

BUILDING Insider

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BIA
The Home Builders

ASSOCIATE SPOTLIGHT *Integrated Finishes*



Pictured l-r: Scott Powell and Mike Wiley



Streamlined Process

Each day Integrated Finishes proves that it's possible for one vendor to provide all of the interior finishes needed in a home. The company offers a unique service: they're a single, expert source for the supply and installation of drywall, paint, flooring and carpet. The process is fast and easy — and the results are beautiful.

"We like to call it a one stop shop," explains Mike Wiley, president of Integrated Finishes. "We tie together in one package finishes that are most commonly farmed out, typically to three different contractors. With everything in one place it takes less time,

there are fewer people to deal with, and the builders just have one contract so they can control their costs better."

Says Scott Powell, CEO of Integrated Finishes: "We can actually take jobs from studs to completion."

Integrated Finishes provides drywall, painting and a wide selection of flooring including carpet, laminate, ceramic, marble, hardwood, pre-finished wood and engineered wood. The company also offers ceramic shower tiles. They work with both single family home builders and multifamily builders, and they handle carpet and flooring replacement for multifamily turnovers.

Because builders can access supply and installation for paint, drywall and floors all in one place, the process has fewer hassles and complications — and it's quicker. It usually takes just a week for blueprint takeoffs and material orders to be completed and project

installation to begin.

Adding interior products close to or overlaying each other increases the possibility for difficulties to occur on a jobsite. But with one company supplying and installing all the products while carefully overseeing the complete process, workflow is smooth and potential problems can be quickly caught and corrected.

ONE-OF-A-KIND APPROACH

The concept behind Integrated Finishes is unique and everyone at the company, from crews to management, has the expertise to make it work.

Wiley and Powell each have decades of building industry experience, and they are both hands-on managers who visit projects regularly to ensure installation is trouble-free, on-time and on-budget. "We keep a

As a single source for expertly supplying and installing paint, drywall, flooring and carpet, Integrated Finishes makes the process fast and easy.

close eye on everything," says Powell.

The installers are trained and experienced, and many are specialists that Powell and Wiley have worked with for years. "We don't just use anybody claiming to know how to do it, we closely screen who they are," says Wiley.

Powell, who has worked for some of central Ohio's largest multifamily builders, owned a contracting business and is educated in engineering and architecture, brings an unusual depth of construction knowledge to every project. "My background is in construction so I know what problems to look for on a job," he says.

For example, Powell's thorough understanding of fire codes and UL certification for fire-resistant wall coverings means that jobs are installed accurately, the first time, without having to undergo numerous inspection delays. His strong relationships with local building departments and officials also help to move projects forward. "I know what the inspectors are looking for and I know how to meet the codes," he says.

Wiley, with his years of industry involvement and longtime BIA membership, has the connections needed to attract the highly-skilled employees and subcontractors that have made Integrated Finishes a very effective business. "I think people are your best asset," says Wiley.

Along with Wiley and Powell, Integrated Finishes includes production manager Todd Wilkison and estimator Darryl Smith. Because the company is small and agile, they can be especially responsive to customer needs and flexible in how they work with clients. Builders and project managers have Wiley's and Powell's cell phone numbers and can reach them directly. Emphasizes Wiley: "We give customers personal attention and personalized service."

ONE-STOP SHOPPING

Integrated Finishes provides and installs a wide range of flooring, running the gamut from hardwood to laminate. Customers can order products from well-known, reliable manufacturers that include Shaw, Mohawk, Daltile, Florida Tile, Bruce and others. Integrated Finishes installs, replaces and even cleans carpet from Shaw, Shaw Commercial and Mohawk.

The company draws on the full line of Sherwin-Williams and PPG products so builders can choose the perfect color for their homes and apartments. Integrated Finishes' crews have mastered the art and science of drywall installation, and they

apply it quickly and correctly each time.

Builders and their buyers can make product choices in Integrated Finishes' comfortable Grandview showroom, which features a meeting area and even a kitchen. The space attractively displays samples of carpet, tile, hardwood, ceramic, laminate, luxury vinyl tile and paint. Interior designers can use the showroom's large-screen monitor to demonstrate exactly how a product will look in a client's home.

DEPTH OF EXPERIENCE

Raised in Columbus, Wiley studied communications at The Ohio State University. After taking a job in the flooring industry, he quickly found himself doing what he loved. While doing sales and marketing at companies that include Rite Rug and America's Floor Source, Wiley developed a specialty for helping builders obtain the products and service they needed.

"I'm a people person," says Wiley. "I develop relationships with customers and when they need something they call me. I don't just try to solve something over the phone, I leave the office and go see them."

Recently, Dani Homes worked with Integrated Finishes on a project. "They are a newer company on the market and we always welcome new businesses. They bring wide experience in flooring," says Nilay Bhatt, president of Dani Homes. "Working with them I found they are low key and there is direct contact, less paperwork and a short lead time for execution."

Powell, who has an associate's degree in architecture and has taken engineering coursework at Clark State Community

College and Sinclair Community College, has 30 years of construction experience. He has worked in management positions for M/I Homes, C.V. Perry, Casto and Edwards Communities Construction Company, and has also run a drywall contracting business. Over the course of his career, Powell has been instrumental in building more than 13,000 multifamily units.

In 1998, when Powell was the vice president of construction for Casto, he became a client of Wiley's, who was a sales representative for Rite Rug. "I called on Scott and we clicked," remembers Wiley. "We worked together on 15 projects in a row. That set a precedent — we still work together as a smooth team. No decision gets made at Integrated Finishes unless we both agree on it."

The two remained friends and in 2014, when Powell was working at the Edwards Communities Construction Company, they found themselves brainstorming for ways that Edwards could control drywall, painting and flooring costs. The result: the two came up with the idea for Integrated Finishes which was founded in September of that year. Their first project, performed for Edwards, was providing complete interior products and services for Hayden Lofts Luxury Apartments.

"Our goal is to make sure our customers are really happy," says Wiley. "We've taken it that one extra step, to add the flooring and carpet to drywall and paint, and nobody else around town does what we do. When you do what you love everything else falls into place." ●

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