

PRIMERA™

Bringing Home Interiors to Life

SOLUTIONS-DRIVEN,

PRIMERA™
Bringing Home Interiors to Life



Written by Allison Dempsey

Looking for a comprehensive range of services, such as consultation, design, purchase, delivery, and installation of cabinetry, countertops, flooring, and window covering products? Primera provides exemplary service for home builders, thanks to its skilled, certified employees and a tested business strategy.

A privately owned and operated company founded in 2007, Primera's current markets include Arizona, Colorado, New Mexico, California, and Nevada, with plans to keep growing. "We're a longstanding company here in Arizona and in other markets," says Pat Heine, Chief Revenue Officer.

Providing such interior finish products as cabinets, countertops, floor coverings, and wall tile, Primera also runs and operates design centers in several of its markets. "We've taken a dynamic approach to entering new markets," adds Heine. "If we have an anchor customer who would like to bring us into new markets, or if we have a partnership with a manufacturer, we're open to entering new markets that way."

By offering quality products and superior customer service, Primera has built relationships with numerous long-term clients who appreciate the company's attention and care. "I've been here a little over 12 years, and some of the clients we have now we had when I started—and some, prior to my starting," Heine says. "We pride ourselves on long-term relationships with the right partners."



Pat Heine
CRO of Primera



CUSTOMER-CENTRIC







- Focusing on maintaining meaningful relationships has allowed the company to grow and expand its footprint along with its projects.

"I'm glad to see the market transition to more color. It makes our job a bit more fun."

Product-wise, builders still construct houses with much the same items, he adds, and while some products gain popularity while others fade away, Primera's Design Center helps customers choose the exact right look for each home. In fact, the state-of-the-art Design Center, built in 2019, has since been awarded two silver awards by the National Association of Home Builders. "It's a pretty big honor and a beautiful showroom," says Heine.

Primera's Design Center consultants assist and, if desired, guide homeowners to select a complementary suite of products for their new home that reflects their individual style. It can be a daunting process for some homebuyers, so Primera's design experts take away the pressure. Notable trends right now are: "In cabinets, we're seeing a lot of natural wood tones," says Heine. "In flooring, we're seeing large format tiles, lighter colors, and wood tones. With wall tiles, we're seeing a lot of very bold accent colors. It's great to see the market transition to more color. It makes our job more diverse and fun."


Tony Reinhardt
CEO of Primera

Creating a warm and welcoming company culture is also important to the company, says Tony Reinhardt, who moved into the CEO role a little over 18 months ago. "We wanted to bring our core values to the front and center," he says.

Establishing its core values into a framework has allowed Primera employees to talk about them, live them, and use them in their day-to-day decision making. "They really are our guiding principles of how we want each other to work together and how we want to conduct business, both internal and external," stresses Reinhardt. "The leadership team put together a really nice presentation of the values followed by a full rollout."

Each member of Primera's Executive team recorded a video message about a core value, introducing and discussing behaviors that would exemplify how to live the values on a daily basis.

"We're starting to integrate those into our employee reviews," adds Reinhardt. "We're also integrating them into our job description and our hiring process, because we believe if we have individuals that live those core values, it will make our overall business better."





For instance, the core value of being solutions-driven encourages Primera's installation and service teams to come up with solutions every day while assisting customers. "We want people to try to find solutions in the field as well as continue to find ways inside the office to do things better," Reinhardt says.

Embracing core values was one of the bigger projects the company undertook in 2024, along with launching a monthly newsletter to help identify employees who have exemplified these values, complete with nominations and awards. "We're really trying to shape our culture to support each other and work together," says Reinhardt.

"Our Executive team meets on a weekly basis," Heine adds. "We address our immediate issues, and then on a quarterly basis, we identify the top items in moving our company forward. Actions are assigned to Executive team members, so they are responsible for their timely delivery. We've focused on improving our customer service and moved our KPIs (key performance indicators) from a monthly dashboard to a weekly dashboard."

"This approach allows us to deal with things more quickly," Reinhardt agrees. "This new management process has allowed us to be more proactive than we were in the past." And customers appreciate these efforts. Primera has received several quarterly awards from large builder partners for excellence in customer service, warranty, and on-time completion.

As for obstacles, Primera's focus on single-family builders coupled with an overall market slowdown due to higher interest rates has made it a challenging selling environment. "Our biggest challenge is finding the right product at the right price in order to meet our builders' expectations," Heine shares. "Tariffs are also a big challenge right now. We're looking at more domestically based manufacturers and products that are readily available so we're not impacting our builders' customers. It's all about the security of our supply chain."









Overall affordability applies to everything, adds Reinhardt, whether it's interest rates, product, labor affordability, or the affordability of a house. But there is hope on the horizon regarding home building with an eye to affordability, whether in the realm of attached houses, built-for-rent units, or standalone, small apartments. "There's a new focus on building that's not just single-family production that we're able to tap into," says Reinhardt. "Affordability is key. The people working in the home building industry are also getting older, and not as many folks are entering it," he says. "We have some long-tenured people, whether at Primera or just in the home building space, who have a lot of knowledge who are getting ready to retire. Finding that next generation of expertise is certainly a challenge in the home building space."

Additionally, the company is deeply committed to helping out its local communities via a range of partnerships and philanthropic endeavors. Such initiatives have included the Woody and Millie Ingram Guest House, where Primera contributed cabinetry and installation labor in Colorado Springs, Colorado for the facility, which provides a warm environment close to medical facilities for cancer patients, NICU infants, and other patients.

Primera is also a proud construction sponsor for the St. Jude Dream Home Giveaway, donating the cabinetry and labor in support of raising funds for St. Jude Children's Research







"The company is deeply committed to helping out its local communities."

Hospital in the fight against childhood cancer and other life-threatening diseases.

There is also the HBA's annual Cares Cup Top Golf Tournament, which Primera consistently supports and participates in, raising funds for accessible and transitional housing in Colorado Springs.

Another interesting project Primera undertook in the last 12 months was participating in the ABC show, ***Extreme Makeover: Home Edition*** in Phoenix, Arizona. "We partnered with Taylor Morrison to provide cabinets and countertops for the Banner Health Center, which was a really neat experience for us," says Reinhardt of the project, which helps families in need while also bringing together volunteers and communities during challenging times.

This commitment to helping others is an extension of Primera's dedication to creating a healthy, happy, and well-rounded workforce. "We've really been in the industry a long time," says Heine. "We understand the needs of our builders and have a breadth of product offering. We feel we're aligned with the best vendors in the business, and we have the ability to geographically serve our builders in multiple markets. A lot of those relationships carry over from state to state."

This means Primera isn't just working with builders in one market, but in many cases, in multiple markets, because "we understand them."

And while Primera has a significant footprint in the southwest area of the United States, it benefits from being neither a small company nor an especially large company, adds Reinhardt. "We are nimble," he says. "We're able to make decisions quickly, and when a customer needs something, we're able to make a decision and help them. We're sure we're taking our company in the right direction." ■

Content Developed by Erin McWhinniey | Designed by Isaac McWhinnie





PRIMERA™

Bringing Home Interiors to Life

1311 W 21st St, Tempe AZ 85282, United States | T**F:** 866-328-9051 | **E:** info@primera.net

www.primera.net

SUPPORTED BY

ANDERSON TUFTEX (SHAW INC)

www.shawbuilderflooringsf.com