

President
Alex Dean, CR, CGR

Design Consultant
Jonathan Hodge

Construction Mgrs.
Michael Colman
Steve Mayberry

Project Coordinator
Brian Stone

Carpenters
Greg Lacy

Controller
Kathy Poland

Members of:
NARI DC Chapter
Montgomery Co. Builders
Association

Recent Awards:
2003 Montgomery
Co. Builders Assoc.

2002 NARI
CotY Awards (2)

2002 Montgomery
Co. Builders Assoc.
Awards (4)

2001 Montgomery
Co. Builders Assoc.
Awards (4)

2001 NARI
CotY Awards (2)

2000 NARI
CotY Awards (4)

2000 Montgomery
Co. Builders Awards (2)

1993 - 1999
Multiple Awards



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An addition for an “addition”

When writer Krista Adams and her National Geographic vice president husband, Geoff Daniels, welcomed their third child into their home, it was time to do something about their living space. They went through all the usual gyrations of looking for a new home, but they just weren't satisfied with what the mass market “custom” builders had to offer. Besides, they liked their home and community.

“I needed an addition for our new addition,” Krista said. “I did not need a monster mansion. I wanted a home that was family friendly and floor friendly, yet I didn't want to go price crazy for our neighborhood.”

Krista's viewpoint is not an unusual sentiment for these times; quality of life and lifestyle are becoming major points of motivation for today's families.

The remodel consisted of an addition that provides entry through a mudroom, the key to sanity with the kids' comings and goings.

“With the original floor plan, just getting everybody's stuff from the car to the house was a humongous task,” Krista said. “Now we pull into the driveway and everyone comes into the mudroom, backpacks get sorted, and stuff is put away right there. And there's a bench for taking shoes off—and that's the part I think I like best.”

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Krista is also enjoying her new kitchen with more functional space, new cabinets with glass mullion doors, flat polish granite counter tops, appliances, improved lighting and a first floor powder room. The floors were replaced with easy-to-care-for white oak hardwood throughout. The main artery through the first floor was changed as much as bearing walls would allow. In a symphony of color, new interior doors and exterior windows now frame common spaces, bringing natural light into every corner.

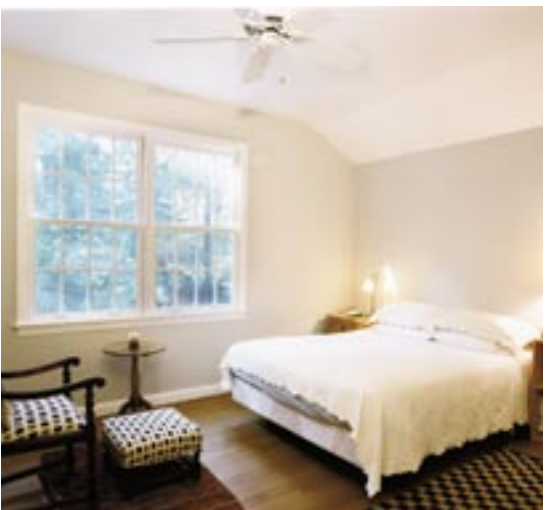
The exterior of the addition sports new vinyl siding, soffit and fascia, new fiberglass shingles and 5" aluminum gutters and downspouts. A large cobblestone patio for grilling and outdoor dining was created, and appropriate landscaping defines the out-of-doors space.

And it wasn't all about the kids. From their new master suite on the second floor, Krista and Geoff can now watch re-runs of Geoff's National Geographic programs on television while sipping champagne after the little ones are tucked in for the evening.

When asked about her experience working with Alex Dean and his team, Krista was enthusiastic: "Oh, I'd do it all over again, and not everyone can say that about their remodel. The reality was even better than I expected it would be.

"Alex was recommended to me by a friend who is a flooring contractor. Alex's whole crew was better than advertised. Alex really bent over backwards to accommodate what we wanted. I really appreciated his willingness to spend the time we needed to make the right decisions. Mike Colman and Steve Mayberry were a great team. Steve in particular impressed the heck out of me. It took several weeks to finally ask if he was a Boy Scout and it turned out—no surprise—he had been. He was incredibly courteous and had the answers to all my questions before I even got to ask them. I kept waiting for problems to occur but they never materialized. There were never raised voices or disagreements or other horror stories that I had anticipated from hearing others' experiences with contractors. It was a lifestyle thing—we were basically living—happily—with these guys for six months."

"Creating useful, functional yet aesthetically pleasing space within the limitations of the existing architecture was a challenge," Alex Dean said. "We improved the functionality of the home and enhanced its beauty, but it took some creative designing from our team. It's a great feeling when we can give our clients what they want within their budget, without creating too much interference in their lives. It's a bonus when we know we went beyond expectations—our own expectations in this case."



