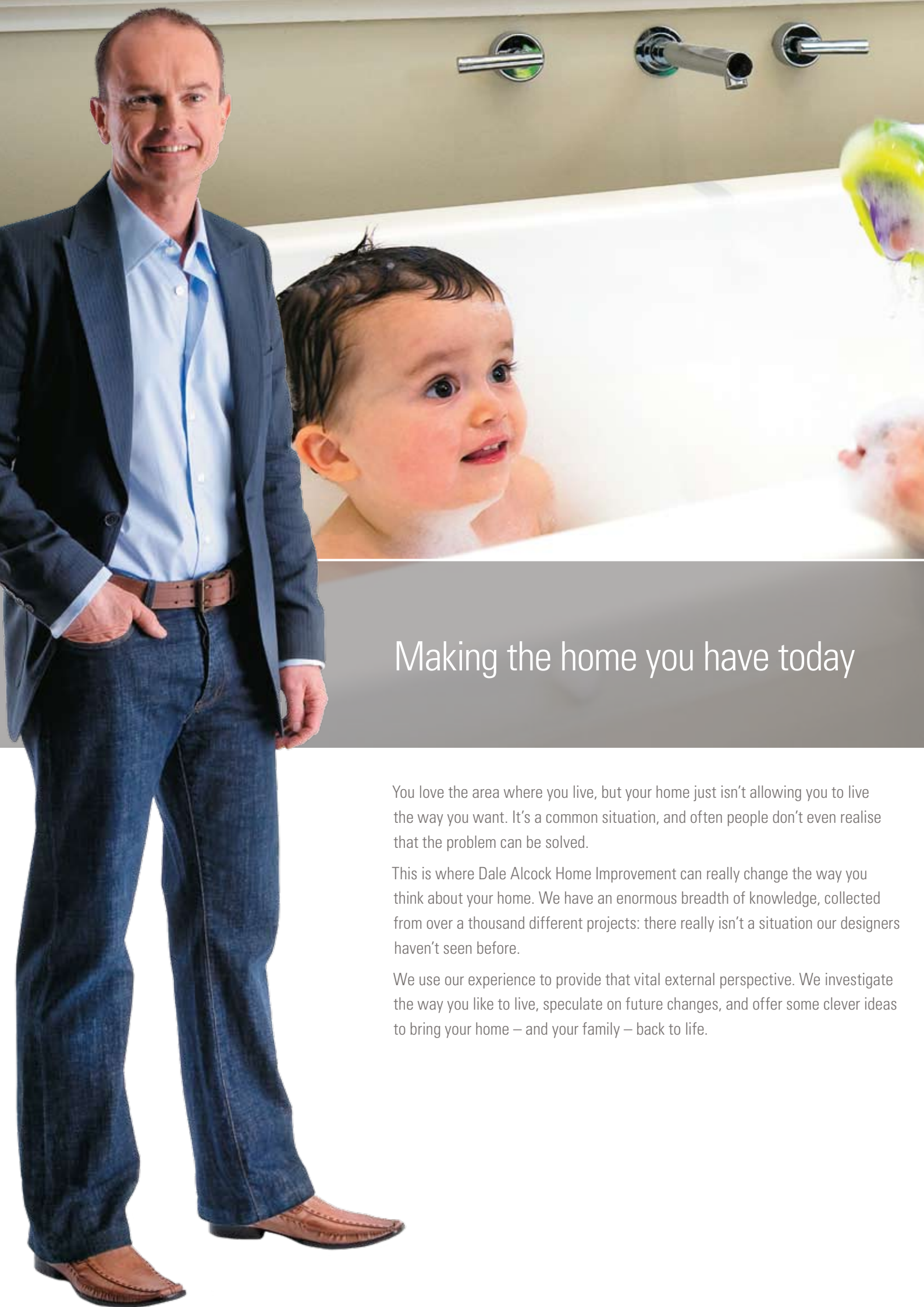


Home Improvement



FOR TODAY.
FOR TOMORROW.



Making the home you have today

You love the area where you live, but your home just isn't allowing you to live the way you want. It's a common situation, and often people don't even realise that the problem can be solved.

