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MARCH/APRIL 2013



WIGHTMAN CONSTRUCTION INC.

*Core Values Guarantee
Great Results*

By Judy Kirkwood

"We make a living by what we get. We make a life by what we give."

You can tell there is something different about Wightman Construction, Inc. by checking out their website at WightmanConstruction.com. Each section has an inspirational quote that can be read as a signpost of Chuck (Charles) Wightman's approach to construction as well as his philosophy of life.

The first thing you see on the site is "Lead by example, believe that nothing is impossible and inspire others to do the same." The quote ends with "Our unwavering commitment to core values empowers us to create relationships as timeless and flawless as our projects."

Mr. Wightman wrote almost all the web content himself based on affirmations he uses in his own life. "You see, when your business foundation is anchored in place with morality, humility, and core values," Chuck says, "Doing the right thing is just automatic. People take notice."

Yes they do.

The new website took off immediately with an amazing number of visitors from the first week it was live in January of 2013. But Chuck has been attracting clients to Wightman Construction, Inc. for decades by treating them like he would want to be treated.

"We have a saying," notes Chuck "There's right and there's everything else. My approach is to do the right thing always." That way, everything turns out as it should and everyone is happy.

Wightman Construction, Inc. has been creating and renovating world-class homes in South Florida, from Palm Beach County to Key West, for twenty years. Many of the homes belong to clients who are at the top of their fields: celebrities, CEO moguls, and entrepreneurs in a number of different areas.

Thankfully, his business did not suffer the same economic woes that other construction businesses did. "I decided I didn't want to participate in the downturn. My net and gross went up. People who have money still had it, but they were looking for more for what they paid." Wightman Construction, Inc. could offer that inherently in their service because of their good relationships with their team of experts.

Raised in the Florida Keys, Chuck was fascinated with how things work and with building things since he was a child. "Construction picked me," he says. After almost a decade of apprenticing and project management, Chuck and his wife Diana formed Wightman Construction, Inc. in June of 1993, continuing to design, build, and remodel in the Keys. In 1998, they relocated to Palm Beach County and were able to quickly assemble a top team of craftsmen as well as Realtors, Architects, and Designers. "I wanted my team to have the same goals and aspirations as I have," says Mr. Wightman. I am truly blessed with my ongoing success, which has afforded me the opportunity to build and maintain great working relationships and keep my network of teams loyal to me."

"Everyone has a horror story about Contractors and construction," says Chuck. Many of those stories revolve around a project where

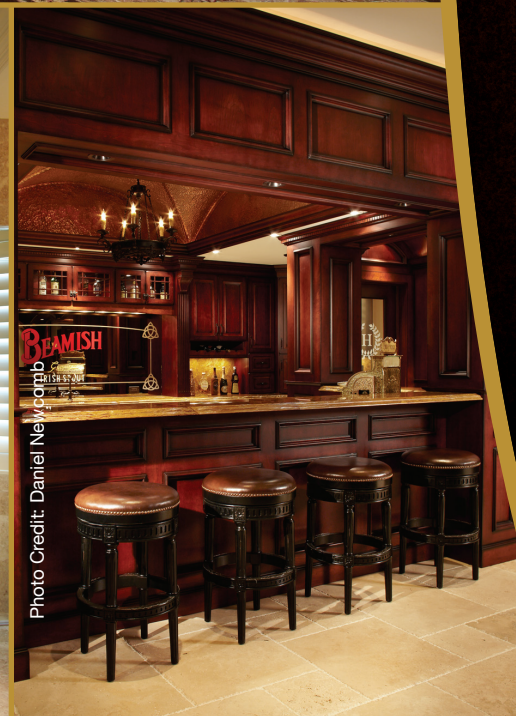


Photo Credit: Daniel Newcomb

costs spiraled out of control. “Most overages in construction are related to poor contracting upfront or not having a clear vision of the project,” says Chuck. Wightman Construction, Inc. provides a sample of their estimate and change order forms right on the website. They micro-manage finances the same way Chuck supervises each part of the construction process daily.

Chuck has an intimate working knowledge of every aspect of construction due to his fascination with and hands-on experience of every phase of building. “I long to accomplish a great and noble task,” reads one of the affirmations on the Wightman Construction, Inc. website, “but my chief duty is to accomplish small tasks as if they were great and noble.”

Kyle and Andrea Hodgens note that Chuck showed up “more prepared than a top tier defense lawyer,” and it “really only got better from there.” Chuck keeps clients in the loop during every phase and is involved with every subcontractor, craftsmen, and laborer every day. (He even knows how to keep the neighbors happy, mentioned one client, while they are surrounded by dust and noise during the process.) “What we ended up with is the most beautiful, unique, detailed and well built home that I could ever have imagined,” say the Hodgens. “I’ve had other contractors, jaw agape, marveling at Chuck’s work.”

Almost all of Chuck’s business comes from referrals and repeat clients. Paul and Leslie Geller, for instance, used Wightman Construction, Inc. for a major outdoor project that involved relocating and expanding a swimming pool and constructing a deck and driveway, fireplace and outdoor shower, and kitchen pergola. They were so pleased that they then used Wightman Construction, Inc. to build offices and a conference room at Paul’s law firm.

“Whether my clients spend \$200,000 or \$2 million, they are ecstatic at the end because together we have created something the owner is proud of,” says Chuck.

A big turning point for Chuck in his life and his business was dealing with thyroid cancer five years ago. It had metastasized to his lymph nodes and he spent a year having major surgeries and attending to his health. “It made me look at my life and what I do and don’t want to do. I realized it was not about making money, but about enjoying the relationships with the people around me.”

“I wanted to stay positive and surrounded myself with positive things. I didn’t even watch the news. Instead of crime and drama shows, I watch comedy shows. I decided I didn’t want to be part of the negativity. I don’t work with people who feel the world owes them a living anymore. Life is too short. I had met many people over the years through charity work and other activities, but not everyone was supportive during my illness. Those who stuck around were the people I could count on. I don’t tolerate ‘fake’ relationships anymore.” Chuck conducts himself with integrity and expects the same from colleagues and clients.

Everything that Wightman Construction, Inc. will do for you is clearly mapped out if you take the time to get to know Chuck in person or through his website. “Leadership is doing what is right even when no one is watching.”

“From the very first meeting I knew we were dealing with someone special in Chuck,” the Hodgens say in their testimonial.

Yes they were. **{stb}**

