

PARAGON

Welcome to the premier issue of Grainda Builders's Paragon! For years, this has been our dream to share expert knowledge, experiences and perspectives with our family, friends, vendors and loyal clients in the greater Charlotte community. As well as high end luxury homes, we do renovation, restoration, small handyman and commercial projects; and the single characteristic that represents the most common denominator of all our work is that we are unapologetic perfectionists. That is how we came to name our newsletter: Our work is that *model of excellence*.

SPOTLIGHT

Our spotlight project for our premier issue is a unique mix of Asian and prairie craftsman-style architecture. Large roof overhangs are dramatically supported by beautifully styled oversize stained brackets. The incorporation of decorative window grids, cedar shakes and stone tie in to the rustic Lake Norman scene.

The emphasis for this homeowner was to strive to accomplish very usable spaces – no wasted 'museum' rooms that wouldn't be lived in on a daily basis.

According to designer, Jim Phelps, this was one of his company's first approaches to completely abandon a traditional formal dining room in a home.

There are numerous custom touches in this property: a private terrace and morning bar for the main level master bedroom; a larger laundry room that also serves as a craft hobby workspace; lower level billiards, bar, media and guest suite spaces with walk out lake view covered terraces and a private motor court. As the custom home builder, we were given

the task to maximize water views that were hampered by the shape of this particular lake front lot. So many decisions that would not normally be impacted by this, in fact were. Our chief solution was to control the orientation of the rooms in a stair-stepped shape to the house versus just having a rectangular house turned on an angle.

As a result only secondary spaces do not have a water view such as the garage, laundry, powder room, master closet and upstairs bonus room.



One particular challenge in preserving water views was how the main staircase to the second floor was constructed. We were concerned that the stairs would block the view of the water, so we came up with an open riser configuration. Selecting the right contractor was critical for this project, so we teamed up with Zepa Woodworks, known primarily for their yacht interior construction.

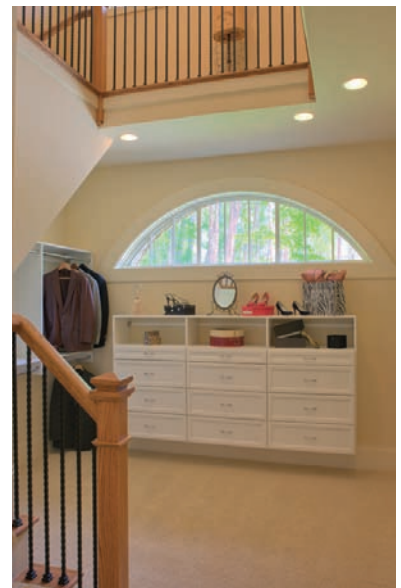
The biggest challenge with the scope of this open riser design was achieving the appropriate



structural integrity, so we ended up embedding steel into the oak structure. This technique also allowed us to minimize the massing which further helped us preserve the views of the lake from the entry foyer.

This 5 bedroom, 4 ½ bath home has all the usual bells and whistles: a huge great room with a beamed tongue and groove ceiling; floor to ceiling stone fireplace, oversize granite kitchen island and rich cherry cabinets. Each of the three additional bedrooms have expansive lake views, walk-in closets and direct access to individual bathrooms.





One thing you may not expect however, is a two-story closet! This concept grew out of needing to increase the massing on the front of the home. We didn't want to take up valuable lake views with this master closet, so moving it to the front of the home solved that issue. ↻



THE A-TEAM

Design: Jim Phelps Collection

Roofing: Howe Roofs

Stone: M&M Stone

Windows: Pella

Hardwoods: The Hardwood Co.

Siding: Advantage Siding

Landscaping: Metrolina Landscape

Garage Doors: Ace Doors

Stairs: Zepso Woodworks

TEN AND COUNTING

JOE GRAINDA REFLECTS ON A DECADE OF SUCCESS

Q&A

Q Grainda Builders, Inc. has earned a strong reputation as a premier full-service custom home builder and remodeler, commercial general contractor and neighborhood developer. What does this mean to you?

A GBI brings value to the client by understanding all aspects of the industry. Experience – the only thing I’ve ever done. Trust – we will not let the client down. The client – always comes first.

Q When you first started Grainda Builders, Inc., what was your focus and how has this helped your company earn the reputation it has today?

A First we put product out to the market that showed what we could do: High-end water front homes at the time were under supplied. We built for the market. Also we developed land (supplied lots), and built for custom clients. Now things have changed. We primarily build “made to order” projects.

Q Grainda Builders, Inc. has developed special expertise in completing highly complicated projects and has earned a reputation for unique owner involvement and a hands-on attention to detail. Why do you prefer to stay so involved?

A My clients purchase me (my experience, knowledge and expertise). I stay involved to ensure that we deliver on that promise. People do what you inspect, not what you expect. We work side by side with trade partners to raise the level of what Grainda wants to deliver.