This is where Dale Alcock Home Improvement can really change the way you think about your home. We have an enormous breadth of knowledge, collected from over a thousand different projects: there really isn't a situation our designers haven't seen before.

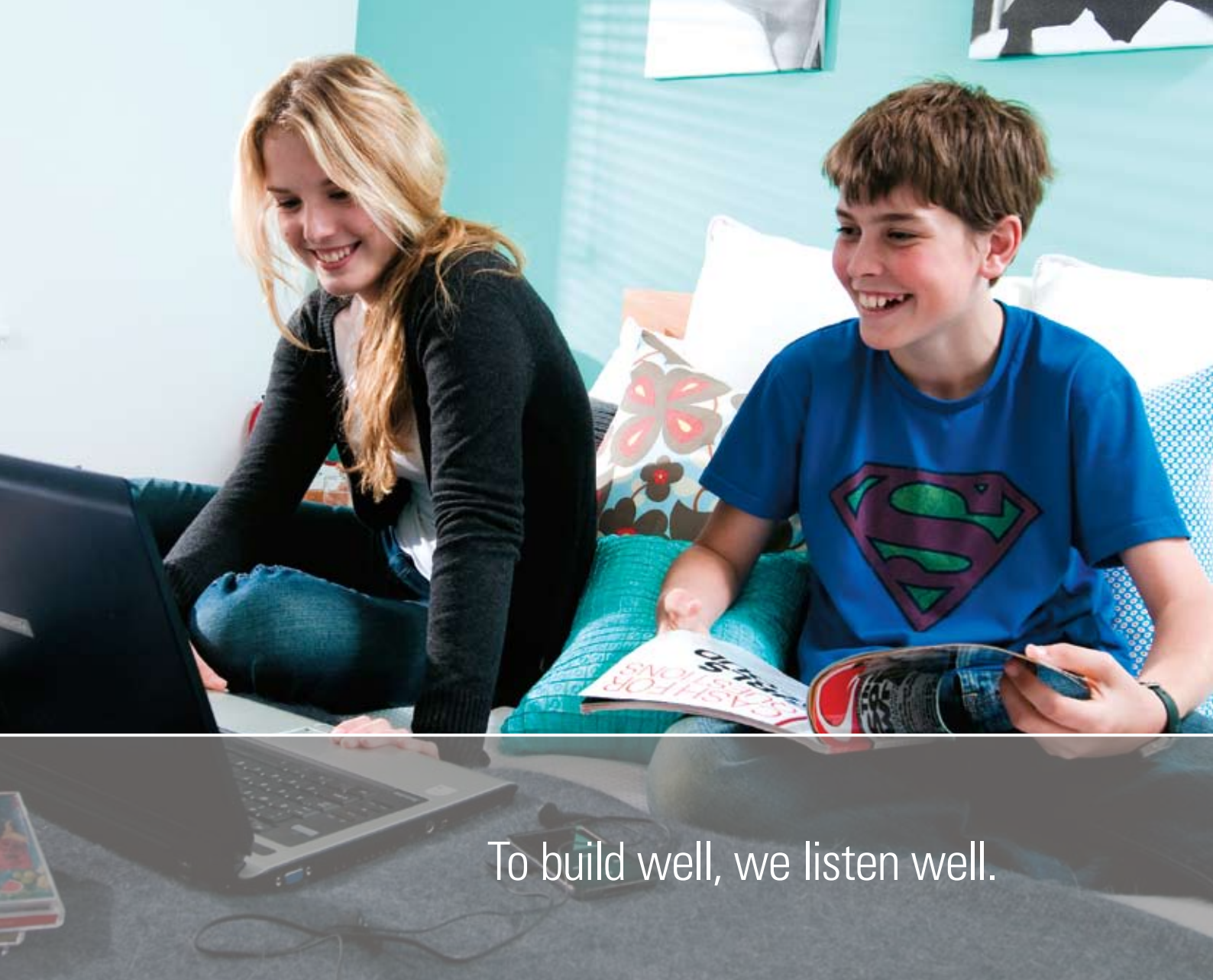
We use our experience to provide that vital external perspective. We investigate the way you like to live, speculate on future changes, and offer some clever ideas to bring your home – and your family – back to life.



perfect for tomorrow.

