

The Grand Rapids Press

WEDNESDAY, FEBRUARY 25, 2004

Pierson-Gibbs: The hands-on house people

By Jerry Michaels

Pierson-Gibbs Homes is a custom home builder that uses the highest quality products and a system designed to build more home for the money, says the company's builder representative Doug Wickens.

The company builds the shell of the home, and the homeowner finishes it, choosing a comfortable level of involvement.

Wickens covers most of the western side of Michigan for Pierson-Gibbs. He says that, as the largest custom home builder in the state, Pierson-Gibbs expects to build 160 homes statewide this year, with 75 in the Grand Rapids area.

Since 1984, it has built more than 1,500 homes in Michigan, Ohio and Indiana.

According to Wickens, there are several major reasons people build with Pierson-Gibbs.

"They save 20 to 30 percent off the cost of a traditionally built home. The owner is in control of the process. Plus, there are price and material guarantees and a three-year home warranty," he says.

The company also owns its own wholesale lumber yard, providing access to high-quality materials without the big upcharges often tacked on by other builders.



"We'll show you how to be your own general contractor," Wickens say, "and you don't have to know the building business to finish your home. You simply hire the skilled tradesmen to do the work."

With Pierson-Gibbs, building it yourself doesn't mean going it alone. The company's builder rep introduces the homeowner to the concept and explains the process. Its architects help design one's ideas.

Its carpenters build the main structure of the house and its customer service coordinators assist in completing the home. The homeowner may do all of the finishing work or hire professionals to do it.

Pierson-Gibbs is committed to providing the best construction loan in the industry. The company will provide a construction loan to build the house and cover any other costs associated with the building process. These costs can include a lot payoff, a well, a septic field or excavation and the expense of any other required subcontractors.

With its 0-percent construction financing, there are:

- No payments for six months
- No points
- No closing costs
- No applications fee
- No credit report charge
- No recording fees
- No inspection fees
- No limit to the number of draws allowed

Wickens reports a lot of repeat business for Pierson-Gibbs and say there are local references who will talk with interested parties about their experiences with the company and the process.

For information on Pierson-Gibbs call 616-304-6978. The company is on the Web at www.p-ghomes.com