

# Builder/Architect

Finishing Touches

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Expectations. Value Added.  
The "Experience."



**Rauser Professional  
Contracting**

# Rauser Professional Contracting

Rauser Professional Contracting knows every client's home is their castle. It holds their family, their future, and their dreams. It is also usually their single largest investment. Because of this, Bill Rauser, president of RPC, is committed to treating every client's home as if it were his own. Since its inception in 1981, RPC has made each project a priority, resulting in over 20 years of excellence in residential construction.

## A TEAM PROCESS

Rauser Professional Contracting is a family-owned business in the Baltimore area. After completing his college education and working in the manufacturing industry for 15 years, Bill Rauser started the company with his cousin, Bob Rauser. An entrepreneur by nature, Bill wanted to use Bob's construction talents and his own leadership skills to create a model for the building industry. Throughout the last two decades, he has been driven to perfect the processes

and techniques that now define an RPC home or project.

Upon meeting with a homeowner for an initial interview, Bill serves as a facilitator for homeowners to define their concept of the home or project. At that point, he is able to give the homeowner a "ballpark estimate." This allows the homeowner to develop a basic understanding of the costs and timetable for the project and look at options, including adjusting their vision to fit their budget, realigning the design to accommodate necessary technical aspects, or incorporating new design ideas.

Once the initial concept has been agreed upon, and an architect has been selected, RPC becomes one of three players in what they have dubbed "The Team Process." Each member is paramount

**On the cover: Gracious columns lead the owners of this home from the large family room into a quiet, tasteful formal dining room. The architect varied the ceiling heights to fit the dimension and atmosphere of each room, creating warmth and interest.**

**Rauser Professional Contracting worked with this home's owner to achieve the ultimate exterior. The back of the house overlooks wilderness and offers the owners a peaceful retreat. Whether relaxing in the enclosed porch or sitting on the patio, the owners can enjoy the beauty of the land and their home. The extensive stonework and unique design make this home a one of a kind.**

PHOTO BY DIMITRI GANAS



to the project's success. The owners know their budget and tastes; RPC brings the building expertise and the architect brings the design knowledge. The goal of this team is to take the homeowner's visions and needs from paper to structure in the most efficient means possible. "The homeowner is the captain of the team," says Bill, "We want to help them realize their vision, not push them into compromise." In order to accomplish this, RPC uses the architect's schematic drawings to develop a line item estimate for the project before the final construction documents are created. The goal is to be within five percent of the actual cost. This prevents unpleasant surprises for the homeowner and is evidence of the value RPC places on honesty and integrity. Bill wants to ensure that his clients are given a realistic portrait of the construction process, timing and cost before a single tool is used to ensure that false expectations are not created.

All the executives of RPC contribute to the overall experience of the homeowner during the construction phase. John Rausser, Bill's brother, serves as VP of General Operations. Bob Rausser is VP of Field Operations.

A member of RPC management is in constant communication with the client, with the understanding that the building process is a dynamic one. "The architect, builder and homeowner cannot possibly conceive of every possibility in the design process," says Bill. The importance placed on communication has eliminated the costs

of what Bill terms "eleventh hour crises," as solutions are found before issues become problems. RPC presents each homeowner with residential lifetime warranty coverage on the work they perform, guaranteeing that defects will be repaired or replaced.

Clients have expressed an appreciation for the straightforward method employed by RPC during preconstruction and construction of their home, addition or remodeling project. "You and your men consistently demonstrated great attention to detail, quality control, communications, and job site cleanliness, resulting in a 100 percent satisfied customer who got exactly what he paid for served up on a hassle-free silver platter," said Mr. and Mrs. Neil Forthman.

Dr. and Mrs. Rocha said, "On a scale of one to 10, you rate 10-plus. We really couldn't have been more pleased with our new home—the quality of construction was excellent."

"Our satisfaction level with your work is strong, a reflection of your outstanding quality of work and craftsmanship. The company delivers beautiful work, and that legacy transcends all other aspects of the project," said Mrs. Eileen O'Rourke.