As we always say, real value isn't just about today. It's also about all the days to come. And that's especially true with home improvement and renovation, because it's all about taking your home into your future.

Our idea of value is making sure that our design and construction, while meeting your budget, also enhance the way you live. There's no point improving your biggest asset if you don't improve your life in the process.



To build well, we listen well.

The first step in improving your home is for us to call around and discuss your issues and the ideas you've thought about.

Our consultants then continue to develop ideas with you to find the best solutions for your individual needs. With the expertise we've developed over many years of solving design problems, we're likely to turn up a few insights that hadn't occurred to you.

Importantly, our award-winning designers ensure that proposed improvements not only look good, but make your home a better building for the future.

For example, our 'GreenSmart' accreditation means that we'll strive to reduce your design's environmental impact. We also employ passive-solar design principles to minimise heating and cooling costs for your home.

To conclude the design process, we'll draw up your house as it looks now and as it's going to look – without the dreaded architect's fee.





Our policy on money: no surprises.

Many of our customers tell us of their worries about a cost blow-out. We assure them that this simply doesn't happen with Dale Alcock Home Improvement.

Our size and financial strength allows us to buy services and materials at the best possible price. The more we save, the more you do, too.

Our thorough documentation and attention to detail help to ensure there are no budget overruns and there's an agreed finishing date.

Part of the reassurance we provide is that all of our documents are in plain language, so you always know exactly what you're getting before we lay the first brick.

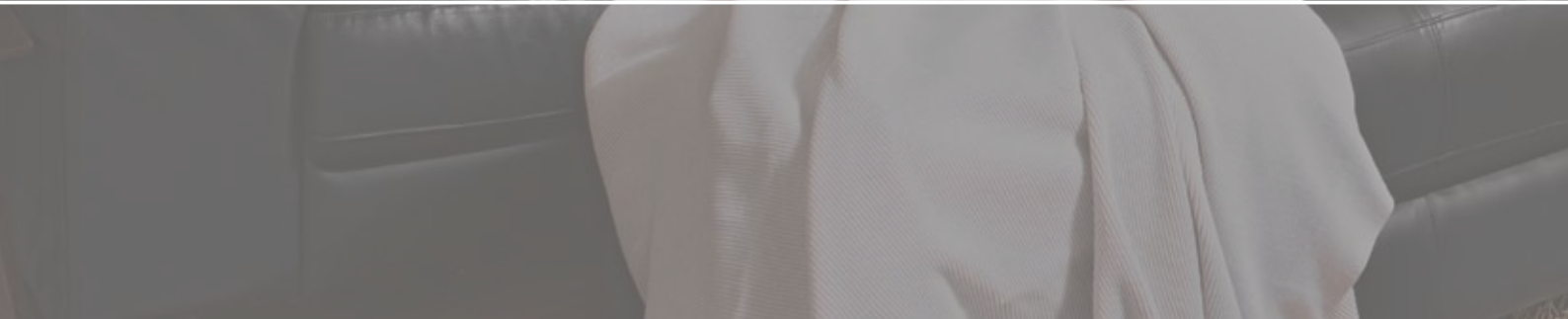


We can also improve your financing.

If you require finance for your project, we can help you find the best deal.

Our specialist Finance Division deals directly with over 25 financial institutions, so we can help find the best financial package to suit your needs. We handle your application, and deal with all the red tape. We find the best type of loan for you with the best rate. We can even approve loans or help arrange things with your own bank.

Because it's all about saving you money, this obligation-free service is available to you free of charge.





We'll extend your home, not your deadline.

At Dale Alcock Home Improvement, we don't just lock-in the start date: we lock-in the finish date, too. Then we do everything within our power to ensure this is met.

First, we take the time to organise and ensure all the materials and tradespeople are ready and in place so we're in your home for as short a time as possible.

As part of WA's leading home building group, we also draw on a large pool of selected contractors and tradespeople, so we always have extra resources we can call in to keep it on schedule.

