

Designer Concrete Solutions turned to Marketing Stem

A concrete branding strategy was vital for Cambridge couple Mark and Kim Higgie when they decided to give their business a facelift a year ago.

That's why they turned to Marketing Stem, who came up with the fresh and focused Designer Concrete Solutions (DCS) brand to give them an edge in a competitive market.

As part of the new look, the Higgies also set their core company values in concrete, creating a team culture for their employees to work for, and believe in.

"Our core values are the four Ps – promptness, pride, professional and pro-active. Having this as our focus is helping us towards our goal of being the first-choice for any concrete solution," Kim said.

Concrete is a "one-chance" natural product - get it wrong, and the results can be disas-

trous, and expensive.

That's why the team at DCS are so committed to what they do. They want their clients to have the right finish, every time, at a price that won't blow the budget.

With more than 25 years experience as a concrete contractor, and Mark and Kim set up their own business 15 years ago, as Mark Higgie Concreting to serve the needs of the greater Waikato.

The nine-strong DCS team have gained an unsurpassed reputation for getting it right the first time. And if something does go wrong, which it occasionally can with a natural product, they endeavour to fix it promptly.

From driveways, decorative concrete and tennis courts, to commercial and agriculture jobs, there is no job too big or too small for Designer Concrete Solutions.



BRONWYN SLATER, Jonnie Boer, Colin Slater front and Tim Hansen.

Independent SJS Realty team has market edge

Personal service tailored for individual client needs is what sets the team at Huntly-based SJS Realty MREINZ apart.

Company director Sandra Stewart said her four-strong team has an edge in the market, because her business is independent.

SJS Realty sells property from "coast to coast", or

Whitianga to Raglan, and the team has 55 years experience in the industry.

"Each listing handled by our company is guaranteed professional attention. Franchise companies often are tied by set marketing concepts, and that is what sets us apart," Sandra said.

"We also limit the number of properties handled which allows

us to concentrate fully on the task at hand."

Each SJS agent has a large base of contacts, which is constantly in use when matching people with property.

"Each day brings a different challenge, that's what keeps us motivated and interested in the property scene and the way it is developing."