



Accredited
Business
CASE STUDY

Baird Foundation Repair

**BBB Accredited
since 1975**

Melanie and John Chaney
President & Vice President



WEBSITE

bairdfoundationrepair.com

BUSINESS PROFILE

[Baird Foundation Repair](#)

BBB ACCREDITATION DATE

12/1/1975

BUSINESS OWNERS

Mrs. Melanie Chaney
Mr. John R Chaney

VIDEO

[Better Business Stories: Baird Foundation Repair \(youtube.com\)](#)

About Baird Foundation Repair

Baird Foundation Repair is a family-owned business specializing in foundation and concrete repair for residential and commercial properties in Texas. Founded in 1969 by William "H." Baird, the company has grown significantly under the leadership of John Chaney, his son-in-law, and Melanie, his daughter.

John and Melanie prioritize family values and foster a close-knit culture within their business. John emphasizes, "We do things and treat people like we would like to be treated." This ethos extends to their employees, creating a positive work environment and translating to exceptional customer service.



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Business Challenge

Navigating an Unregulated Industry:

Foundation repair, an unregulated industry, presents unique challenges. Melanie explains, "Back in 1975, foundation repair wasn't even considered an industry. Many companies were unreliable and didn't operate properly." Baird Foundation Repair had to overcome these hurdles to establish itself as a trustworthy and reliable service provider.

Customer Education:

Foundation repair is complex and often hard for customers to grasp. John explains it is challenging for customers to understand the intricacies of foundation repair. "We're dealing with soil and areas beneath the home, especially with slab foundations, where problems aren't visible," he told BBB. Educating customers about the importance of foundation maintenance and repair is an ongoing priority for the business.

A Commitment to Higher Standards

Quality Service: Baird Foundation Repair provides essential services such as repairing and encapsulating crawl spaces, permanently stabilizing homes and commercial buildings, and lifting and leveling concrete surfaces. John underscores the importance of a strong foundation, stating, "The foundation is the most important part of the house."

Integrity and Trust: Trust is a cornerstone of their business. John asserts, "We've got to treat people, our customers, and our employees like we like to be treated." Both owners claim the company's commitment to honesty and transparency has earned them a reputation for integrity in their industry.



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- John Chaney



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Impact of BBB Accreditation

Legitimacy and

Trustworthiness: Baird Foundation Repair's BBB Accreditation was crucial for establishing legitimacy in an unregulated industry. Melanie notes, "We wanted to be associated with Better Business Bureau because we felt like it gave us legitimacy."

Building Trust:

Baird Foundation Repair's Accreditation aligns with its integrity and customer care values. John emphasizes the importance of trust, stating, "We like to take our integrity to the next level," underscoring its commitment to maintaining high standards.



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- Melanie Chaney





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Final Results

Positive Reviews: With nearly 80 positive BBB Customer Reviews, Baird Foundation Repair claims it has established a strong reputation for quality service and customer satisfaction.

Business Growth: Over 55 years, Baird Foundation Repair has expanded its operations, opening offices in multiple locations across Texas. They say their dedication to customer service and adherence to higher standards have contributed to their success and continued growth.

Business Advice: John's advice for future entrepreneurs emphasizes the importance of caring for employees and fostering a culture of trust and transparency. "When you take care of your employees and form that trust and transparency, it automatically takes you to a higher level in dealing with your customers," John said.

In conclusion, the leadership at Baird Foundation Repair says their ongoing commitment to higher standards, integrity, and BBB Accreditation has earned them a strong reputation and contributed to their long-term success in the foundation and concrete repair industry.



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- John Chaney