

AMERICAN HOME DESIGN



SALES
CONSULTANT
OF THE MONTH
BRITTON FELBER
BRIAN SHAPER

RainSoft®

DEALER PROFILE

American Home Design:
Nashville, Tennessee

DEALER PROFILE:

A PURELY BETTER EXPANSION FOR HOME IMPROVEMENT



American Home Design has completed over 80,000 projects for customers throughout Tennessee, and they have been purchasing RainSoft systems since 2014. The company now employs about 200 people.

Don Bruce is a man on a mission. Day and night, the founder of American Home Design (AHD) in Nashville, Tennessee, is busy growing his business by satisfying customers and adding more employees. During his free time, you can find him giving back to the community by flying medical missions in his private plane or volunteering time with a local prison ministry and mentoring program.

Don started his family-operated home improvement company in 1977. To date, AHD has completed over 80,000 projects for customers and has been recognized by Qualified Remodeler magazine as Nashville's no. 1 home improvement company for many years.

"We felt like if we could take a good home improvement product and do a good job, that concept would be a win and it has been," says Don. Soon after he graduated from the University of Tennessee in 1974 with a degree in marketing, he began learning the replacement window business at Alside, the home improvement division of U.S. Steel.

"They had a great team teaching people how to sell the product with best practices, but the customer became the second choice. When I started AHD, we placed the customer first and instituted a program where we guaranteed our work as long as you owned the home. Our philosophy is to give customers more than they expect, and all of our employees have bought into it."



The American Home Design executive team includes, from left to right: president Allan Ross; CEO Don Bruce; vice president of Marketing and Administration Mikele Goodchild; vice president of Sales Jake Anglin; and vice president of Finance Gregory Huffine.

From siding and window replacement, Don led AHD into the world of bathroom remodeling and outdoor living products to enhance homeowners' backyards. In 2013, he was attending a three-day Dave Yoho Home Improvement Management Summit in Chicago. By chance, he sat next to RainSoft GM and sales leader Andy Palframan.

"I was impressed with Andy and what he said some of his dealers were doing," recalled Don. "We are always looking for new products, especially those we can install quickly. RainSoft is sold basically the same way we sell our other products, but the lead is generated a little different. It was very intriguing to me so we bought a local dealership in 2014."

AHD has grown to approximately 200 employees in Nashville, Knoxville and Chattanooga. RainSoft products account for a healthy 25% of the business, and sales through leads from local Home Depot stores are impressive with year-over-year increases. He attributes the lucrative water program success to a combination of things.

"Calcium and hardness is a big reason why we sell RainSoft products, and there are many chemicals and bacteria that can affect water. We can sell a job tonight and about 80% of the time it's installed the very next day. That's unheard of in our business but we do it every day."

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Don Bruce, Founder of American Home Design

"I think one of the things that drives me the most is how satisfied the customers are. The beauty of it is they really love this product. They just feel like it's healthy; their water and food tastes better to them, their skin and hair feels better, and they see cleaner clothes and appliances that don't have calcium build up."

One of the products making a difference is the CleanStart laundry system. A powerful agent that oxidizes tap water with a small amount of ozone, it reduces the energy needed to heat water as well as the amount of detergent and bleach.

"CleanStart is a wonderful add-on for our business. It enhances our product line and people love the clean fresh laundry it provides."



Don believes convincing shoppers at The Home Depot about the value of performing an in-home water test is having a positive impact.

“Homeowners are unaware of the problems they have with their water until they actually get a water test. You have to show them the difference between their water compared to water using a RainSoft system. Our RainSoft staff are very passionate about what we do,” he acknowledged.

“We have many stories of people having better health from using RainSoft, and our Home Depot sales have increased approximately 20% per year in the last five years. The COVID-19 pandemic boosted demand for this product, and people are aware of the value it brings to their home, as well as their health.”

“RainSoft products have the highest customer satisfaction of anything we sell.”

His philosophy of giving more than receiving extends beyond work. Don devotes time to Men of Valor, a Nashville prison ministry and mentoring volunteer program, in addition to flying medical missions with his Citation CJ3+ airplane.

“I have been very blessed and the airplane has been a huge part of my success. Flying has opened so many opportunities for us, seeing new products and best practices all over North America,” Don said.

“Giving back is one of the most rewarding things I do. We help critically ill patients get treatment, and it always warms my heart to help someone when they are down.”

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ABOUT RAINSOFT

Headquartered in Roselle, Illinois, RainSoft, a division of Aquion, Inc., is an international company with over 150 authorized and independently owned dealerships in the U.S. and 20 other countries. The company is dedicated to producing the world's finest water treatment systems, all of them manufactured in the U.S.A. and backed with the industry's strongest lifetime warranties. For more information, visit RainSoftDealer.com or call 1-866-4RAINSOFT (866) 472-4676.