

# G News

July 2016

Issue 2

*Guy Co*

The Guy Corporation

*...a refreshing experience in Home Building and Remodeling!*

Partnership with  
Indianapolis  
Monthly

Focus on the  
Economy

Have a Happy  
Independence Day!

**I.M. Dream  
Home 2017  
Edition**

*Honor & Integrity... A Foundation You Can Count On!™*





# Indianapolis Monthly Advertising Campaign

Our new marketing partnership has opened up more opportunities for GuyCo

## Indianapolis Monthly

GuyCo is working with Indianapolis Monthly for a new marketing campaign. There have already been three GuyCo advertisements published this year, and two more are to be published in the next few months. Watch for our ad in the August issue.

In the [2016 Indianapolis Monthly Home Magazine](#) (shown on the next page), one of our clients described the process from her perspective, and explains why she will never use any other contractor for her future projects.

In the May 2016 issue (shown on page 4), the advertisement explains the GuyCo brand and what sets us apart from the competition.

In the July 2016 issue (shown on page 5), each of GuyCo's employees is introduced, and it is explained how each of their individual qualities makes GuyCo better.

Our next advertisement will be in the August 2016 issue, and will let you know what is coming up next year. It's a big announcement, and you don't want to miss it. Make sure you grab a copy of Indianapolis Monthly if you aren't already subscribed so you don't miss out.



# DOING IT RIGHT

When Dr. and Mrs. Steven Levine decided to remodel their master bathroom their biggest decision—what remodeler to use—was one many homeowners face. Ultimately, the Levines selected Jon Guy of Guy Corporation (GuyCo) because every one of his references said they'd choose him again.

“To me that was the most important thing,” Niki Levine says.

The Levines had remodeled nearly “every square inch” of their home and had never found a contractor they'd use twice—until Jon.

Jon has 32 years in the business. In 2003 he founded GuyCo, which serves Central Indiana and the surrounding area. His mission: to offer clients a foundation of honesty and integrity they can rely upon.



“Consumers assume their contractor is looking out for them,” Jon says. “That’s not always the case, unfortunately.”

## Looking out for customers

So, what does Jon bring to the table?

- **Personal involvement.** Jon’s the project manager on every project. He’s on-site and makes himself available to consult with homeowners.
- **Vision.** Clients receive the benefit of Jon’s eye for design, expertise and years of practical experience. He assesses each project for creative and cost-effective ways to achieve his clients’ dreams.
- **Honesty.** Sometimes that means delivering unwelcome news to clients. Like when he

informed the Levines that transforming their main-level office into an enormous closet would decrease their property value.

- **Continuous communication.** Everything, down to the tiniest detail, is communicated via email. There’s little room for misunderstanding.

## A relationship based on trust

GuyCo has completed five subsequent projects for the Levines, including creating the awesome outdoor space the family virtually lives in. Next up: the powder room and two upstairs bathrooms.

“Jon’s the only one I’ll trust with it,” Niki says.

If you’re contemplating a remodeling project, give GuyCo a call at (317) 272-2236.

# Guy Co

THE GUY CORPORATION

150 Vista Park Way, Avon IN 46123

317.272.2236 [guycohomes.com](http://guycohomes.com)

Monday-Friday 8:00am to 5:00pm  
Saturday by Appointment Only







THE GUY CORPORATION

*Honor & Integrity...  
a foundation you can count on!™*



## Why GuyCo?

The GuyCo brand is your assurance of quality construction, superior design and award-winning customer service throughout the home-buying and remodeling process and beyond. You'll see the GuyCo difference at every step.

Our signature pledge is comprised of three basic key items: keeping promises, building a partnership, and our exclusive

limited warranty. Our Signature Pledge is your reassurance that you're making a smart decision and a smart investment.

GuyCo's commitment to quality is unmatched in the construction industry and we will display that by creating new homes and remodels that are comfortable, attractive and allow you ample opportunity to personalize your plan.

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## Meet the GuyCo Team

At GuyCo our entire team is dedicated to creating a stellar experience for our customers. Everyone takes great professional pride in doing the best job they can. A company's only as good as its people, and we've got the best!

