

His clients

—Dallas Cowboy football players, Jerusalem Technology Park, Proctor and Gamble, Wells Fargo...

Exclusive Interview with David Sharett of Sharett Contracting

David, where are you from?

Milwaukee, WI. Also the home of Golda Meir during her childhood years.

What are your educational and trade backgrounds?

Building contractor, project management and building consultant, journeyman cabinet maker, civil engineer, master stair builder and computer programmer.

How many years have you been in the building industry?

I started when I was 17. Excluding breaks for school and other jobs, it's been about 38 years.

How did you get started?

I was eight years old when I built my first two-story underground club house with concrete floors and brick walls. I then built a three-story tree house with a crow's nest that reached the top of an old oak tree. It was too scary sitting in a house that swayed in the wind. Later that summer, I built an 18-hole mini golf course. I made \$126 the first weekend it opened. Minimum wage was \$1.15 then. On my first remodeling project, the owner said that my bid was "too low" and paid me more than I asked. Thomas Edison said, "Opportunity is missed by most people because it is dressed in overalls and looks like work."

What are you known as in the market?

Master Builder. I began my studies with Architectural Millwork Masters. Once, when the owner finished a massive project, I told him it was "perfect." His reply was, "Only G-d is perfect, but this isn't half bad." I now understand that you need to take every opportunity you're given to do your best work possible. Even if it's a small task. "A man skilled in his ways will stand before kings."

What type of projects do you do?

Most of our work is residential and commercial remodeling. It usually involves a challenge or an element of some kind that others are not willing or able to do. My greatest weakness is saying "yes." I love the challenge of finding a solution that exceeds my clients' expectations. It is not always easy. Sometimes you have to work extra hard or longer hours to reach that goal. Recently, a client requested a "museum quality" ceiling in their already fabulous apartment. The result was achieved successfully with techniques not normally used in ceiling construction.

Tell us some big names you have done construction for.

Dallas Cowboy football players, the Great Synagogue, Jerusalem Technology Park, Frito Lay, Proctor and Gamble, Wells Fargo, TGI Fridays and the CEO's or individuals who own and operate them. Most are celebrities in the business world.

There is a big difference between building surgery rooms or 20,000 square foot finish-out work for the Wells Fargo Bank Tower and doing small residential renovation projects. How do you operate in such different worlds?



Each job presents its particular difficulty. With the surgery rooms, air pollution is reduced to "microns" and with a 20,000 sq. build-out, timing, planning and preparation for each subcontractor is of critical importance. The ability to adapt client needs with architectural blueprints as changes come up is essential. If your goal is to serve your client and give him your best regardless of the money you might or might not make, you will always win. I'm in business to stay in business and keeping your "name" is how it's done.

What are some of the challenges you have faced in your job?

I contracted a job in a large bank tower in Dallas, TX. It included building out the entire 7th floor. The problem was that the 86 employees needed to continue working during the renovation process.

I devised a plan which would allow them all to work in two thirds of the space while my crew of 31 remodeled the remaining one third. Once we finished that area, we moved them forward into the new space until we went full circle. The owners expected the project to take 9 months. We finished it in 9 weeks and the employees never lost a minute of work time.

Who should contact you?

Those who want to see their building dreams and remodeling needs fulfilled. I am always amazed how happy people can be once they see their plan has unfolded. We are just as interested in small jobs as large. We can help with the planning stage or build what is already designed. Our goal is your goal...to see the end result built on time and within budget...professionally!

David Sharett: 054 550 2395, sharettsg@gmail.com, www.sharettcontracting.com