



The Alexander Group

GAZETTE

DESIGN AND RENOVATION

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Recent Awards:
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



Photography ©2002 James Oesch Photography

It's a winner!

This striking Alexander Group project took top honors in the Montgomery County Builder's Association for Best Residential Addition in the \$250,000 and over category. The owners, a Rockville professional couple, wanted to enlarge their foyer area while bringing in natural light, and they desired a larger kitchen with a more contemporary flair. The challenge was in designing a kitchen and foyer addition that complemented the exterior of their contemporary home.

This kind of project demands two elements beyond a willing and creative homeowner. It requires a talented architect, and contractor who have the skills

to make a challenging design a reality. The homeowners' architect, Scott Knudson, AIA, developed a design that turned the kitchen into a cook's delight. He also created a wonder of natural light in the entryway and foyer with a renovation plan that included an architectural point of interest that enlarged the space by six feet and included virtual walls of glass to allow maximum sunlight in both the morning and afternoon.

The Alexander Group, known for its ability to turn ordinary spaces into extraordinary spaces, was the homeowner's contractor of choice.

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◀ The new entryway with its 6-foot windows allows light to flood the home during the morning and afternoon hours

▼ The expanded kitchen space pushed the exterior walls out, providing an opportunity for unique lines and a fresh look to the home



Photography ©2002 James Oesch Photography

The entrance into the dining room was opened to enhance the sense of space. By updating the cabinetry, the kitchen took on an appealing, contemporary style which was set off by a custom elliptical, mid-kitchen countertop. Modern stainless steel appliances and increased lighting were the finishing touches on a much improved workspace.

Every project owes some measure of its success to the products that go into it. The following are some of the fine products and accents used to make this home a truly remarkable space.

- Unique electric blue Silestone “Stella Marina” countertops including elliptical island.
- Cabico frameless style custom red birch cabinetry with integral glass fronts and multi-color drawer/cabinet pulls
- Kitchen flooring of “Forbo” by Marmoleum with multi-colored accent tiles
- Under-the-counter GE Monogram wine cooler
- Double Dacor ovens and GE Monogram refrigerator
- Dual porcelain kitchen sinks in the corner and a vegetable prep sink next to refrigerator
- Cherry and red oak staircase and railing in foyer
- New windows and French doors from dining room to deck and pool area
- A new lighting scheme to enhance the refurbished spaces included recessed, pendant and curved glass chandelier in the foyer
- Shaped, serpentine concrete walkway from driveway to front porch

The homeowner loves the way the house looks both inside and out, and is quick to mention how she appreciates the way The Alexander Group accommodated their needs during the entire process. “They were nice people, personable, and consulted with us throughout the project,” she said.

When the bough breaks, the adjuster will call...

Ice storms may create a feast for the eyes, but they can also leave utter destruction and devastation in their wake. A Bethesda couple learned this the hard way when a huge tree fell across the roof of their home, destroying their living room, dining room and kitchen. Although not a pretty site, all was not lost. The roof trusses had to be repaired, some replaced, and the walls and floors of the living room, dining room and kitchen had to be meticulously restored, but the homeowners were left with a unique opportunity.

"Tragedies like this can be turned into the perfect opportunity to improve a home," said Alex Dean. "We can bring our experience with insurance companies to bear on a client's behalf and usually help them achieve other goals in the process of rebuilding their home and their lives after a disaster strikes."

The Alexander Group has a great deal of experience in successfully assisting homeowners with insurance issues.

"A homeowner has a right to select his or her contractor of choice," Alex said. "The insurance adjuster works for the insurance company, not the homeowners. Adjusters are trained to price repairs based on questionable national database price lists geared for track housing, not the high-end homes in a metropolitan area. There's a huge difference between 'fixing' something and restoring it to its original condition and that difference shows up in the quality of the materials selected and the expertise of the construction firm."

When a homeowner selects The Alexander Group for the repair after a disaster, Alex Dean negotiates with the adjuster, educating him if need be, on what actual replacement costs will be. Homeowners who engage Alex will find that he has ample documentation to support their cases for a proper renovation. The Alexander Group has negotiated many such projects, some as high as \$300,000.

