

CASE STUDY

NASHVILLE HOMEBUILDER CONTINUES TO BUILD ON A SOLID REPUTATION

Phillips Builders

Nashville, TN

Established: 1952

Since 1952, Phillips Builders, Nashville, TN, has been building homes of superior quality to give homeowners the most value for their money. As Tennessee's oldest homebuilder, Phillips has built a solid reputation for building homes and neighborhoods of unsurpassed quality, with attention to detail, quality craftsmanship and stunning designs.

Phillips Builders has 180 employees and builds a broad spectrum of homes throughout Tennessee priced from \$110,000 to \$600,000. They offer 45 different floor plans, ranging from 1,292 to 5,701 square feet. The style of homes is primarily traditional, each with unique features.

Providing the Best Value for Customers

Committed to tradition, quality and value, Phillips Builders will only work with products that stand up to their measure of success. They are not afraid to try new products if they will help meet their criteria for providing customers value and complete satisfaction.



David Hughes, C.O.O. of Phillips Builders, was concerned about the rising cost of copper pipe and noise in the home caused by water hammer in the copper plumbing system. He became interested in finding an alternative to copper that would be more cost-effective as well as improve customer satisfaction about their plumbing system.

Hughes discovered FlowGuard Gold® CPVC in 1997 at the Builder Show in Dallas, Texas. He contacted the Lubrizol sales representative to find out more about FlowGuard Gold® CPVC plumbing systems. Lubrizol

reinforced to Hughes that CPVC plumbing systems could give Phillips Builders the solution they desired – a quieter system that is less expensive than copper.

The advantages of a rigid plastic plumbing system, including reliability, cost-effectiveness, easier installation, and homeowner satisfaction, convinced Hughes to install FlowGuard Gold® CPVC pipes and fittings in a sample middle income house in 1998. Phillips Builders worked with Paul Hasty & Sons Plumbing, Inc., a third-generation contractor located in Brentwood, TN, on the installation.

"Our plumbing contractor really liked working with FlowGuard Gold® CPVC," said Hughes. "We were able to save time on the installation and provide the benefits of a superior plumbing system to our customers."

The thermoplastic properties of CPVC systems provide a system that is four times quieter than copper, reducing the sound of water running and the potential of the pounding noise of water hammer.

Given the success of the FlowGuard Gold® plumbing system in the sample home, Hughes decided to specify CPVC plumbing systems for its entire product line. Not only would CPVC provide homeowner savings, but also better insulation and energy savings.

Unlike copper piping materials, 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, resulting in less energy loss through the wall of the pipe.

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

Advantages for the Plumbing Contractor

The benefits of CPVC versus copper plumbing systems are not just a matter of lower costs; CPVC plumbing systems are faster and easier to install for the experienced, professional plumber, reducing overall



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Type of Construction:
Residential –
Single Family

Installation Type:
New

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PIPE & FITTINGS
NOT A DROP OF DOUBT.

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labor costs. CPVC plumbing systems do not require torches or heavy equipment. A one-step joining system can provide curing in 10 minutes on standard size pipe for ease in pressure testing.

According to Phil Hasty, vice president of Paul Hasty & Sons Plumbing, "We began installing FlowGuard Gold® CPVC for Phillips Builders and other builders in 1998. We found the transition from installation of copper to CPVC plumbing systems very smooth. FlowGuard Gold® CPVC is also faster to install and easier to repair than copper systems."

With 55 plumbers on staff, Paul Hasty & Sons Plumbing is the largest residential plumbing contractor in Tennessee. Since 1998, they installed an average of 600 homes per year with FlowGuard Gold® CPVC plumbing systems, which accounts for 60 percent of their business.

Ensuring Homeowner Satisfaction

When Phillips Builders recognized the benefits of FlowGuard Gold® CPVC plumbing systems, they wanted to make sure their customers would not have a problem with having a CPVC plumbing system in their home.

"What we discovered is that the plumbing system is a non-issue for homeowners as long as it doesn't cause any problems for them," said Hughes. "I can't recall a single negative reaction from a homebuyer. Since FlowGuard Gold® CPVC is a good product, with no problems, we expect to continue to have many satisfied customers in the future."

Phillips Builders points to their community of homes, River Landing, in Franklin, TN, as an example of a FlowGuard Gold® CPVC neighborhood. Designed for the luxury buyer with grand master suites, gourmet kitchens and an array of custom options, these homes range from 3,800 to 5,700 square feet. "All of our homes, including our featured upscale homes include FlowGuard Gold® CPVC because we feel it is the superior product in the market," said Hughes.

In just two years, Phillips Builders made the transition from 100% copper to 100% CPVC plumbing systems in their homes. "They are not just cost effective and quieter than copper plumbing systems, but we can rely on CPVC's 45-year track record of success," said Hughes.

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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