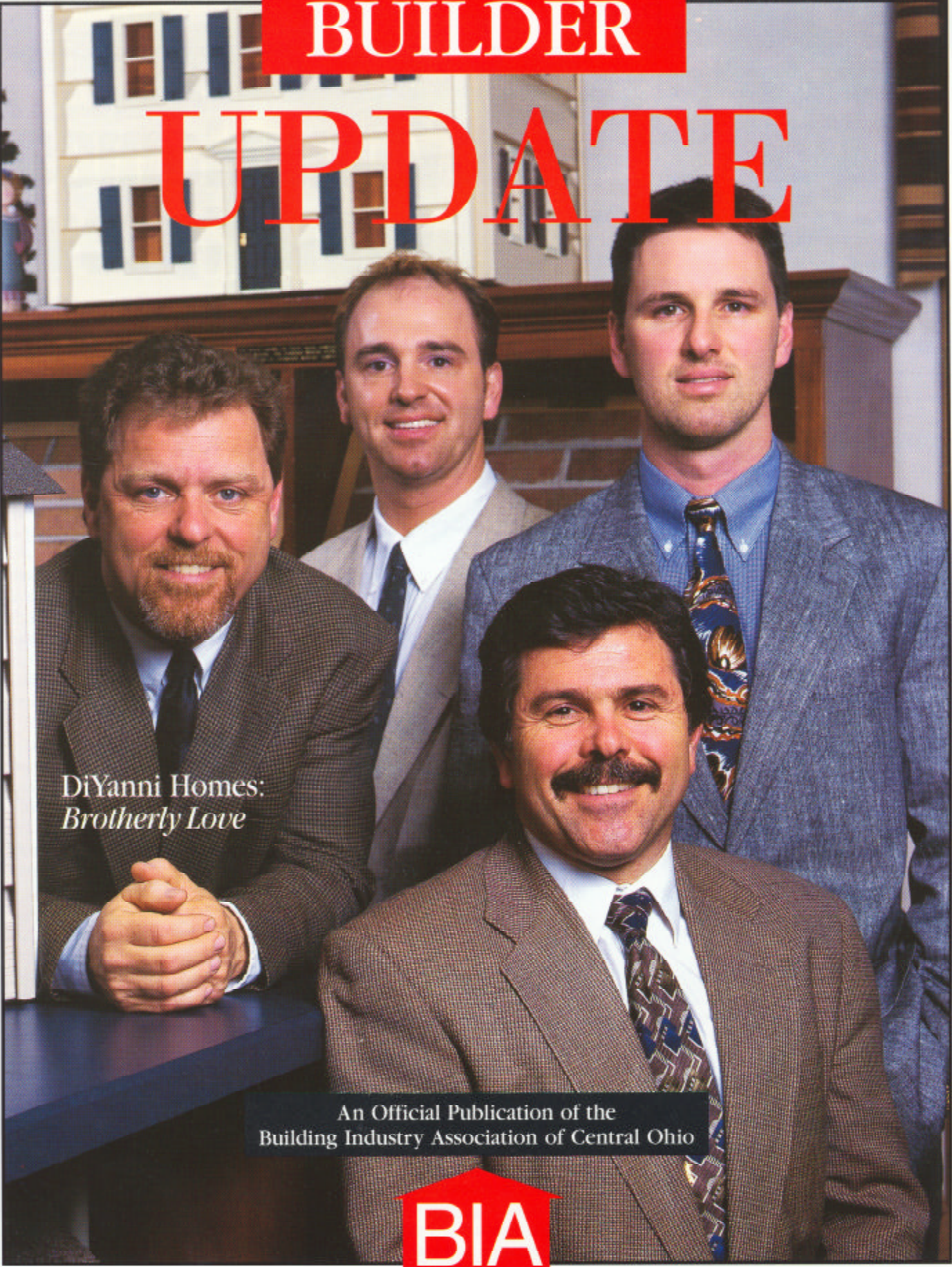


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DiYanni Homes:
Brotherly Love

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DiYanni Homes: Brotherly Love



Clockwise: Daniel, Raymond, Philip and Henry DiYanni

It's a management fundamental that organizations tend to reflect the outlook of their leaders. The DiYanni brothers radiate openness, faith and enthusiasm, and so does DiYanni Homes.

The four brothers work together – and love it. Originally from a family of twelve children, Henry, Daniel, Philip and Raymond have created a successful operation based on the stability of their family ties.

“Most people ask, how do brothers work together,” says Raymond, “and we look at them and say, how do you do this without brothers?”

“We get to bounce ideas off each other every day,” explains Daniel. “And after a rough day, we share and support one another.”

