

CASE STUDY

SOUTHWEST OHIO HOMEBUILDER ENSURES FIRST-TIME BUYERS DON'T HAVE ANY SURPRISES WITH THEIR PLUMBING SYSTEM

Crossmann Communities with ACT Plumbing *Indianapolis, IN* *Established: 1973*

When first-time homebuyers begin their search for a new home, they are faced with a variety of challenging decisions – how much can they afford, should they build a new home or buy an existing one, and what kinds of features do they want to have in their home? The answer to all of their questions is to find the best quality home at the most reasonable price without getting any surprises.

Committed to keeping unwelcome surprises out of home buying since 1973, Crossmann Communities has been building and financing homes for first-time buyers to meet their total home purchasing needs. Their objective is to build convenient, secure community neighborhoods that are close to schools, shopping and major highways, but tucked away from the hustle and bustle of city life.



Crossmann is headquartered in Indianapolis and has divisions in Fort Wayne, IN; Lafayette, IN; Lexington, KY; Cincinnati/Dayton, OH; Columbus, OH; Nashville; Memphis; Charlotte, NC; Raleigh-Durham, NC; and Myrtle Beach, SC. As the 16th largest homebuilder in the U.S., the company has gained recognition for its homebuilding and philanthropic efforts. Crossmann has received the Builders Association of Greater Indianapolis "Builder of the Year" and Habitat for Humanity "Builder of the Year" awards.

As part of their total value package, Crossmann uses high-quality building products to ensure homebuyers satisfaction and to eliminate callbacks on housing materials. One example of a complaint faced by many homebuilders is a leak in the plumbing system.

According to Jerry Woodruff, Operations Manager, Crossmann works hard to eliminate homeowner callbacks. "The plumbing system should not have to be a concern for homebuyers. If the plumbing system is installed correctly, the homeowner should not have to think about the pipes. Nobody wins from a callback – between drywall damage, insurance costs, and homeowner inconvenience, the homeowner, builder and plumbing contractor all end up with a messy and costly problem," said Woodruff.

Taking Action Against Plumbing Callbacks

To reduce callbacks and keep costs down for their homeowners, Crossmann works mainly with three plumbing contractors in Southwest Ohio, including ACT Plumbing in Springboro, Ohio, and Boyer Plumbing and Klosterman Plumbing in the Cincinnati area. Crossmann has built relationships with these contractors, and they value the recommendations of their contractors. So when ACT Plumbing introduced Woodruff to a plumbing system that could virtually eliminate callbacks in 1999, he was willing to listen.

"ACT is our largest plumbing contractor, and we value their opinions," said Woodruff. "ACT knows that time equals money, and they work 200 miles an hour to get projects done on time and within budget. They told us that FlowGuard Gold® CPVC plumbing systems could eliminate potential leaks, and therefore, callbacks."

FlowGuard Gold® CPVC plumbing systems are faster and easier to install for the professional plumber, reducing overall labor costs. CPVC plumbing systems require simple hand tools for installation, and no torches or crimping tools are needed. A one-step joining system can be pressure tested in as little as 10 minutes after assembly.

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Type of Construction:
Residential –
Single Family

Installation Type:
New

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In fact, according to Woodruff, CPVC systems have cut installation labor costs by 25 percent, and they allow the plumbing contractor to plumb additional jobs faster to maintain a profitable business. Plus, they have found that installations in confined spaces are much safer and easier because CPVC pipe can be installed without torches or heavy equipment.

Given the ease of installation and the ability to make job changes on site, FlowGuard Gold® plumbing system installations are more predictable. And, unlike other plastic systems, CPVC is readily available in sizes up to 2" in diameter.



CPVC plumbing systems also meet all model code requirements, including the International Plumbing Code, International Residential Code, BOCA National Plumbing Code, Standard Plumbing Code, Uniform Plumbing Code, CABO 1- and 2- Family Dwelling Code and Canadian Plumbing Code.

"Not only is the plumbing system going in faster than ever before, but it also provides added value for our homeowners," said Woodruff. "We've discovered that CPVC pipes won't 'rattle' in the walls like copper pipes."

The thermoplastic properties of CPVC systems reduce the 'rattling' noise of water hammer to allow a quieter system with less resonance than metal plumbing systems. CPVC plumbing systems offer better insulation and energy savings than metal plumbing systems.

Homeowners have also found the thermoplastic properties of CPVC plumbing systems provide insulation to reduce condensation and "sweaty pipes." The material keeps hot water hotter and cold water colder than copper. Less energy is lost through the wall of the pipe, saving homeowners money on utility bills.

"When we began the switch to CPVC plumbing systems, we educated our marketing and sales people about all the benefits of CPVC versus copper systems," said Woodruff. "Our homebuyers have been extremely satisfied with our plumbing selection and we haven't heard any complaints. Our 10-year warranty on our homes adds to the homebuyers' peace of mind."

In less than two years, the Cincinnati/Dayton division of Crossmann made the transition from 100 percent copper to 100 percent FlowGuard Gold® CPVC plumbing systems.

Since Lubrizol's development of CPVC plumbing systems over 45 years ago, more than three (3) billion feet of CPVC pipe has been installed in homes, condominiums, buildings, apartments and hotels, including twelve (12) million homes. For more information on the FlowGuard Gold® plumbing system, including pipes, valves, joining cement, caulks, sealants and tools, call 1-888-234-2436, X7393, or visit www.flowguardgold.com.

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