

Integrity built into the floor plan

BETH MUHLING

Integrity is given more than just lip service at Integrity Developments, it's an integral part of the business philosophy.

Director Kevin Ledger said the business, established in 1997, was built on the name.

"You can't give a business card out with 'integrity' on it then not follow that through with words and actions," he said.

He said he and co-director Stephen Burns were both carpenters and registered builders.

Before they met, Mr Burns was working for a WA developer and he was State construction manager for a big developer in NSW before moving to WA.

Both committed members of the Catholic Church, they met at a church community group and decided to go into business together. They had a similar idea of the working environment they wanted, one where negative humour wasn't banded about.

"We're in the business of building homes but also building people up," Mr Ledger said.

"We like to invest in our own people and give them the opportunity to improve themselves and their financial position."

The company specialises in



Company directors Kevin Ledger and Stephen Burns.

single and double-storey unit developments at three and four-unit sites and offers services from design through to colour co-ordination.

It builds in the \$250,000 to \$1.5 million bracket and completes about 45 homes a year.

Personal assistant Rochelle Rhodes said it was a "turn-key" service and homes came with security systems, reticulation, landscaping, air-conditioning and skirting boards.

Mr Ledger said the style depended on the budget and could be ultra-modern or conservative,

with no two homes being the same.

Whether for investors or owner-occupiers, they were built to maximise the potential for the clients. For example, investment homes would be built to be low-maintenance and achieve a good rental return.

"We look at it as if we're building for ourselves," he said. "We pride ourselves on the quality and attention to detail and the fact clients can deal with the owners of the business on a day to day basis."

Mrs Rhodes said the directors



One of Integrity Developments' homes.

had built up a strong relationship with subcontractors and many had worked with the company for years. And almost all jobs had come via word of mouth so they'd never had to actively market the company.

"For example, we did two developments for one client and he recommended us to his sister and we did a five-unit site for her," Mr Burns added.

Many subcontractors also recommended the company to their adult children who wanted to build, he said.

The company is based at

Integrity House and at the back is a community centre and auditorium owned by the company, which allows organisations, including a Christian youth group to use it rent free.

Other good works in the pipeline include the building of a charity home with the proceeds to go to humanitarian charities in WA chosen by staff members.

The company's new website, www.integritybuilders.com.au, will be ready by the end of next month.