**Jon Guy** – Jon has 32 years of experience in the construction industry, including 17 years with award-winning Dura Builders. When he founded GuyCo in 2003, a main priority was to create a corporate culture of honor and integrity. Customer satisfaction is more than a buzzword to Jon, who sets realistic expectations and safeguards clients' investments.

"If I look out for my clients, I'll be looking out for my employees, too," Jon says.

**Melissa Guy** – Since 1998, Melissa's learned from some of the best construction industry leaders. Today she combines her knowledge of design and product selection with an innate ability to create spaces that complement clients' lifestyles, personal styles and budgets.

"We feel the design of the project is the single most important step in the process," she says. "Because of our experience, we know better than to rush it."

**Aaron Stites** – For the past three years, Aaron's been using his Engineering Technology degree to create floor plans that help GuyCo clients visualize their completed space. He also assists clients with selections and oversees the completion of warranties. He's the guy who takes the worry out of the equation for clients!

"We let clients know about any foreseeable difficulties and outline the efforts we'll take to mitigate any potential problems before they happen," he says.

**David Hulsman** – David found his passion for carpentry 27 years ago and has been involved with remodeling projects and the construction of custom homes ever since. He's the detail man in charge of quality control for GuyCo—ensuring the job site is clean and the project runs smoothly and on time.

"At the end of the day I really enjoy seeing the progress I've made," he says.

*If you're looking for a building and remodeling team you can trust, give us a call: (317) 272-2236 or visit [guycohomes.com](http://guycohomes.com)*

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# Focus on the Economy

## The local Indianapolis Area Economy Is the Best It's Been Since 2006

### Good Signs

As the second quarter of the year winds down we in Indiana can look almost anywhere and notice that the economy is doing well. A couple weeks ago the federal government ranked Indiana's economic growth as #1 in the nation for the fourth quarter of 2015. Since 2012 152,000 jobs were added for Hoosier workers, which took the unemployment rate from 8.4% down to its current 5.2%.

Housing prices are up, and single family home starts are up from last year. They will likely increase even more because the supply of homes for sale are low. Nationally, there seems to be a dip in new starts for multi-family homes, according to Business Insider, but that was likely due to unusually high number of starts in April. The local industrial market is doing well. There are more warehouses and offices being built, and occupancy rates are higher than last year. There are very hot housing markets in certain areas, such as Hamilton County and Irvington. The average time on the market in these areas is less than six weeks, and some homes have been selling for more than the asking price.

The Federal Reserve decided to not raise interest rates in June, which means that interest rates will remain near historic lows for the time being. All of these signs point to an economy that is growing, and in Indiana at least it will hopefully remain that way.

### Have a Happy Independence Day!

The 4th of July is a time to gather with friends, family, and neighbors to celebrate the United States' birthday. Below are some events that coincide with the long weekend to help you get your fireworks fix. Click the links below for more information about each event:

July 1st: [Indianapolis Symphony Orchestra's Star Spangled Symphony at the Farm Bureau](#)

[Insurance Lawn at White River State Park](#)

July 1st: [Summer Fridays on the Farm at Traders Point Creamery](#)

July 2nd, 11AM-9PM: [Taste of Indy at Monument Circle](#)

July 2nd—4th: [Indianapolis Symphony Orchestra's Star Spangled Symphony on the Prairie at](#)

[Conner Prairie](#)

July 2nd—4th: [CarmelFest](#)

July 4th, 1-4PM: [Fort Benjamin Harrison Independence Day Social](#)

July 4th, 6:30-11PM: [Donatos Downtown Freedom Blast at the Indiana War Memorial and Museum](#)

July 4th, 4-10PM: [Westfield Rocks the 4th at Grand Park in Westfield](#)

July 4th, 5-10PM: [Noblesville Fireworks Festival at Noblesville High School](#)

July 4th, 6-10PM: [Geist Blast on the Bridge at the Geist Reservoir bridge](#)

July 4th, 7-11PM: [Party on the Plaza at Indianapolis City Market](#)



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