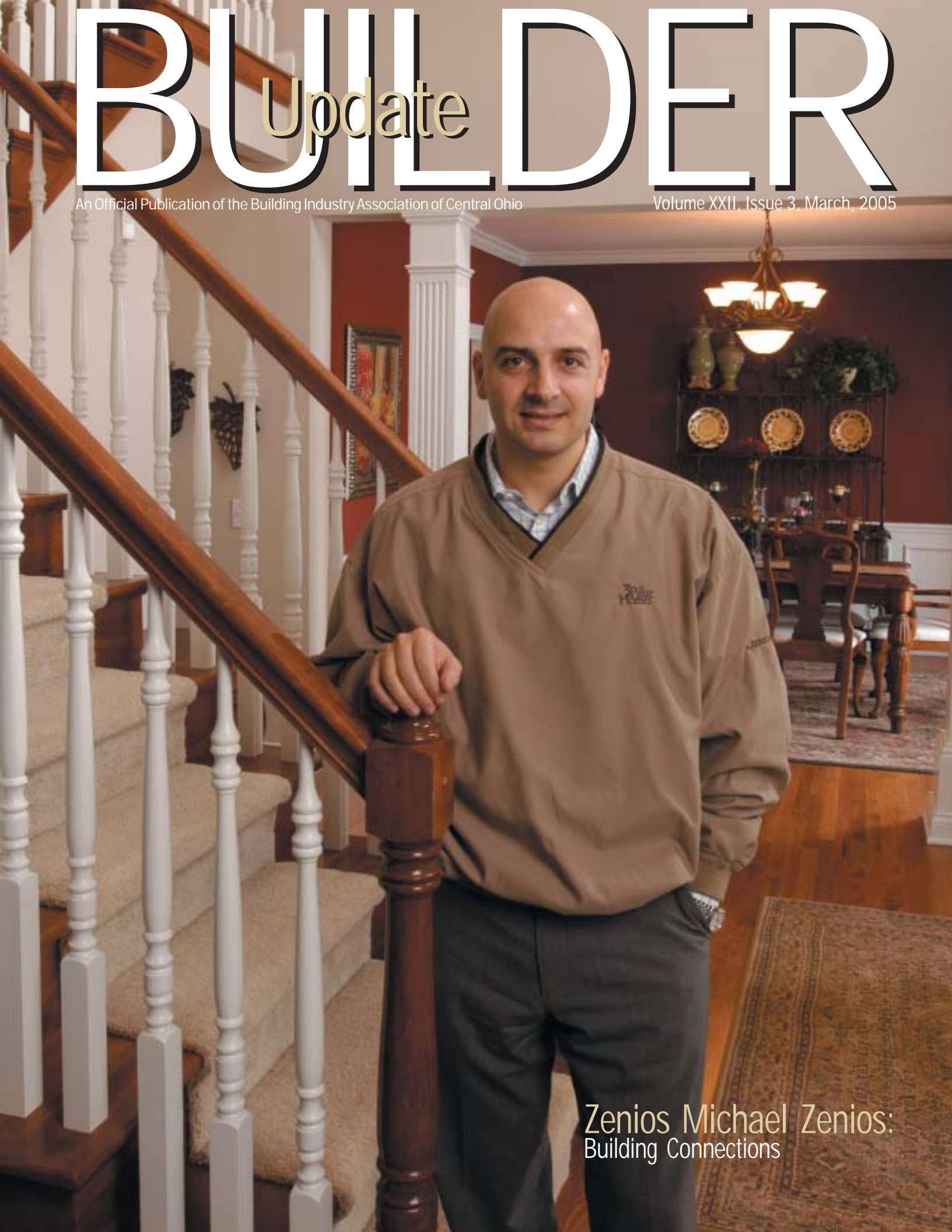


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Zenios Michael Zenios:
Building Connections



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It's a cornerstone of 3 Pillar Homes' philosophy: the company's people-friendly designs, grade A building practices and efficient business systems are all created with their buyers firmly in mind.

"We focus on the clients' needs by getting close to them and listening to what they really want," says 3 Pillar Homes president, Zenios Michael Zenios. "We constantly get feedback and based on that we implement quick changes to adjust to the demand."

Zenios's approach to home building is centered on intelligent operational systems that assure quality checks and balances while they create positive experiences for buyers. Along with talented staff and positive communications with clients,

these smooth-running systems are a powerful asset for 3 Pillar Homes.

It's not just building a beautiful home that sets 3 Pillar Homes apart, "it's the way that we go about building the homes and the care that we invest in them," stresses Zenios. "We employ materials and processes in a smart way that makes people say, this is a home I can see myself living in."

Zenios embraces a quote from Willa A. Foster, that says: quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives. "We do that," he says. "We constantly adjust our business model to give the best value to our clients."

3 Pillar Homes' goal is to create homes that are as functional as they are esthetically pleasing, and they use both high-value production techniques and name-brand products to meet their objectives. The company is so committed to creating beautiful, well-planned homes that they have an architect and structural engineer in-house.

A semi-custom builder, 3 Pillar Homes makes it easy for clients to personalize their home plans. For example, they keep tracing paper and pencils on hand at their two model homes, so that Zenios and sales staff can sketch potential changes for clients right on the spot. "We give them some ideas," says Zenios. "Design and function are very important to us." Because 3 Pillar Homes has few layers of decision-

makers and an operation created for efficiency, clients can have their design changes implemented swiftly.

