

‘Quite a house’

Couple proud of their new custom-built home built by Lubke Construction



Tony and Ricki Strusa stand in the kitchen of their new house built by Lubke Construction.

When Tony and Ricki Strusa contracted to have a new home built in the Yacht and Tennis Club in Redington Shores, little did they know it would become the pride of the neighborhood.

Ricki is all smiles when she relates how their home has attracted such attention in a neighborhood full of new and upscale homes.

“Anyone who comes in says ‘wow, this is quite a home,’” she said.

“Neighbors say they love our home. It is different; now I hope they don’t try to copy us,” she said laughing.

Their home was built by Madeira Beach - based Lubke Construction. Chad Lubke, the owner, instilled confidence in Tony and Ricki the first time they met him.

“We talked to some builders and when we met Chad we knew he was the right one; it was wonderful,” said Ricki. “He was forthcoming, he had good ideas for us and he was very flexible. He’d move a wall, change another one; change the staircase. He never fought us on anything we wanted in the house.”

The Strusas had their home custom built by Lubke and that, says Chad, is exactly his company’s specialty.

“We are a custom builder, 100 percent,” he said. “For the most part we help our customers design plans, sometimes people bring their own plans, we are flexible, and we have designers who work with our clients to make sure everything is the way they want it.”

The Strusas had been living in a condo on Treasure Island but decided they needed more room and wanted a home close to the beach. What they got from Lubke fit the bill perfectly, not just the home, but what came after.

“The staff is excellent. If we said we wanted something, anything, somebody would run over right away,” said Ricki. “Ever since we’ve been moved in, every little thing, a little bump or a little squeak they come running right over and fix it immediately.”

That service is something Lubke takes pride in. His company is set up that way by design.

“We have a customer service program,” he said. “That is something our clients know about from the beginning. Sometimes there are issues, but we have a warranty department that handles anything that arises and we take care of those issues as fast as possible.”

It seems Lubke only has one speed, fast. The Strusas were impressed with the speed of construction of their new home. Ricki is still amazed as she tells the story.

“We bought the lot in March and work began in April,” she said. “We moved in on Nov. 11. It was amazing.”

It is not so amazing to Lubke, who says the way his company is situated enables them to build quickly.

“The timing is typical,” he said. “Our business is strictly up and down the beach so we keep things on a tight rein. There is

not a lot of travel time between jobs.”

Lubke said the people in his company are the ones who make it all happen.

“We have a team of construction managers,” he said. “Our front end construction managers take it from foundation to drywall, and our back end construction managers from drywall to completion.” “We are very process oriented.” On the design and selection side Lubke utilizes their design coordinator. “She helps our clients through the design and selection process, it can be overwhelming”, says Lubke, “There are over 300 selections to be made per home, so her job is very critical to facilitate all that information.”

Lubke is leading his company smack in the middle of the technological age and that is something he said helps his clients keep track of things.

“We use software that provides schedules and selections so our clients can download the app and check the budget as we are going along. We’re a technology-based construction company. Our customers understand the benefit of using technology, and they can see the times savings and ability to keep track of things in real time,” he said.

“The software we use is integral internally with our staff, as well as our, clients, vendors, and subcontractors,” says Lubke, “Everything from generating and tracking tasks internally, to construction scheduling and client selections,

and once the home is complete, warranty items and customer satisfaction surveys, everything is tracked on this program. That’s something that sets us apart; we haven’t seen anyone else doing it.”

It all adds up to building a home that the new owners will be proud of. Ricki Strusa said she and Tony can’t say enough nice things about their new home.

“Everything in our home is concrete. It is perfect for the Florida climate,” she said.

Inside, she said, is as exciting a house as she’s ever seen.

“Everything from the doors to the cabinets to the hardware – it is all wonderful,” she said. “The floors are great. It has all been wonderful.”

Just as wonderful, she said, is that Lubke lives nearby so that makes things that much easier.

“He doesn’t live that far away from us so that’s convenient that he actually resides in the area,” she said. “Lubke has been wonderful to work with, I highly recommend them. Of course our house is gorgeous.” The Strusas recently toured one of Lubke’s prospective clients through their new home, and now Lubke is building a new home for that family. “It’s great having homeowners like the Strusas, that turn into friendships after they move in,” said Lubke. “We truly enjoy building and it’s because of great people like this that our business has been so successful.”