Joe Grainda, Peering out at the job site of ABC's Extreme Makeover: Home Edition 2012

Q What sets Grainda Builders apart in the crowded field is the firm's customer-oriented philosophy and track record. Repeat business is one of the many reasons your company has enjoyed 10 years of growth despite the current economic recession and the challenging development environment. Customer satisfaction is obviously the central objective. What else do you think drives this loyalty and referral business?

A Living in the community we build in. We encourage our clients to call us as they do their doctor, CPA, or attorney. We are here to help.

Q Founded in 2002 on your reputation for integrity and master builder technical knowledge established over 20 years in the

national home building business, you have consistently exceeded expectations and continue to take on larger challenges. What is the secret behind your drive to continue to excel on this level?

A Our clients call us because we are their builder; projects big or small, simple or complex. We enjoy the evolution of a project and want to be proud of the end result.

Q It is well known that your company and associates don't leave a stone unturned...your attention to detail and best practices is uncompromising. How do you keep this level of service consistent despite growth?

A Although no project is ever the same, we try to standardize details and systems as much as possible. This ensures our crews will master their task and deliver the best product to our client.

Q Grainda Builders is obviously further defined and enriched by the people you attract to the firm. How has this impacted your success and how would you describe the approach you take to running your company?

A Our people don't go home until our client is happy. We are always looking for ways to make things better. We learn from each other and try to surround ourselves with people who are smarter than us.

Q With the great support you have, what areas of the company do you now spend most of your time on?

A To be honest, what I have always loved to focus on: Building....from front end construction (start through dry in) to completion (final detailing) and throughout this of course, customer service and planning.

Q In a still recessionary economy, how has Grainda Builders continued to expand its offerings and succeed when so many companies have unfortunately been forced to close up shop?

A One word: Adaptability. We try to offer what our clients ask for. We offer a hands-on team approach to each project. We take pride in working side-by-side with our crews. All these jobs require details, spreadsheets, cost analysis and client involvement. We continue to service our customers beyond the sale. All of our clients become a part of the Grainda family.

Q Has your broad range of expertise enabled your company to take on additional projects that were maybe initially outside of your core business?

A In addition to our experience we have established and successful business associates outside of our market (in other cities throughout the country) that we share ideas with, gain insight and knowledge from.

Q By catering to clients every step of the way and executing superior work, Grainda Builders ensures that a significant portion of its earnings comes as a result of repeat customers. Can you share a great example of this?

A We have a client for whom we first built their custom waterfront home, then renovated and restored their daughter's home, and after that built their company's corporate office building. I can't think of a better example than that!



Joe Grainda and Jason Tanenbaum at ABC's Extreme Makeover: Home Edition 2012

Q Having solid relationships with subcontractors and dedicated vendors is clearly part of your success. You recognize (and credit!) the skill and importance of subcontractors. How would you describe your relationship with your vendors?

A I believe that we truly partner with our vendors. We want them to be successful, profitable, safe, happy and take time off (we don't ask them to do anything we wouldn't do ourselves). We constantly ask how we can make their operation better and more efficient. We view them as an extended part of our company...our family.

Q Environment is playing an ever more larger role in residential and commercial building. How have you incorporated environmentally responsible construction operations since founding your company?

A Yes. We recycle, salvage, and donate. We police what goes into the trash dumpster from reusing end cuts of lumber for blocking to compensating a demo crew by allowing them to keep, sell, and recycle the salvage. We also donate material to local charities. We strive to reuse job site materials as much as possible.

Q Grainda Builders engages in projects all over the greater Charlotte region, but you have

always enjoyed focusing on the Lake Norman community. How has Grainda Builders impacted the community you live, work and worship in?

A Because we live in the community in which we have worked for many years, we have forged a lot of community-based relationships here. We even donate materials to local schools (woodshop classes), etc.

Q It is clear that Grainda Builders is a charitable organization. Please share how company has and continues to give back.

A Giving back to the community is important because it provides purpose and meaning to what we do. We like to be involved with local organizations and charities such as Habitat for Humanity, Community School of Davidson, Children's Schoolhouse, and most recently, we donated over 150 hours to help manage the construction of a new home for a deserving family in conjunction with ABC's Extreme Makeover: Home Edition.

Q This country is ready to step out of a grey picture. What do you see happening in color for the country and Grainda Builders in 2012?

A Improved buyer confidence. Cautious but value-driven. Desire for reliability! They expect their builder to be financially stable. ➡

BUILDING TO RELAX

JASON TANENBAUM PREFERS THE ACTION AT THE JOB SITE

PEOPLE



Jason Tanenbaum, Ty Pennington, Joe Grainda, ABC's Extreme Makeover: Home Edition 2012

Jason Tanenbaum's title is General Manager, but he is really just indulging in a hobby of sorts. "Being involved with the construction of the home actually relaxes me. Hands on construction is what originally inspired me to become a builder, so if I am in the office for too long, I go a little stir crazy!"

For certain, Jason is all about earning the business too. He believes that reputation is everything: "I once heard that the definition of integrity is the actions and decisions you make when no one is looking."

