

Personal Attention

David Mock Builders provides specialized service by staying small

By Cindy Hodnett

HOMEPLACE WRITER

David Mock is running a shop vacuum across a bedroom floor in one of his latest remodeling projects, a four-room ranch expansion he describes as “a special-needs addition” with wide doorways and low countertops. The scene is a fitting representation of Mock’s company philosophy that focuses on personalized service, and it also provides a brief glimpse at his earliest days in the business.

“I started out sweeping floors and being a gopher for my father’s

company,” Mock said. “I’ve done this since I was 16 years old; I literally grew up in the business.”

Mock’s company, David Mock Builders Inc., specializes in remodeling projects, an area that has experienced record growth in recent years. Mock believes much of the increased interest in remodeling reflects a disparity between supply and demand.

“It’s hard to find exactly what you want in an established neighborhood,” he said. “People often find the location that suits them and then choose to upgrade to what they want. I’m working on a project now where the folks bought their house a year ago, and they just wanted more storage, so now we’re adding on a three-car garage addition. A lot of people find a house in a location they like, and then renovate the house to include what they need.”

Although there is enough local remodeling business to keep Mock busy for a long time, he says he purposely keeps his client list under control.

“I intentionally don’t do a

lot of projects at one time, so my customers get a lot of personal service. For example, on this project, I did the framing, the trim work, and I set the cabinets.”

Mock’s professional résumé includes custom-home construction, sunroom additions, and kitchen, bath and basement renovations.

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Like others in the industry, he has spent a considerable amount of time updating living spaces from earlier eras.

“A lot of people who live in homes built between the 1950s and the 1970s want more modern features,” Mock said. “In bathrooms, they want new fixtures and tiles. In the kitchen, they want

more modern appliances and new cabinets and counters. A lot of people are also opening up their older homes with a new floor plan. My goal is to help my customers bring all of their design ideas together.”

Mock is a member of the Home Builders Association of Winston-Salem, and he recommends that consumers check with HBA and the Remodelors Council when choosing a contractor. He says as a member of the organization he is committed to maintaining high professional standards.

“We strive to have a 100-percent satisfaction rate. As a small company, the best thing we can provide is value and personal service. We don’t have a lot of overhead, and we try not to get too overextended. In the long run, we’re better off for it.”

David Mock is a member of the Home Builders Association of Winston-Salem. For more information on HBA, call (336) 768-5942 or go to www.hba-ws.org. For more information on David Mock Builders, call (336) 945-2336 or (336) 399-8749.



Photo by Cindy Hodnett

David Mock started in the building industry when he was 16 and worked for his Dad. He now does many custom-home projects.