

# FROM THE A Solid Foundation for a Lasting Future GROUND UP

Story written by **Jennaye Derge** | Photos provided by **Veritas Fine Homes**

**V**eritas. In Latin, this translates as “truth.” Truth, creativity, transparency and traditional ethical values—these are the characteristics that comprise the foundation upon which Troy Dyer stands. It is this personal and professional philosophy that sets Troy and his team at Veritas Fine Homes Inc. apart from the rest.

“That is the philosophy that my grandfather taught my father, my father taught me and I pass on to my children. It’s a fundamental way of life but is sometimes misrepresented in the building industry,” Troy said. “I’m blessed and honored to be doing what I love with my amazing wife Angie Pinkerton’s support in an area so special as Southwest Colorado.”

For the owner of Veritas Fine Homes, it’s a genuine philosophy for Troy, who has been following in the footsteps of his father and uncle his whole life. Looking to them for guidance and instruction helped Troy begin a lifelong career about which he is most passionate.

Former business partner and now Senior Project Coordinator, Terry—who happens to be Troy’s father—spent much of his life building homes and mid-sized commercial projects in Southern California. Troy also worked in Southern California, framing houses when he was 20 years old. After reading about an apparent housing boom in the Durango area, he relocated. DyerBilt was then formed—a joint, father-son business that lasted until the 2008



“It’s not the beauty of a building you should look at; it’s the construction of the foundation that will stand the test of time.”

— David Allen Coe



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- Troy Dyer, Owner of Veritas Fine Homes Inc.

Be it their team of builders, designers, architects or vendors, the mantra of **“trust and respect”** runs deep, flowing through everyone involved in the firm’s projects.

recession. While the housing crash propelled Terry into a second retirement, Troy joined another local build company where he stayed until 2013. It was then that Troy established Veritas Fine Homes. Over these years, he’s cultivated a close-knit team—all of whom consider themselves a family—gathering together at the table, sharing ideas, and working collectively for the common goal and good of each client.

It is the intention of Team Veritas to truly know each client and their families, discover their hobbies

and dreams, and understand their lifestyles. Maybe a couple is thinking about starting a family and will require extra bedrooms. Perhaps someone owns a business and an office space must be facilitated. A car aficionado might desire a bigger garage while outdoor enthusiasts could request space for recreational gear. Whatever the need, desire, or vision, all these criteria matter. It is through this collection of personal

data, his years of design expertise, and the Veritas Fine Homes process – The 5 Simple Steps™ – that Troy

is afforded the opportunity to help predict the needs of a client’s home, assemble the team best fitting the project, and design a house that fits everyone perfectly.

“It’s something I’m very proud of,” Troy said. “It’s not a ‘one and done’ for us, and so when we’re seeking out those relationships, the interviews are mutual—whether they know it or not.”

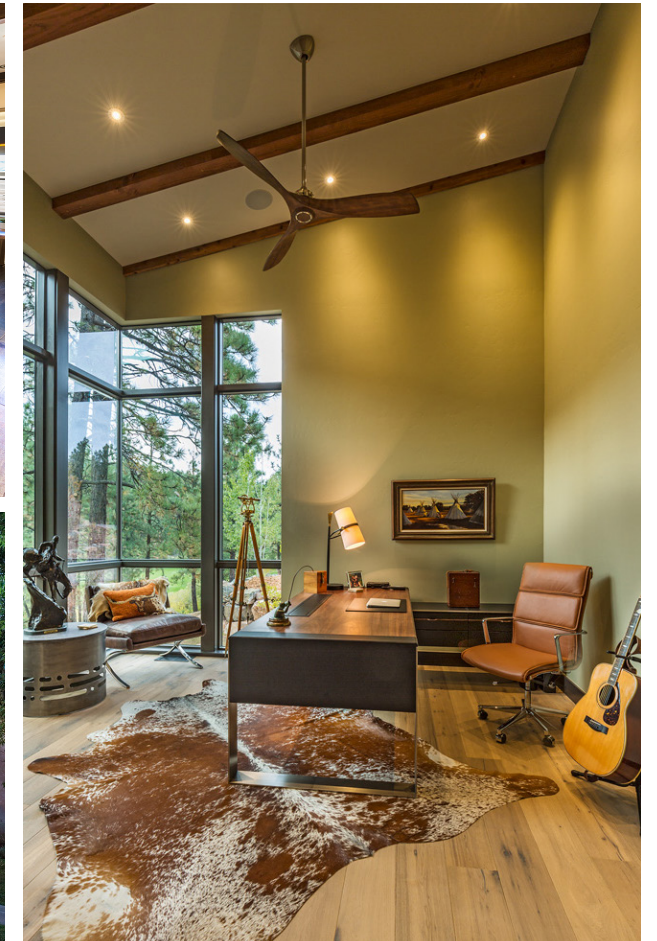
“We create true, one-of-a-kind custom homes,” he continued. “They are not mass produced and therefore unique

