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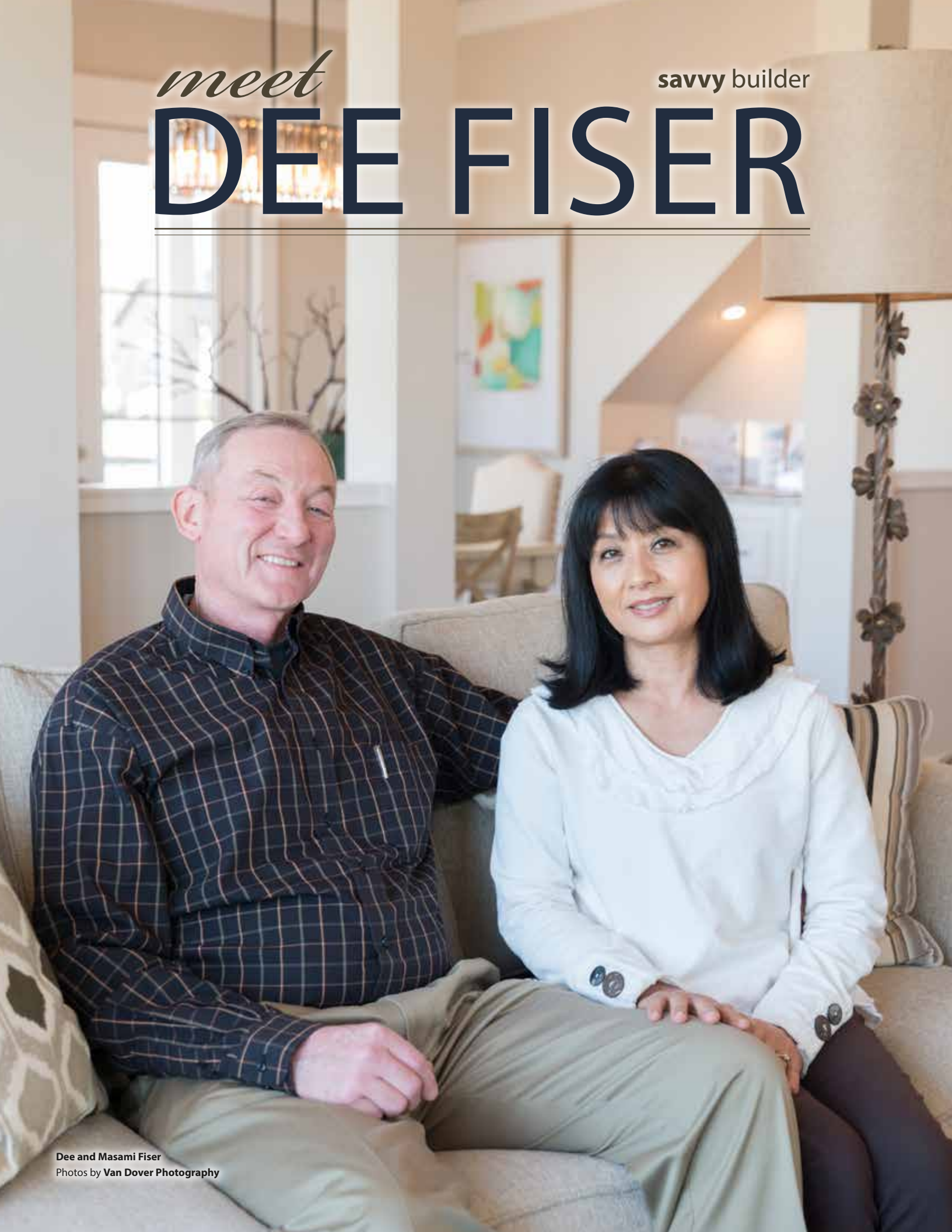
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Meet Dee Fiser

Photo credit to **Van Dover Photography**

meet **DEE FISER** **savvy builder**



Dee and Masami Fiser
Photos by Van Dover Photography

Written by Jean Leffler, staff writer

Retirement has different meanings to different people. To Dee Fiser, it means new beginnings: learning and building new things! After working with his dad for 30-plus years and negotiating the sale of the family business, Dee was not going to sit on his hands! His supportive wife of 40 years, Masami, insisted that he do something. Rather than become a ‘burden’ to her around the house, Dee renewed his youthful interest in architecture and began to study the changing needs and wants of lifestyle and environmentally sound home design. And the result is? Fiser Development.

Dee builds homes around Saline County. He develops something he calls ‘pocket communities.’ His focus is on quality-built homes in which families can live, grow and prosper. The front porch is an important southern touch included on many of Fiser’s homes. The front porches contribute to the neighborhood in the warmest sense of the word.

Dee frequently studies and learns through classes presented by the National Homebuilders Association to keep up on the latest trends in home building: open family friendly spaces, double master suites, rear-load garages, technology needs, etc. Though most of his clients are young working families, Baby Boomers can age in place in Fiser’s homes because he builds all of them to ADA standards. Dee points out that ‘even young people can break a leg and be temporarily in need of a wheelchair.’ The attic space, accessed by a stairwell not a drop-down ladder is air-conditioned. All

houses are wired for fiber-optics for work-at-home clients. Neighborhood green spaces are important to his developments, too. Private park-like areas within a development include sidewalks and jogging trails, which encourages interaction and friendships.

When asked by clients to build outside Saline County, Dee explains that he is a hands-on builder. The quality of his homes is a result of his daily visits to each home under construction and his insistence on doing things right.

