressed with how thoughtful, savvy and involved he is." Joseph constantly attends seminars and classes to grow his knowledge and

encourages and pays for workshops for his staff, too. Currently two company employees are working toward their Certified Graduate Remodeler (CGR) certifications. Joseph himself has three designations, CGR, Graduate Master Builder (GMB) and Certified Aging in Place Specialist (CAPS).

Another important aspect of Irons Brothers' business is the volunteering and community service in which he and his crew regularly take part. They have volunteered both time and materials for the past three years to the Master Builder Association's annual Rampathon program, which builds wheelchair accessible ramps for those in need but unable to afford them (ramps typically cost between \$2,500 and \$10,000 to build). As co-chair of the Rampathon committee this year, Joseph was pleased to find even former Irons Brothers Construction employees pitching in to help.

Melissa points out that the team ensures these volunteer projects receive the same level of attention to detail as any other. "We won't cut corners," she



Beginning with a one-piece tile medallion, Irons Brothers crafted a design that marries the tile with the surrounding wood and stone floors in a seamless manner. © Scott Chytil Photography.



Repeat client Pam Cross will not have to remodel her bathroom again after Irons Brothers Construction redesigned her old bath using universal design standards, including replacing a bathtub with a new tiled-in shower. © Scott Chytil Photography.

says. Joseph adds that it's important the ramps are aesthetically pleasing and durable. "It has our name on it – it's what we expect from all our projects. We really care." The company, which has also participated in the Lifelong AIDS Alliance AIDS walk the past four years, finds giving back is rewarding to the staff. As with the Rampathon events, even employees no longer with the company come back to participate. "These are worthy causes that over time have been built into the company," notes Melissa.

Certified Aging in Place projects are also a specialty area of Irons Brothers Construction. Showing foresight in this arena, the company has a leg up in designing and building stylish interiors that allow people to stay in their homes in spite of physical limitations brought on by any sort of disability. Client Pam Cross recently had her bathroom remodeled with a tiled-in universal shower design and chose Irons Brothers Construction for the job in part because she "really liked the designs and ideas

Joseph presented at the initial meeting."

Not surprisingly, Irons Brothers Construction is keenly aware and proactive in protecting the environment. Their trucks run on bio-diesel, and they recy-

cle materials and install energy efficient materials in most of their remodels.

"When you build Green, it is just better in the long run," Joseph says. "The cost might be a little bit more, but it's better



Owners of an older Seattle home wanted to play off a vintage feel while using environmentally sensitive products. Working off the mint-green retro appliances, which were purchased before the project, eco-friendly Terrazzo countertops were chosen and surround a hand-killed farmhouse sink. Rather than purchase new cabinets, the existing cabinets were rebuilt to accommodate the changes. © Scott Chytil Photography.



As part of a larger remodeling project, Irons Brothers Construction, Inc. painted and added millwork to this lovely master bedroom. The clients chose engineered flooring in Santos Mahogany to lessen the environmental impact while still attaining the rich, substantial look of the newly installed floors. © Scott Chytil Photography.

overall. Usually the installation cost is about the same, but the product will save energy and money over the years.” They return unused materials and lumber for credit and salvage or recycle whatever they can—the money

from recycled goods goes into a fund for their annual picnic and other company events.

These deliberate actions add up and have shown tangible results for the company. They were pleased to be one

of three businesses nominated for the 2007 Business of the Year Award by the Greater Seattle Business Association. With their clients in mind, they’ve recently moved into a completely renovated showroom and office space where they are able to exhibit a remodeled bathroom, kitchen and elaborate tile and wood floors.

At the end of the day, Joseph says it’s the relationships he has developed with their clients that are most satisfying. Repeat business and referrals not only grow the business but give proof to his plan that Irons Brothers Construction is doing things right.

“We generally service our clients multiple times, completing two to three remodeling projects for them,” Joseph says with pride. “For some clients we are a part of their annual budget. We are in people’s life’s plan.”

*For more information, Irons Brothers Construction, Inc. can be reached at 206.306.7767 or visit [www.ironsb.com](http://www.ironsb.com).*



Clients are treated to a hands-on experience of materials and ideas in the comfortable new showroom of Irons Brothers Construction, Inc. © Scott Chytil Photography.