
Palladio Homes earns recognition as a shooting star in a flat market

GOLD Coast boutique project home builder Palladio Homes has been acknowledged as one of Australia's fastest-growing "start-up" companies.

Palladio Homes has ranked 30 in an annual survey of the 100 Fast Starters by BRW magazine.

The company is also the only Queensland-based construction company in the list.

The BRW Fast Starters list ranks the fastest-growing start-up businesses.

Palladio Homes founder and CEO Brad Fullin said he had set up the company in 2006 after

working in the industry for more than 15 years.

"I was disappointed by what I saw," he said.

"With most companies, you are just a number once you sign on the dotted line. I wanted to make home building an exciting and pleasant experience."

Mr Fullin said Palladio Homes had been able to grow in a flat residential market on the Gold Coast by "taking a hit on margins to build our customer base".

"We have kept prices on a par with competitors despite offering more," he said. "We make some

key standard inclusions a cut above the competition.

"We are making a margin and building our brand."

Palladio Homes has two homes in a display village at Upper Coomera on the northern Gold Coast and includes a showroom as part of its display.

Mr Fullin said the exposure in BRW would help the company with its marketing plan amid the struggling Coast homes market.

The company achieved 46 per cent growth in 2009-10 and plans for 36 per cent growth over this financial year.
