



BEN TRAGER
HOMES

WHO IS BEN TRAGER?

Ben Trager has grown up around home building, with his parents running their own building company, which is still going today after 35 years. Ben started his first business when he was 19, and even at that early age he already had a clear passion for innovation to deliver more efficient, better, more cost effective building solutions.

That first venture specialised in developing steel wall frames and roof trusses for the WA building industry, and Ben received national recognition with a high commendation in the Endeavour Awards Young Manufacturer of the Year. The awards recognised Ben's continual investment in new technologies, his ongoing pursuit of more streamlined and efficient fabrication processes, and his attention to new opportunities.

Ben Trager Homes allows Ben to bring his passion for process improvement and efficiency, ideas and experience from manufacturing and commercial building, and his deep knowledge of the residential housing industry all together in one place, to deliver a beautiful, custom built, personalised home, in the most cost effective way possible. By applying challenging ideas and technologies, Ben Trager Homes is able to deliver a new home at a price point that has sent a shockwave through the two-storey housing market.

"Market forces and affordability pressures are causing land developers to reduce average lot sizes across Perth," said Ben. "Smaller lots mean clients who want to trade up to something larger are considering two-storey homes more than ever before."

"Many customers don't realise a quality two storey home is an option they can afford. Our innovative use of building materials and processes enable us to deliver a significantly better product at a price that was previously unachievable."

"We find most of our customers are buying their second or third home, they have a good idea of what they want, and they appreciate the combination of quality and value we offer."

Driving innovation is not just about technology – Ben also invests in people, and was an active advocate as Vice-Chair of the Housing Industry Association's (HIA) Training Committee. This comes through clearly in everything Ben does. He has a very definite view about the level of customer service and values he requires from his team when they represent the company with his name on it.

**"Many customers
don't realise a quality
two storey home is an
option they can afford."**

Training is an important part of the puzzle. Another is making sure his team is made up of the right people, who share the Ben Trager work ethic and values. Ben believes strongly in finding promising talent and providing opportunities to help them grow. This applies to his team inside the business and also extends to Ben's choice of suppliers. He likes to find and support other up and coming WA businesses, with a similar attitude and set of values.

To see all these factors come together – innovation, technology, efficiency, people and training – you need to visit a Ben Trager display home. The quality in every fixture and fitting, and the attention to detail in every part of the design reaches a level you would expect at a much higher price point. The display home is the physical expression of Ben Trager's one goal: to deliver top quality homes to the people of WA, at a price you can afford.

To experience this for yourself, call Ben Trager Homes
on 9242 0999 or visit a display home today.