Should disaster strike, The Alexander Group offers the following tips:

The Claim — 6 Steps

1. Immediately contact your insurance agent. Alert him of your losses. Provide the address and phone number of where you can be contacted.
2. *Call The Alexander Group as soon as possible to avoid costly errors.*
3. Your insurance company should advance you

money if you need temporary shelter, food and clothing if you can no longer live in your home. They may also advance money if you need to replace major household items immediately to continue living there.

4. Keep receipts for everything you spend! Make sure the check for additional living expenses is made out to you and not your mortgage company.
5. Working with your insurance company, we will initially make only those repairs necessary to prevent further damage to your home.
6. Do not use electrical appliances, including televisions and stereos, which have been exposed to water until they have been checked by a technician.

The Adjuster

An adjuster is a person trained by the insurance industry to assess the damage. He is not your advocate, but rather that of the insurance company. The more information you have about your possessions the faster your claim can be settled.

- Before disaster strikes, develop a complete inventory of the items in your home that includes a description of the item, photos, model and serial numbers, the original cost and the cost to replace it. Store this information off-site such as at work or in a safe deposit box.
- Create a list of the damaged items. Photograph the damage and put them with copies of the receipts.
- Throw nothing away until the adjuster sees them.
- Reread your policy to refresh your memory on what is covered and what is not.
- Make a list of everything you want to show the adjuster when he arrives.
- You need a separate flood insurance policy to cover flood damage from any rising water. Homeowners' insurance policies don't usually cover flood damage. They generally do pay for damage from rain coming through a hole in the roof or a broken window from storm damage.

There is one more lurking issue that The Alexander Group can help you with: You will have to rebuild in accordance with current building codes, which may have changed since your home was first built. In some cases, complying with the code may require a change in design or building materials and may cost more. However, your policy may not pay for these extras.

"We're here for the homeowner," Alex added. "Not for the insurance company's bottom line."

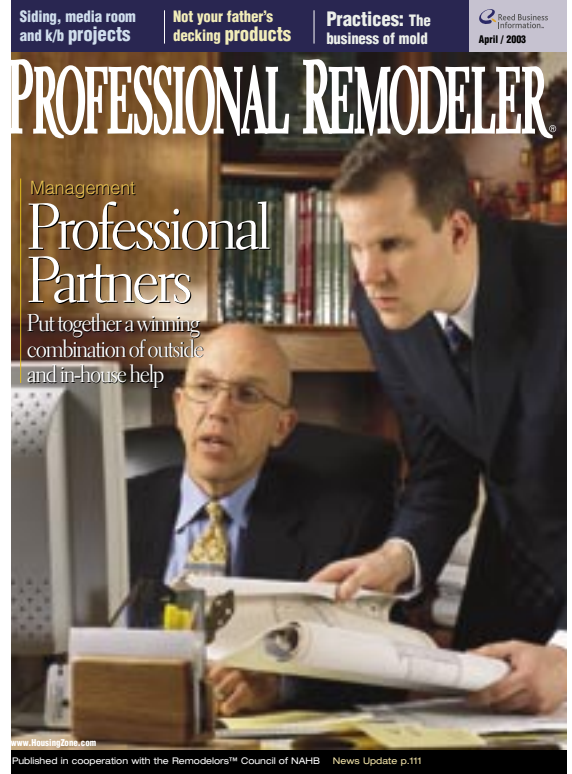
▲ You bought insurance to take care of emergencies and you should be satisfied with the way your insurance company honors its part of the contract.

When The Alexander Group is your contractor, we make *your* needs our number one priority, not your insurance company's bottom line.

The Alexander Group featured on cover of *Professional Remodeler* magazine

Conducting business with an eye to a high level of professionalism recently caught the attention of the national trade magazine, *Professional Remodeler*. Citing numerous examples of how The Alexander Group conducts its day-to-day operations, and detailing how the firm makes the best use of other professionals' expertise, the article is a "how to" for other remodelers to emulate. Alex Dean and Tobie Phipps, computer consultant, were featured on the front cover.

"We're honored to be cited as an example of how a remodeling company should be run," said Alex Dean. "We always challenge ourselves to be better than we were the year before, by improving our systems and communications, and inevitably, our service to our clients, which is our ultimate goal."



▲ Thank you to all our past clients for referring their friends and families to The Alexander Group

▼ Visit our Web site: AlexanderGroup.net

▼ Excellence in architectural craftsmanship and remodeling

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