Active in seven subdivisions, 3 Pillar Homes built approximately 50 homes last year in the \$200,000 to \$600,000 price range. "We're getting everyone from the nontraditional to the traditional, from first time home buyers all the way to empty nesters," says Zenios. "That allows us to have a pretty diverse product."

Although the company was founded by Zenios in 1998, 3 Pillar Homes has two generations of building experience to draw from. Zenios comes from a family of successful Greek home builders, and this background helped him develop the systems and practices that have propelled his organization into one of the fastest-growing companies in central Ohio. 3 Pillar Homes was ranked 12th in Business First of Columbus's "Fast 50" fastest-growing companies in 2004 and they were 44th out of 100 of the fastest growing home building companies in the nation, named by Builder Magazine in 2004.

Ensuring quality and communication

For homebuyers, the 3 Pillar Homes building process begins with a pre-selection meeting where they learn what to expect and have all of their questions answered. Clients review a detailed set of their blueprints with the company's architect and sales team, and they can make changes to the standard floor plans.

Throughout the process, 3 Pillar Homes personnel stay in close touch with their buyers. The company minimizes bureaucracy and unnecessary paperwork. "We're very engaged in the progress of every home," Zenios says.

3 Pillar Homes is creating a tracking system that will be available through their web site, so that people can obtain weekly updates on the progress of their new home.

To ensure quality and minimize errors, the sales, construction services and administration departments meet together weekly to scrutinize each construction project and review client needs. Each area then meets separately to make certain that best practices are used.

At meetings, Zenios often points out to staff that if they were a restaurant, they could have great décor, but it wouldn't matter if the food wasn't good. "We maintain quality from a production standpoint while growing to the next level, this gives us

a competitive edge," he says. "It's an ongoing, long-term effort, but I refuse to play any other way."

MBA builder

Born and raised on the Greek island of Cyprus, Zenios, the oldest of six children, was strongly influenced by his home-builder father. From the time he was nine years old, Zenios sat next to his father at company meetings and learned the skills of running a major building enterprise.

"My first MBA was from my dad,"

ABOUT 3 PILLAR HOMES

BIA involvement

- Member since 2000
- Registered Builder
- 2004 Parade of Homes builder
- 2004 winner of the Parade's Raymond Barry People's Choice Awards: second place for interior décor and third place for favorite home

Other distinctions

- 2004 Ernst & Young, Entrepreneur of the Year finalist
- Ranked 12th in 2004 Business First of Columbus's "Fast 50"
- Ranked 44th in 2004 Builder Magazine's "Fast Track 100"

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says Zenios. "He's a great friend and a great mentor to me. We are on the phone almost everyday and he flies here a couple of times a year and I fly down there a couple of times a year."

In 1995, Zenios came to the US to obtain a civil engineering degree at Ohio State University. Although he intended to return to Cyprus after graduation, he met his future wife, Matina Bouzounis, and instead chose to stay in Columbus. Today they have an infant son, Michael.

Seven years ago while working toward his MBA at Franklin University, Zenios decided to pay his tuition by "building a couple of homes." Soon he was running a thriving business. Zenios named his company for the three pillars that uphold

excellence: honor, quality and design.

3 Pillar Homes built their first Parade home in 2004, and they capitalized on the Sherman Lakes water theme by creating a Nantucket-style house that became a popular favorite. The home won second place in the Raymond Barry People's Choice Awards for interior décor and third place for favorite home.

"We wanted to do something that would stand out," says Zenios.

Their Parade home exemplified the way 3 Pillar Homes builds. They followed their usual game plan and designed it completely before handing it over to the superintendent. "We try to have everything planned out because you can eliminate most of the ambiguity and maximize the success by doing so," says Zenios.

According to Zenios, his Parade experience, "solidified us as a company." People who toured the home are still phoning to ask if the company can build them a house with features they liked in the Parade entry.

Highly-astute, with a clear vision of his company's direction and the drive and determination to meet goals, Zenios says part of his success is rooted in his unwillingness to settle. "I'm always looking to do better for our company and for my clients because that is a win-win relationship."

Among the company's upcoming projects are two single family developments: Summerwood in the Olentangy school district with 65 estate lots and Eastern Lakes, a 145-lot community in the Pickerington school district which breaks ground late this spring. 3 Pillar Homes is also planning to begin a 40,000 square foot mixed use development in downtown Powell, that will include retail and office space.

Zenios, who has a quick ability to move between cultures, maintains his connection to Cyprus through joint home building ventures with his father. "My ties with Cyprus are very important to me," he says. "It gives me the opportunity to visit my family often, and it also gives me an opportunity to be close to business on my home island."

Whether he's building in Cyprus or the US, Zenios says his company's largest role is bringing excitement to clients. "It's about what we do and what we create for the people that choose to build their home with us."



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3. The Shores

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4. North Orange

Olentangy Schools
Starting in the \$290's

5. Wedgewood

Olentangy Schools
Starting in the \$450's

6. Golf Village

Olentangy Schools
Starting in the \$380's

7. Summerwood

Olentangy Schools
Starting in the \$490's

Coming Fall 2005

8. Eastern Lakes

Pickerington Schools
Starting in the \$290's



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