## **BUILDING SUCCESS THROUGH RELATIONSHIPS**

Rausser Professional Contracting's success is due in large part to the emphasis the principals place on the quality of their business relationships. "I'm old school," says Bill Rausser. "I want to

**The study in this RPC home has been designed to showcase and highlight the owners' hobbies and interests. The built-in bookcases are filled with books and items that add color and sentiment to this comfortable room.**



PHOTO BY DIMITRI GANAS



**Rauser Professional Contracting and the homeowners designed a kitchen fit for a world-class gourmet chef with top of the line appliances and a practical design.**

work hard and work smart, and treat each client's home as though it were my own." He expects the same from his suppliers and subcontractors, all of whom have enjoyed a long-term association with RPC. Bill understands the stress that can be felt by homeowners who are having their home built or are living in their home while it is being remodeled. It is his goal to alleviate some of this stress by using the very best suppliers and subcontractors.

The emphasis on customer relations is evident by the repeat business RPC enjoys. Much of their business comes from recommendations from past clients. The home featured here is the third home that RPC has worked on with the owner. RPC did a complete remodel of the family's seaside cottage, and a major renovation to their primary residence prior to building this home. The owner told Bill that he couldn't imagine building this home without RPC. His experiences with RPC during these past renovations defined his expectations of the process and outcome of building a new home.

Like the long-lasting associations RPC has with its business associates, they strive for quality relationships with clients. "Today's

homeowner has to filter through more information than ever before with the advent of the Internet and cable television," says Rauser, "but it's still the builder's job to guide them." RPC stays abreast of industry trends and products in order to serve as the expert for their clients. They publish *Rauser's Review*, a quarterly newsletter, for clients and business associates, and use it to inform readers of these trends and products, highlight current projects and offer advice on building custom homes, entering into a remodeling project or designing additions. RPC updates its Web site, [www.rauser.com](http://www.rauser.com), with information that is helpful to homeowners.

RPC looks close to home to maintain quality relationships. Each employee is a valued member of their company. Through careful growth management, RPC is able to ensure that a slowing economy will never result in staff layoffs. RPC's staff consists of Bill, Bob and John Rauser, six field carpenters and a secretary. "We try to be conservative about growth because people have families and we don't want to put our employees in a detrimental financial situation," says Bill. RPC is very conscious about the number and scope of simultaneous projects it undertakes. The number is dependent upon the stage and complexity of the projects, averaging 20-25 a year. Their detailed, forward-minded business approach ensures that RPC will remain a leader in the Baltimore area, maintaining its reputation for integrity, quality and customer service.

## **SUPPORTING THE LOCAL BUILDING INDUSTRY**

In addition to managing RPC, Bill Rauser is well known for articles he has authored for *The Baltimore Sun*, *The Daily Record*, *The Business Monthly* and *The Baltimore Business Journal* on topics of interest to the construction trade as well as consumer topics. His writing has touched upon subjects including building client rapport, balancing personal and business in a family business, and making the decision to build a custom home.

Rauser Professional Contracting is an active member of the Home Builders Association of Maryland and a frequent exhibitor at trade shows. RPC is also affiliated with the National Association of Home Builders, American Institute of Architects, Maryland Improvement Contractors Association, Small Business Alliance and the National Federation of Independent Business.

## **AN RPC HOME**

At the completion of an RPC home or project, Bill Rauser hopes his client will feel RPC was part of a team that helped bring a dream to reality. "We're just 'regular Joes' who want to do a good job for people," says Bill. RPC has consistently done that for the past 22 years, as evidenced by the many homes in the area that bear the mark of quality inherent to each home or project they complete. Homeowners can rest assured that Rauser Professional Contracting is a solid choice for building or remodeling through every step of the process.

*Bill Rauser is president of Rauser Professional Contracting, builders of custom homes and remodeling projects. He can be reached at (410) 833-3883 or visit the Web site at [www.rauser.com](http://www.rauser.com). ■*