All the while, we remember that it's just as important to maintain quality as it is to meet the deadline.





Improving your home shouldn't ruin your life.

Fear of endless disruption make the idea of home improvement a daunting thing for many people. We get it.

That's why we make sure unnecessary building delays don't happen. As part of WA's leading home building group, we always have a large pool of carefully selected tradespeople and contractors on call to meet the deadline.

Our tradespeople will also do everything possible to minimise the inevitable mess and the disruption to your life. For example, we build temporary stud walls and doors to help seal the rest of your home from dirt and dust. We waterproof everything. We make sure your services are always working after each day's work. We'll even put in a temporary hot water system if you need it.

We believe that a renovation should improve your life, not make it more stressful. But how do you live when the renovation is being done on an essential part of the home,

like your bathroom? Let's face it, you'll need to shower. You'll need the toilet. This is why Dale Alcock Home Improvements are the only builder to supply a mobile courtesy bathroom, which includes a shower, basin, toilet, heater and your own water pump.

If your kitchen is being remodeled, don't worry - you won't have to live on take away for months on end! We'll also provide you with a temporary kitchen until the new kitchen is ready. There's everything you need including a sink, cook top, convection oven and a hot water system, so you can still enjoy a home cooked meal with a minimum of fuss.

We think it's these innovative details that really make the difference, so your renovation is a great experience the whole way through.



Our reputation took years to build.

When it comes to building, it really is hard to improve on the Dale Alcock name.

Dale Alcock is WA's largest and most recognised builder with more than 80 industry awards and an unequalled 11 Golden Key Awards for excellence, the prestigious Boral Quality Builder of the Year Award and many other industry accolades.

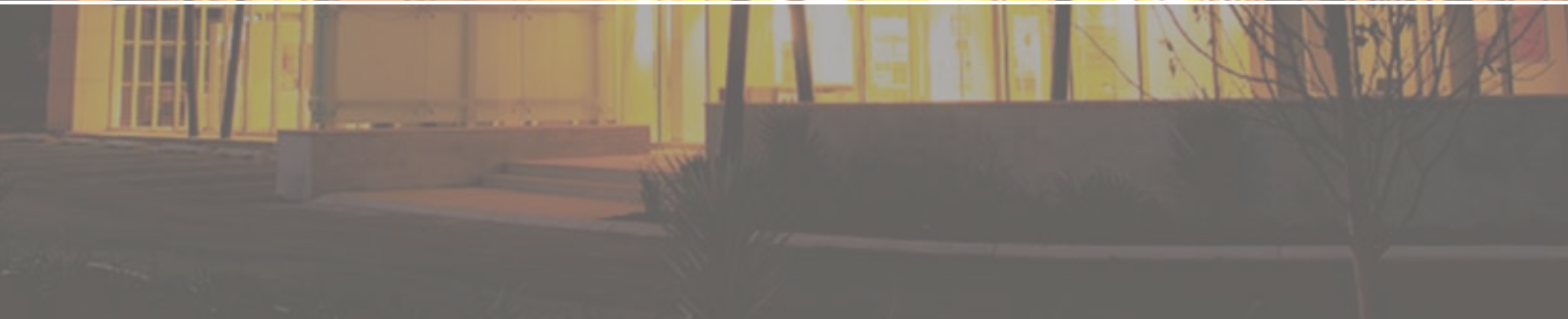
Of course, we're pleased with all this peer recognition, but only because it says we're continuing to meet the high standards we set for ourselves on every project.

Quality design and construction are the only way to ensure that your improved home will keep adding value to your life well into the future.



Why choose us?

- Award-winning design team.
- Award-winning construction team.
- Over a decade of improvement experience.
- Set start and finish dates.
- No hidden extras.
- Obligation-free finance service.
- Plain-language documentation – no surprises.
- All necessary home approvals obtained including town planning, shire and water authority, surveying and engineering, with all costs included.
- Your neighbours are contacted as a courtesy, prior to commencing work.
- Accessible project manager and supervisor.
- Specialised home improvement building systems to minimise inconvenience.
- Mobile courtesy bathroom and temporary kitchen available.
- Your home is always secure and your services always working.
- After-hours emergency line.
- 10-year extended and transferable structural warranty.
- 6-month service programme.
- Full-cover homeowner's warranty insurance.
- Energy-efficient design, environmentally-friendly construction, carbon-offsetting business.
- Dale Alcock is an award-winning registered builder and puts his name and reputation behind your home improvement.