Philip says that he and his brothers would enjoy anything they did together, whether it was flipping hamburgers or making pizzas. “I get up every morning and get to work with my brothers. You just can't believe how much fun we have,” he enthuses. “When I get disparaged, I have three other guys who say, come on, it's not so bad, lighten up.”

The brothers talk things through at weekly meetings,

and their mutual respect and understanding runs deep. "There isn't one person who says, this is the way it's going to be," observes Henry. "It really is a true partnership."

We are family

The fourth generation of their family in the construction business, the DiYannis absorbed their knowledge of building during childhood. "We built almost every house we lived in as a family," says Raymond. "I got my experience at a really young age, we all did." Growing up in New York and New Jersey, the brothers have happy boyhood memories of spring days spent laying concrete.

One by one, the brothers relocated to Columbus from the East Coast. Daniel worked for a highway construction firm after he moved to Columbus to join another brother, a minister. Younger brothers, Philip, a paramedic who once worked as a firefighter, and Raymond, who built his first house at nineteen, arrived with their parents. The oldest brother, Henry, an IBM manager and a home builder, arrived next.

The brothers founded their semi-custom home building company in the mid-1980s. "Our father taught us how to build houses," says Philip, "but it was the four of us, really, who decided, let's make a company out of this and see if we can grow it."

Today, the brothers work together as a seamless entity, but they each have their own areas of expertise. Company president, Henry, directs sales and marketing. Daniel, vice president and CFO, analyzes company finances and provides the creativity in deals, negotiations, land acquisition and development. Philip, company secretary, runs the production department and oversees the construction cycle and warranties. Raymond, treasurer and number cruncher, handles all purchasing and estimating. A sister, Mary, also works for the company and is active in marketing and managing the

design center.

All the DiYannis exude a fresh excitement for their business; whether they're talking about framing, home design or bulldozers, they sound as if they can hardly wait to burst out of their offices, hurry to a home site and grab a hammer.

The brothers acknowledge that it's difficult for them to stay away from the office. "The construction business is high adrenaline," says Daniel. "It's an incredible rush building anything. The idea of retiring is almost out of the question. I can't live without that rush."

Creative homes

Headquartered in Reynoldsburg, DiYanni Homes primarily builds in eastern Franklin county. Their homes run the gamut from efficient ranches to two-stories complete with gourmet kitchens and mother-in-law suites. Reasonably priced homes from the \$120s to \$300s are a factor in making DiYanni Homes one of the area's ten largest builders.

The brothers are well-known for adding unexpected, livable touches to their homes. These include family-friendly kitchens with angled islands, window seats and cozy foyers with benches. Many of the DiYannis' ideas originate from Henry, who specializes in exhaustive research. "When we design a house, he has all these great ideas," says Daniel. The brothers work together to refine the concepts.

DiYanni Homes' creative designs have won them popularity at the Parade of Homes; they are three-time People's Choice award winners. One example of how the DiYanni Parade homes' originality propelled them to the top was a Parade entry made memorable because of a subtle omission - it didn't have a living room. Surprisingly, no one missed it, because they were too dazzled by the huge family room/kitchen/dining area.

The DiYannis say their Parade homes have brought them both recognition and buyers. Although they have not had a recent Parade

entry, the brothers still meet people who tell them how much they loved their Parade homes.

It's all relative

The DiYannis believe that the care and respect they give their customers is an extension of the care and respect they have for each other. "We have a tremendous relationship," stresses Philip. "These are the best people I can imagine being with and I think I'm very privileged to work with these genuine, hard working, qualified, very smart individuals." He points out that the brothers' relationship stems down to the way they treat customers. "I feel that's a tremendous value that we have as a company."

Philip also points out, "We strive to employ innovative and intelligent people, passionately committed to excellence. We believe the combined efforts of our outstanding employees and trade partners have been key in making our company a success."

The brothers take their cue from their parents, who brought them up with a strong faith and work ethic. The DiYannis' upbringing emphasized honesty and respect. The brothers mesh these values with their business, and the result is a company that prizes integrity. Listening is another trait that the family appreciates. Whether it's absorbing attendees' comments at the Parade, talking to prospective home owners on a site, or networking at a BIA event, the brothers place a high priority on being open to other people's ideas.

"We treat others the way they want to be treated," says Daniel, "and we try to do that with our associates. With us, there's not a lot of ego. We're down to earth, real people."

"It still amazes me that we turn a pile of wood into a home where you're going to see kids in the yard, people talking to their neighbors," says Henry. "It's all worth it when you hear people say, I love my home."