Featured Vendor: Ferguson Enterprises

Jim Ernst, store manager for Ferguson Enterprises in Rockville, Maryland, says that the team at The Alexander Group is a great complement to his staff.

“They consult with their clients before sending them to our showroom,” Jim said. “Their clients have interacted with the knowledgeable Alexander folks and know what to expect from us. Once here, our experienced staff can show Alexander’s clients the perfect products to complete the remodel.”

Jim noted that Ferguson Enterprises has expanded significantly in the past few years—growing from the traditional plumbing solutions to whole house products.

“We have lighting, appliances, kitchen cabinets... you name it, we have it,” Jim said.

One new product that has received a great deal of attention is the new television mirror from Seura (seura.com). Incorporating a television into

a mirror is a simple and elegant way to conserve space without the clutter a conventional television presents. When the television is on, the screen is conveniently visible as a window within the mirror. When it is turned off, the television is completely hidden from view to allow for a complete mirror reflection.

“This product is just one of many that our store features,” Jim said.

“We sell ideas. We welcome visitors to our store to show them the possibilities. And we encourage our customers to engage the services of high-end remodelers such as The Alexander Group to incorporate these new ideas and products into their overall designs.”



 **FERGUSON**
Bath, Kitchen & Lighting Gallery



RemodelingAmerica.org

It’s important to be a good corporate citizen, and The Alexander Group takes that responsibility seriously. The Alexander Group is participating in a national program designed to offer free home improvement or small remodeling projects to families in need. To be considered as a recipient of project, homeowners are invited to write a letter to The Alexander Group and describe the project and its impact on their lives. Homeowners who would prefer to use an entry form can request one from The Alexander Group, or download a form from <http://remodelingamerica.org/enterforms.htm>. The deadline for entry is January 30, 2005.

Remodeling America’s mission is to assist low-income homeowners, especially those who are elderly, disabled, or raising children, to improve the quality of their lives through the donation of a remodel or home improvement project. The size of the project selected is dependent on the resources of the remodeler and his subcontractors as well as donations from the community.

“We see so many community members who are on a fixed income or facing other economic challenges,” Alex Dean said. “Sometimes a small remodeling project can make a real difference in someone’s life, but the homeowner’s check book just can’t stretch that far. For instance, an elderly couple may be able to remain in their home for many more years if they had the benefit of a handicap ramp or safety features in their bathroom. These are the situations we are looking for.”



RemodelingAmerica.org

□ *We still absolutely love the whole house overhaul which you did for us 15 years ago. The kitchen is still a show-stopper but also the most functional kitchen I've ever seen or used, before or after. We can't thank you enough for improving not only the house, but the quality of our lives!* — Vicky N., Alexandria

□ *A few of our favorite things: The perfect cube of the room; your attitude that you will do what it takes to make everything right; the cabinets rounding the corner; the ingenious solution of attaching the railing; the nice heavy screen door; the high ceiling that opens up the breakfast room; the extra effort you went to; seeing light shine in from the high windows; your always calm and positive attitude.* — Joy & Gary D.

Reality Bytes!

Whad-da-ya mean, a new kitchen created during a 30 minute TV show? And how come the people on these shows, never—never!—get dirty or hit their thumb when driving a nail? It takes longer than that to grill a steak than to remodel TV-land kitchens!

Are the latest versions of TV unreality shows entertaining? Do they provide lots of ideas to homeowners? Of course they do, but they also oversimplify a highly complicated process and leave the impression that a new toilet can be installed in the time it takes to whip up a batch of chocolate chip cookies!

Although fun to watch, these programs set unrealistic expectations. What they don't relate to the viewer are the myriad of details, sheer feasibility, budget constraints, permits, inspections, manpower limitations, availability of goods, and little things like how weather in some other part of the country can wreak havoc on an otherwise flawless schedule. Just because you were planning on hanging cabinets in the Jones' kitchen on Thursday has nothing to do with the three feet of snow the cabinet manufacturer in Wisconsin experienced on Tuesday.

"Our clients are important to us," Alex Dean said. "We do not set unrealistic expectations. We do this by guiding our valued clients through a process of discovery, and help them arrive at a decision point. It's our commitment to provide the skill, talent, experience and service that enhances our clients' lifestyle, adding a new dimension to their daily lives.

By all means, continue to watch the many remodeling shows on television today. They are fun to watch and inspire homeowners to see the possibilities of their homes. And then give us a call and we'll help take the Hollywood out of the picture and present you with realistic plans and designs that keep the project affordable—but not in 30 minutes.



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