We've even improved the process.

Dale Alcock Central brings together every part of the home improvement process in one, easy-to-view showroom.

There are more than 500 products and services here, providing maximum choice with minimum legwork.

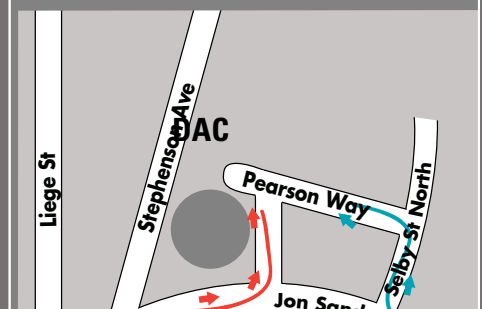
It takes the stress and hassle out of the product selection process.

Often the small finishing touches can be overlooked when you're improving your home. We reduce this possibility as every feasible component will be explored when you undertake your pre-start appointment.

Experienced consultants walk you through the options, helping you complete your fit-out just the way you want it.

This beautiful, modern facility is unique to Dale Alcock.

Dale Alcock Central



Directions to Dale Alcock Central when coming from Jon Sanders Drive, please turn into Selby Street North, then Pearson Way.

When coming from Pearson Street, please turn into Pearson Way.





Let's improve the Earth, too.

Dale Alcock Home Improvement is a member of the ABN Group of companies, encompassing all aspects of the property cycle.

The Group is dedicated to considering our wider responsibilities to the community and the environment.

We have committed to offsetting all of our CO₂ emissions with trees planted by Carbon Neutral.

The Group's offices and display homes use 25% GreenPower renewable energy from Synergy.

We have designed and built demonstration homes to encourage more sustainable buildings.

We promote the 'green' benefits of renovating rather than demolishing your home, allowing us to reuse and recycle existing materials and structures.

We also seek to contribute in other ways, such as our refurbishment of an outdoor area for adolescent patients at Princess Margaret Hospital.



Paul & Denise Pearson
Fleat

"Dale Alcock were brilliant. They made the process very simple."

David & Lisa Dann
Mt Lawley

"They gave us really good suggestions about designs and solved our problems."

Troy & Sophie Barbita
Mount Hawthorn

"We found the overall process very easy."

"It was a big extension with a kitchen, family room, meals area, alfresco, activity room, two more bedrooms, a laundry, a toilet and a carport. But Dale Alcock were brilliant. They made the process very simple – no problems at all, no major hiccups."

"The attention to detail was fantastic. We wanted to create more space and room and they gave us really good suggestions about designs and solved our problems. We also felt security building with a big builder with Dale Alcock's good reputation."

"We found the overall process very easy. There were no dramas, we were very happy with the service and everything went smoothly. They stuck to the timeline, there was no disruption to our daily life and, best of all, there was no cost blow out - what was quoted was what was achieved."



BEFORE



BEFORE



AFTER



AFTER

Aaron & Louise Grofski
Inglewood

"We chose Dale Alcock because it is so well respected and credible, and for their excellent design reputation."

Phil & Brigitte Cronan
North Fremantle

"Communication was spot on. Timing was spot on."

"We chose Dale Alcock because it is so well respected, credible, and for their excellent design reputation. Our designer was excellent and they were very accommodating. All our questions were answered and everything that wasn't clear to us was explained well."

"We were delighted with the entire service provided. Our supervisor was brilliant, great to deal with. The tradesmen always explained what they were doing, were very thorough and cleaned up well after. Communication was spot on. Timing was spot on. We were quoted 75 days and there were no delays."

Dale Alcock Home Improvement

1 Pearson Way, Osborne Park WA 6017 Telephone: (08) 9204 9000 Fax: (08) 9204 1860

dalealcock.com.au



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