For sure he strives to maintain the utmost integrity in everything he does, because he feels that many

referrals for new business is a direct reflection of his hard work and dedication to clients.

Jason spends most of his time focusing on sales and customer relations. His favorite advice is this: Choosing a builder is like deciding on whom you want to marry! The relationship requires a lot of attention and communication. He spends a great deal of time on these client relationships to make sure the process is truly enjoyable and smooth!

Jason will be the first to tell you that building the better home is not what distinguishes Grainda Builders. It's their desire and ability to listen and adapt to client needs. "We try and tailor each

project to the customer's budget, needs and expectations. That is really the key difference and we believe if we exceed our client's expectations, they will share their experience with their friends and colleagues." That makes sense, as Grainda's business is largely based on referrals.

When asked what his biggest contribution to GBI has been, he explains "Since joining in 2005, it has been my focus to expand the business into custom homes, renovations, fire restorations and commercial projects."

For sure putting in 110% is a lot of hard work and long hours, but as long as it's *relaxing*...who can complain? 🔄

2,149 IDEA BOOKS

GRAINDA PROJECTS AND TIPS POPULAR ON WORLDWIDE WEBSITE

NEWS



This Grainda kitchen has been saved in a whopping 2,149 Idea Books worldwide on Houzz.com

Office Manager, Courtney Shaughnessy, was a loyal visitor to the worldwide design build idea website called Houzz.com and one day she realized that she could start uploading our portfolio on the site to show off Grainda's great work.

Soon this experimental endeavor turned into a battle for first place positioning as Houzz at the time rated its contributors by the level of contribution to the site image database.

After Courtney uploaded the first several hundred images, Grainda Builders went from a relatively unknown to a *very well known* custom home builder to thousands of Houzz members in the hard fight for the number one spot. She was able to maintain that position for nearly six months by shooting completed projects herself.

The website has now changed the algorithm on how to list its contributors, but Courtney continues to add new images weekly and we are very proud of the extensiveness of her efforts (right now about 732 photos strong).

Some very interesting feedback has resulted from this as well. The kitchen (photo above) has been added to a whopping 2,149



idea books by members and that number grows weekly. There are at least five Grainda images that have been collected by more than 1,000 people in dozens of countries.

Other interesting developments have included interest on behalf of the Houzz.com editorial staff to request information for their members, such as DIY household tips. The first such tip was offered by Grainda Builders (see back cover on Golf Tees). And lastly, members ask questions about Grainda's work in terms of materials and techniques which led to Grainda's first referral on this website. 

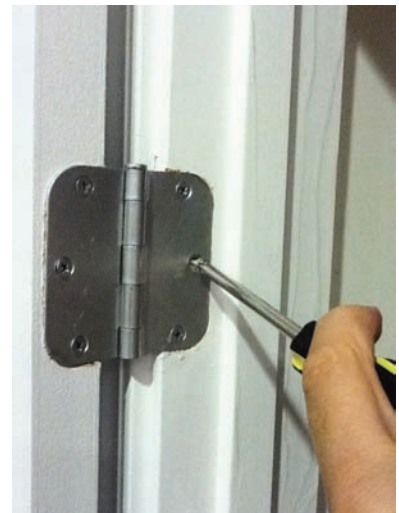
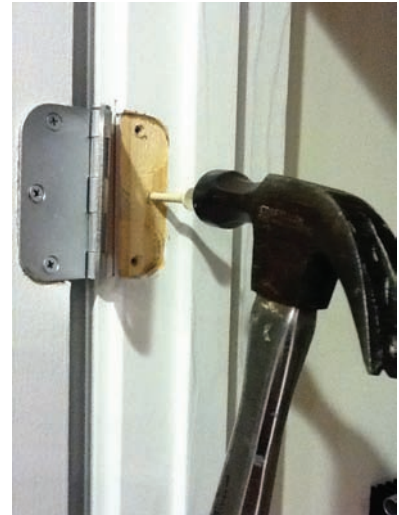


GOLF TEE MAGIC

HOW TO USE A GOLF TEE TO FIX A DOOR HINGE

TIP

As published by www.houzz.com, October 2011



This issue's DIY Tipster: Jason Tanenbaum

Tighten up your loose door hinge with a surprising steal from your golf bag! If you have a door hinge that's feeling a bit wiggly and loose, odds are the hinge screws are stripped. Removing a stripped screw alone can be easy, but then how do you go about replacing the screw securely in an existing hole? Here is a quick and clever way to tighten up a door hinge without much fuss.

First, remove the stripped screw, either with a screwdriver or a good set of pliers. Next, squirt some carpenter's glue into the hole, insert the pointed end of a golf tee in, and tap the tee into place with a hammer. Using a sharp utility knife, cut off the exposed extra part of the golf tee so that it's flush with the door frame. This will give you a fresh piece of wood to drill a new screw into. Finally, drill a new pilot hole directly into the golf tee, and simply re-insert the screw through the hinge. The hinge should feel much more stable and secure. 🔄

GRAINDA