



Ricci Lumber Gazette

NEWS FROM THE RICCI LUMBER COMPANIES

Building a Business

Working with Ricci Lumber is just one of the many ways that Bob Dockham of Dockham Builders in Stratham, New Hampshire keeps his business at the top of its game.

For Dockham, building his business is not just about gaining new clients and new projects, but also about providing new training and education for his crew. Along with attending trade shows and courses himself, he also makes sure his crew attends carpentry programs and product courses to ensure they are on top of the latest technology.

"I want us to be up to speed on all the latest high-tech products in the industry," he says. "Nothing bothers me more than when a customer calls asking about a product I don't know anything about."

That scenario hasn't happened very often since Dockham founded Dockham Builders in 1988 because, as he says, "I've had a love for woodworking since high school."

Today, his company has a crew of ten, including his office staff that makes sure customers receive prompt service and all projects are scheduled in advance.

"We're different than other general contractors because we have our own crew," says Dockham. "Of course, we also work with a great list of subcontractors, who are very reliable."

Dockham is very concerned about the reliability of his entire crew, and he often asks his customers for feedback.

"I want to know how we're doing out there," he says. "It's important to hear from our customers. And, the good news is: we get a lot of compliments."

The majority of Dockham's work is additions and remodeling with a mix of custom homes—although, Dockham hopes to continue to expand the custom

home portion of his business. His company's work can be seen throughout, the Seacoast, southern Maine and as far south as Newburyport, Massachusetts.

In one 5,400 square-foot custom home in Portsmouth, Dockham and his crew are employing new technologies in electric innovations and a new geo-thermal heating and cooling system. Other projects are simpler, such as apartment to condominium conversions.

"With a lot of conversion projects, the market is getting saturated with them," he says. "But, our addition and remodeling business is strong. Because of the variety of our projects, we're set up to remain busy even when portions of the market are soft. And, we're starting to see more growth in custom homes."

Dockham credits Ricci Lumber with helping his company remain competitive.

Referring to his Ricci sales rep, "I've known Alan Beasley since his days at Grossman's—that's a long time ago," Dockham says. "We have always had a great relationship, so we started working with Ricci. They've given us some very competitive prices.

"I get most of my supplies from Ricci – from framing to finish – unless a customer has a unique request, and they don't carry a certain product. But, that doesn't happen very often."

Moving forward, Dockham hopes to continue to grow his business and is confident in his business plan.

"Even though I stopped swinging a hammer a while ago to concentrate on running the business, I feel we're in a good position to continue to grow."



PHOTO: DOCKHAM BUILDERS

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