

The House that HUNTER PASTEUR BUILT



A life-long resident of metro Detroit, Howard Gitler began a part-time summer job in the homebuilding industry 20 years ago while working his way through Eastern Michigan University. After graduation, he started with a local residential development company. "I worked my way up to area manager, and eventually partnered with my friend Randy Wertheimer to start our own residential development company." Several years later Randy and Howard partnered with Adam Chayet to create Hunter Pasteur Homes. Today, Hunter Pasteur Homes has developments in South Lyon, Commerce, Ann Arbor and Lake Orion, and they have their eye on expansion.

Affordable luxury is not a paradox for Hunter Pasteur Homes. "We take great pride in all aspects of our homes' development, design and building process," Gitler explained, "and we look at each part of the business as though we were building the community or home that we would want to live in." This fanatical commitment to quality is visible in the features included in every home built by Hunter Pasteur. Many high-end amenities, such as upgraded bathrooms, custom closets, gourmet kitchens, granite countertops

and hardwood floors, come standard. "Our standard feature package is unrivaled," said Howard proudly. "We even give all homeowners the choice of a free finished basement or morning room." The truest sign of luxury, however, is customization. Howard recognizes that every person's dream home is different, so Hunter Pasteur works one-on-one with each home purchaser to make custom modifications to their home. "Our personalized sales experience allows every buyer to really get their dream home," he said.

So how does Hunter Pasteur make the dream of building an affordable 'dream home' possible? A great team is a great starting point: "We believe strongly that everyone in the company regardless of position is treated equally," said Howard, "and ownership is willing to do any task necessary to get job done to highest quality standards; furthermore, we believe that every person working for our organization plays a critical role in our overall performance and in our ability to grow the business and create satisfied homeowners."

It takes the team's whole focus and incredible operating precision to make luxury attainable for the average Michigan homebuyer. Tight

"Ownership of one of our homes is the driving force behind all aspects of our business. We stay in close contact with all of our home purchasers and make ourselves accessible 24 hours a day to ensure they get the home of their dreams."

— HOWARD GITLER
OWNER, HUNTER PASTEUR HOMES

quality control, an efficient production schedule, and innovation are all factors that contribute to Hunter Pasteur's success. One innovation in particular is the company's decision to hire out the management of their home warranty operation. For a homebuilder, dealing with warranty claims can sap a lot of their company's time and resources, forcing them to create and maintain costly infrastructure and dividing their focus from delivering the best possible product. Howard found a way to ensure that customers got the best warranty service possible while keeping his team laser-focused on building high-quality homes. "We were one of the first regional builders to subcontract the management of our home warranty operation to a third party company. This innovative approach is the best of both worlds: it allows us to focus on the build process and gives homeowners peace of mind and excellent customer service."

As a Michigan native and owner of a regional company, Howard says he has been a proud member of the Homebuilders Association of Michigan for the past 15 years. His belief in the importance of the association is so firm that he reports, "All partners in our company are members in the Homebuilders Association. We feel the association plays critical role as an advocate for our industry and we are proud to support the local and national homebuilder associations."

Howard says that the most rewarding experience of his job has been the relationships with his community: homeowners, township officials, trade members, and employees. "We have been fortunate to build and maintain long term relationships with many of the people we've come across during our 15 years in business," he said. Goals for the new future include expansion: "we want to constantly be pursuing new opportunities. Moreover, we are always looking at our business from a 360 degree perspective, seeking ways to improve and innovate on a daily basis." As Hunter Pasteur Homes looks to continue growing in a resurging Michigan industry, Howard says that the key to future success is integrity: "We do what we say we are going to — always! That is a pillar of our business philosophy." Michigan can expect to see more great things from a company that has broken the mold and brought together two. ●