Dee brags on his wife, Masami, as the ‘brains’ of the operation! She came to America as a child from Okinawa and brings a different perspective to the company. He says, “She brings the common sense!” Among other duties, Masami chooses the colors, both interior and exterior. His daughter, Yoni, has her Master’s degree in English but has obtained her Real Estate license and serves as the marketing

agent for Fiser Development. Dee and Masami also have two grown sons. In fact, Dee agreed to rehab an old house in Little Rock for one of them. Dee studied on how he could take an old house with a ‘chopped up floor plan’ and morph it into a large living space suitable for today’s active family lifestyle without increasing the house’s footprint.

What does someone who loves architecture and building homes do for fun? While traveling Dee and Masami have been known to drive around and explore houses in other parts of the country. He takes notes, too! The Fiser personal home is on an old dairy farm. The barn on the property has their creative juices flowing and they are planning to begin a conversion it to their new home.

Fiser Development is personally and corporately involved in Saline County, having been in business for 10 years. Dee has worked with the same contractors through those years, he trusts their work explicitly. In fact, they have become good friends. You can take a visual tour of Fiser’s homes at fiser.com or contact Dee Fiser himself at 501-454-4070. ●●●



Rockford Kitchen



Rockford Kitchen



Rockford Home in Olde Salem Township



Bellewood home in Olde Salem Township

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QUOTES FROM DEE'S PREFERRED VENDORS:

Mike Carter - Kaufman Lumber

"I have known Dee for 10 years and consider him to be one of the best builders in Saline County. I love the niche and vision of the Olde Salem Township Development. Dee and Masami Fiser have combined transitional and modern feel in this development."

"One of the things that I respect most about Dee's homes are that they are all built to such high energy efficient standards. All of his homes have zip wall systems which seal all possible air leaks, foam encapsulation which super insulates the home and the windows are all E-glass and gas charged for better insulation. All of these things make a home very energy efficient and Dee just won't build a home that isn't to these standards."

Rolando Giron - Painter

"Dee Fiser is an excellent builder and I am proud to be associated with him. He is very organized and does a great job working and organizing his subs."

Jason Elliott - Alliance Electrical Services
 "I grew up knowing the Fiser family so I have known Dee and his family for a long time. Dee has so many great qualities when it comes to being a great builder. He takes care of business. Whether it's organizing his subs or customer relations you

can know that it is going to be taken care of. I love how Dee organizes his subs. He gives me enough time to do the job and do it right plus he does a great job of getting his subs to work together and overcome problems together. Dee Fiser is a quality builder that uses quality products and wants nothing but top notch."

Rhonda Ruple - Windows, Doors and More

"Dee is very concerned with Energy so he wants to make sure our windows always meet his high energy ratings. Dee wants his work to be different. He doesn't want to build a home that is like every other home. He wants his homes to be innovative and creative."

Gary Fury - A Cut Above

"Dee Fiser is meticulous and wants to do everything top notch. He gives his customers the best of the best. I call my company A Cut Above because I want to be the best and so does Dee."

Wade Keeter - GW Lighting

"We have worked with Dee for years and love them. They pay attention to their customers and their homes. They are all around great people to work with."

Coy Sullivan - Copper Cannon Inc. Lawn and Landscape

"In my sixteen plus years in the business, we



Bellewood Kitchen/Den



Bellewood Kitchen

have worked for many Residential / Commercial builders. Many of these didn't care about the lasting quality or efficiency of the job they were producing past their mandated one-year builder's warranty required. Not Dee and Mrs. Masami Fiser. Dee has always researched and continues to stay ahead of the curve to produce the most efficient products possible.

We work very well together because we both value long-term quality for our customers over how fast we can develop a property and move on to the next. We both care about this concept because we are building dreams, a "Home," for clients that have worked and are working as hard for their money as we do. This concept makes it a privilege to meet the clients and work with them to fulfill their dreams.

I feel privileged to work with the Fiser's because they respect and value my input and hard work. Bottom line... we work together every day as a team to achieve and succeed to complete another "dream" for another family.

James Scroggins - James Scroggins Custom Homes

"Dee is a very unique from a builders standpoint cause he thinks outside the box."

Sam Elmore - Specialty Services Roofing

"Dee is a builder that respects the businessman."

Michael Wheeler - Michael Wheeler Quality Insulation

"Dee is very communicative when I have a problem. When I have a problem, I can get a hold of him and he always takes care of the problem. He empowers his subs and wants their input. The best thing about Dee is that he wants things done right and I want to work with a man like that." ...



Nantucket home in Olde Salem Township



Nantucket Kitchen



Nantucket Kitchen



Nantucket Bath

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FISER DEVELOPMENT LLC/SALEM HOMES PREFERRED VENDORS

Brandon Renuard, Renuard Construction
D.J. Scott Plumbing
Kevin Craig, Pinnacle Framing
Jason Elliott, Alliance Electrical Services
Sam Elmore, Specialty Services (roofing)
Michael Wheeler, Quality Insulation
Gary Fury, A Cut Above (Carpenter)
Rolando Giron, GNR Painting

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501-351-8525
501-326-0044
501-766-5051

Coy Sullivan, Copper Canyon Landscaping
Mike, Kaufman Lumber
Rhonda Ruple, Windows, Doors & More
Metro Appliances
Pinnacle Alarm
Wade Lewis, G&W Lighting
Mark Wells, CP&W Cabinets
James Scroggins Custom Homes LLC, architect

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501-758-1988
501-920-8089
501-315-2400
501-778-2739
501-912-6029



Lexington Kitchen



Lexington Dining



Lexington Kitchen/Den



Lexington home in Olde Salem Township



Creekside Cottage



Creekside Cottage



DEE FISER

