

# How Harwood Design Builders Became an Award Winning Company with a Top-Ranked Website

Wayne Sage knows when to bring in a ringer. It's one of the qualities that makes him a successful business owner. When he launched Harwood Design Builders in 2006, Wayne didn't have a lot of time or money for marketing so he designed his own business logo and took care of the marketing and administrative needs himself. At night. Usually after already working a full day doing what he does best, building award winning kitchens, bathrooms, basements, additions, and more.

Something had to change. Wayne didn't have the time to properly market his business and marketing wasn't his primary expertise. He knew that if Harwood Design Builders was going to succeed, he needed some expert help.

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## A Chance Meeting

When he first launched Harwood, Wayne attended business seminars, including one for marketing that was taught by Christine Dubyts of Dubyts Communications. Christine impressed Wayne with her expertise and he kept her business in the back of his mind until he started looking for a marketing company to work with.

Dubyts Communications opened its doors in 1999. With her team, Christine provides full-service marketing expertise to her clients. Dubyts Communications provides the full spectrum of marketing services, from websites and signs to print marketing. Christine helps her clients decide where to spend their money. "It's where we have the greatest success with our clients," she says. Every entrepreneur has limited time and dollars to invest in business marketing. Christine ensures her clients never waste money. They get the most effective marketing solutions their money can buy.

Knowing Dubyts Communications and its reputation, when Wayne was ready for a marketing expert in 2008, he asked Christine to join the Harwood team. "I instantly thought of her."

They started small, with a yellow pages ad, business cards and letterhead. After their early successes, they moved into branding. Christine tweaked Wayne's self-designed logo and created a website for his contracting business.

The partnership was a success. Harwood Design Builders grows every year. Christine adjusts the website's writing for SEO (search engine optimization) every month. As a result, Harwood is consistently ranked in the top 3 for all of its Google search keywords. Christine also writes articles for the site and decides which print magazines Harwood should participate in.

It's all about getting the business in front of the right customers.

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## **A Relationship Is Built**

When asked about Christine, Wayne says, “She is part of my team.” Christine even joins Wayne’s conference calls to discuss his advertising needs. With her presence, Wayne knows the right questions will be asked. Every time.

When Wayne decided to enter the Sam Awards, presented by the Canadian Home Builders Association, Christine was there. Wayne and his team did what they do best, building quality living spaces, and Christine brought them to life. She created the portfolio that helped Harwood land in the Top 5 in Canada. In 2010, the Sam Awards named Harwood “Best Kitchen Renovation in Canada”. Wayne and Dubyts Communications have continued to work together and Harwood has multiple national and provincial awards to its credit. Two experts, focusing on their own strengths, made this happen.

Wayne says his association with Dubyts Communications is his “most prized relationship in the development of my company.” There are “so many intangibles that don’t show up on an invoice.” Christine helps his business through word of mouth and listings on her own website.

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## **A Change Maker**

What differentiates Dubyts Communications from other marketing firms? Two things.

The first is Christine’s holistic approach to marketing. “Most businesses don’t know where to spend their money. For example, a social media company says spend on social media. A web company says spend on your website. We know it’s not just one thing.”

When working with clients, “we evaluate their goals and target markets to decide the best places to spend and get the best return. We focus on an integrated approach vs. on one tactic or another.”

The second thing that Dubyts Communications does differently is focusing on just one type of business in an industry. Since Christine already works with one contractor, Harwood Design Builders, she does not take on any other contracting clients. This way, her clients know they get her full focus and all of her best ideas.

When asked to name the best project they have worked on together, Wayne suggests the Harwood website. “People are very flattering about our website. I used to phone her every time I got comments about the website. Now because I’m so busy and still getting so many comments, I don’t call her every single time.”

“She’s always thinking of ways to improve my business. She doesn’t just wait for the phone to ring. It’s nice to know that someone out there cares.”