

Better Business Bureau Article on John Howard

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A feature article is designed to present to the community, insights into the life, philosophy, and integrity of one of its respected members. This author, in his journeys, has encountered such a man. I would like to introduce to you – John Howard.

More than 40 years ago, John Howard founded the John Howard Companies on the premise that superior customer service, product reliability and quality construction would insure success. Personal builder client communication, where each client is treated with courtesy, respect and personal attention they deserve, is a John Howard tradition. This is one reason why most of John Howard's business comes from customer referrals.

Born and raised outside Jackson, Mississippi, John moved to Mobile, Alabama in 1960. He and his wife, Betty, founded the John Howard Companies in 1965. This company started in a one room office in Prichard, and has since been built into a comprehensive business including land development and new home sales, design and construction. Besides establishing their company, John and Betty raised a family of six children.

John Howard, recognized as Mobile's leading and most awarded Home Builder, is the past president of the Mobile Home Builders Association and the Alabama Home Builders Association. Other accomplishments that lend credibility include two awards for Outstanding Builder of the Year in the State of Alabama, induction into the Mobile Housing Hall of Fame and the Alabama Building Industry Hall of Fame. His principles, service and impeccable record have earned him the respect of his peers, and a solid standing in the community.

Furthermore, in 1989, the philosophies on which his company was established earned him recognition as the first builder in the United States to receive the prestigious Diamond Builder Award from the 2-10 Home Buyers Warranty Corporation. This is the highest award given for superior customer service and home warranty performance in the nation. Mr. Howard also holds the honor of being the only Diamond Builder Award recipient in the Mobile area.

John Howard considers his reputation for honesty and ethics to be his proudest achievement and greatest asset. This is evidenced by the fact that as a member of the Better Business Bureau for over 40 years, the John Howard Companies have NEVER received a complaint.

The material presented above is a Reprint of a Feature Article published on the 2001 Better Business Bureau Membership Roster & Resource Guide. [Confirm](#) John Howard Companies' participation with the Better Business Bureau.