challenges are to be embraced rather than received as disappointments.” Sometimes that means building a smaller home and promising to meet a financial goal. Within this philosophy and practice is where the real value at Veritas is realized.

“It’s not always, or solely, a budget-driven process. I don’t want to be in the tier that some of my competitors are. On all levels, we do build some of the nicest and highest quality homes in the area and we have some very discerning clients, but we also have the real

grassroots people like you and me, and I’m blessed to have all of them. It’s just got to be a good relationship for all parties and me,” Troy explained.

So long as mutual trust and understanding exist in the relationship, Troy is happy to work with whatever clients, site challenges, and variables there are. He and his team are dedicated to ensuring that no sneaky price tags arise unannounced in the project, delivering clear and consistent communication, all while protecting the client from the day-to-day minutiae that, for





some, can be overwhelming. A result of Troy's personal commitment and the attention he gives—from an initial interview to handing a client their keys—is the cherry that sits atop it all.

## “A lot of my friendships in life are people that I've built for.”

- Troy Dyer

These are the people that call him regularly, asking him and his wife Angie to join them for dinner one evening or boating one weekend. They're the ones he invites over to his own home for barbeques or a glass of wine, or a barbeque with a glass of wine!

Because the Veritas crew will build your own barbeque deck just in time for those sunny, summer days, and because the work that they do is fully guaranteed—should a door handle break, a garage door stop working, or a stair become squeaky, a member of the team will be there to fix it—Veritas has the loyalty of the people they serve.

“Today, it seems a larger portion of our work is repeat clients and once we do work with someone, we end up doing work for a client's family, too – their son or their cousin or a second home, updating of a home we built 20 years ago, a new cabin or otherwise,” he stated.

“We realize and embrace that our clients are our future friends and members of our great community,” Troy explained, “and the design and building process of their new home is likely the first large impression they'll have. And it's a heavy one! Armed with that understanding, it is paramount that each process is nothing less than easy, honest, and rewarding for all.”

Although Veritas is indeed a builder of custom homes, Troy said, “We're not custom home builders, we're problem solvers by trade. And I wake up every morning



knowing that I'm going to solve problems. That is my job. At the end of that firefighting and problem solving is a beautiful home and a beautiful relationship that we developed with someone—not for someone, with someone. It's collaborative. We listen clearly to our clients.”

Be it their team of builders, designers, architects, or vendors, the mantra of “trust and respect” runs deep, flowing through everyone involved in the firm's projects.

The team truly cares for one another, solidifying that Veritas philosophy. The established team's trust fills the client's cup, too. This is reflected in the company's



numerous five star reviews and awards, recognition of involvement in community and being ranked #1 on Houzz.com in Durango and Pagosa Springs.

“I don't like to lose touch of why I'm doing what I'm doing,” Troy continued. “I like to work closely with my clients as the design build director; we are involved in every email. My job is to balance the project's costs and convey the vision you design. First and foremost is our relationship, but second is to balance, and it's all cyclical.”

In a world where what goes around comes around, Veritas Fine Homes can rest assured it will reap greatness. **ED**