

SGS and Horst: A Recipe for Success and Very High Client Satisfaction



Start with a seasoned professional in global banking; add extensive real life experience building banking branches, computer centers, and office buildings; and mix in operations management for senior housing projects throughout the country. What you get is a lifetime of rich experiences that qualify Bruce E. Garner, Managing Principal, SGS Architects Engineers, Inc. for just about any project you might consider.

Bruce originally came to know the executive team at Horst while building and remodeling the 53 branch offices that comprised the former Commonwealth National Bank. Almost 40 years later, he considers Horst to be a steadfast, recognized leader and trusted partner in doing things the right way, as well as an advocate of the Design-Build method of construction.

“Horst is comprised of honest, straightforward, transparent people. We’re very compatible and have a common interest in developing long-term relationships with a focus on the customer.”

Bruce describes the relationship with Horst, “SGS has worked with Horst on many projects—Lebanon Evangelical Free Church, Goodwill Fire Company, and Black Rock Retreat—to name a few. Without the cooperation that has existed over the years between SGS and Horst, many projects initially considered would never actually have been built.

When speed bumps and hurdles naturally occur, we are like-minded and can resolve issues quickly and with confidence. In my experience, Horst is comprised of honest, straightforward, transparent people. We’re very compatible and have a common interest in developing long-term relationships with a focus on the customer.” One example Bruce provided of this collaborative model was a past client who is a large area developer of office buildings and shopping centers. “They let us know they were interested in exploring the senior housing market. We arranged for them to meet with Horst because they intimately know and understand that market. This conveys to our client that we have the greatest respect for Horst and a lot of confidence in what they do—they *should* be talking to them if senior living construction is their intent.

Another example is a fire company client who asked for the assistance of SGS in selecting a quality contractor. “We brought Horst to the table based on their background and the experience we’ve had with them. They do a really nice job in presentation and were a perfect fit.”

Shared Mindset

One major area that links SGS and Horst Construction is their shared mindset and understanding of the Design-Build delivery method and what it can provide to their clients. Bruce comments on Design-Build, “The key to getting away from a low bid mindset is education. My firm has always been a strong advocate of the Design-Build delivery method. It’s not unusual for us to have a conversation with a client about the traditional methodology (Design-Bid-Build); however, we have been very successful in educating clients on the merits of Design-Build—a philosophy that ties in very nicely with that of Horst.

When we have the opportunity to convey the benefits, we have a high level of success with clients accepting that methodology. To us, the reasons are obvious: You get very good pricing, competitive bidding on each component, and the opportunity to select the *most qualified vendor*. In our eyes, it’s the only way to build a quality building, maintain and grow good relationships, and leave with a satisfied client you can reference.”

While Horst may have a proficiency for Design-Build work, Bruce shared, “We have also engaged Horst with estimating services for projects that are going to be competitively bid, not Design-Build. For those, we hire Horst and their estimating staff to create a cost estimate that allows us to provide good, meaningful numbers for our customer.”

“We arranged for them to meet with Horst because they intimately know and understand that market...they should be talking to them if senior living construction is their intent.”

About SGS Architects Engineers, Inc.

Incorporated in 1985, SGS offers comprehensive architectural, engineering, and construction management services including design, engineering design/analysis, programming, prototype development, demographics evaluation, and permit acquisition. SGS provides its comprehensive services to a diverse group of clients, including Fortune 500 firms. The firm’s award-winning work includes new projects, restorations, alterations, feasibility studies, consulting, additions, site selection, project management, handicap accessibility studies, and interior design.