



The Alexander Group

GAZETTE

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President
Alex Dean, CR, CGR

Production Mgr.
Michael Colman

Lead Carpenters
Steve Mayberry
Gregory Burdette
Jacob Kirk

Administration
Kathy Poland

Members of:
NARI DC Chapter
Montgomery Co.
Builders Association

Awards:
2001 Montgomery
Co. Builders Assoc.
Awards (4)

2001 NARI
CotY Awards (2)

2000 NARI
CotY Awards (4)

2000 NARI
Residential Interior

2000 Montgomery
Co. Builders
Awards (2)

1999 NARI
CotY Awards (2)

1999 Montgomery
Co. Builders Assoc.
Awards (4)

1999 Innovation in
Construction Awards

Other Awards:
1997, 1996, 1995,
1994, 1993



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No magic pills

A Rockville couple decided that changes were in order. Their V-shaped contemporary rambler had served them well, but it was now or never. The kitchen definitely needed updating and as long as there was going to be a mess...

But what about that mess? What about the disruption, the traipsing in and out, the noise, the dirt, all the confusion? A remodeling, or renovation project is, by all accounts, a major intrusion into a family's lifestyle.

Enter Mr. Alex Dean...master of expectations.

"Aesthetics are important to us, but so is our

quality of life!" said the homeowner. "We were very pleased with the whole Alexander Group experience. Alex came in and set our expectations, then Mike Coleman and lead carpenter Greg Burdette made good on every promise. Greg not only cleaned his work area every day before he left, but made sure the subs he had working for him did the same. We were impressed! Thanks to The Alexander Group, we now have a new, beautiful kitchen, more storage space than we imagined possible, better lighting throughout the first floor, and a new powder room."

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Powder room ▶

Pantry ▶

▼ China cabinet



Alex is quick to point out, “Our clients let us into their homes, and then put up with disruption to their lives. We do everything we can to minimize the stress they must endure over the course of the project. We schedule deliveries when they are least apt to disrupt the household. No one wants a burly guy with a refrigerator on his shoulder at the front door when they’re trying to get the kids off to school. And nobody wants the inconvenience that’s caused when utilities aren’t available. The least we can do is plan our work to best accommodate our client.”

Unfortunately, there’s no magic pill to take, go to sleep, and when you wake, it’s all done, all new and shiny.

But there is The Alexander Group—promises made, promises kept.

Longtime valued relationships make for smooth sailing during Alexander Group projects

The old adage “No man is an island” can be taken a step further when it comes to successful remodeling projects. “No remodeler is an island, either,” says Alex Dean, president of The Alexander Group.

“Over the years, we’ve taken great pains to develop long lasting relationships with those vendors and suppliers who work to the same high standards we do,” Alex explained. “There are a lot of places to pick out appliances, or select tile, but not everyone runs their businesses the way we like to run ours. We seek out the best suppliers and vendors in the DC metropolitan area for our clients. We want to be sure our clients have an enjoyable experience during this phase of their construction project.”

One of The Alexander Group’s favored tile distributors is Architectural Ceramics, 692 Lofstrand Lane, Rockville, MD. Designer, Yuvinka Deugarte is always ready to assist The Alexander Group’s clients.

According to Betty Sullivan, co-owner, the showroom and warehouse is a one-of-a-kind, catering to both homeowners and contractors.

“I’ve looked in New York, Los Angeles, Chicago and other places, and have never found a showroom like ours,” Betty said. “We have an extensive amount of tile on display, which is constantly changing due to styles, but we also have a contractors’ area in the warehouse for adhesives, grout and other necessary ingredients to complete a project.”

With an experienced design staff—several of whom hold degrees in design or ceramics—10,000 square feet of showroom and warehouse, and more than 20,000 types of tile on display, Architectural Ceramics is outgrowing its current space. Plans to open a new showroom are underway—just across the street.

When appliances are the sought after item, homeowners are given appointments with Appliance Builders Wholesalers, 8834 Monard Drive, Silver Spring, MD. Senior sales associate Roy Guinter is always pleased to greet an Alexander Group client in his 15,000 square foot showroom.

“It’s always a pleasure to work with the The Alexander Group,” Roy said. “They are organized, accurate, don’t cancel at the last minute, and if anything does go wrong, they handle it. A measure of a good contractor—or any good

business person—is how they handle the problems. The Alexander Group has happy customers, who often come back for other items later.”

The appliance showroom and warehouse offers contractors an advantage most suppliers don’t. Products are delivered when they are needed, not ahead of time.

“This prevents washers and dryers from sitting in a work area, serving as a lunch counter to laborers working on the remodel,” said Roy. “Nothing is more upsetting to a homeowner than to find scratches on a new appliance. By delivering the products the day of install, we are minimizing the opportunities for damage.”

The showroom also offers an extensive selection of faucets, sinks and other peripheral items that accompany an install of appliances.

Lighting fixture selections are referred to Lighting Designers, 981 Rollins Ave, Rockville MD, or 500 Penn St. NE, Washington DC.

Scott Van Leer, residential and commercial lighting consultant, is proud of the comprehensive collection displayed in Lighting Designers’ two 12,000 square foot showrooms. He and the experienced staff of 13 in Rockville, and seven in Washington, are able to offer a wide variety of styles from contemporary to traditional.

“We’ve worked with Alex Dean for more than 10 years,” Scott said. “He is very selective about his clientele, which makes our job easier. He also listens. He will ask our opinion, allow us to express our creative ideas, takes those ideas under advisement, and more often than not, uses them in the final design.”

For kitchen and bath cabinetry, Alexander Group’s clients are sent to Montgomery Kitchen & Bath, 15906 Luanne Dr., Gaithersburg, MD, or 6194 Old Franconia Rd., Alexandria, VA. In the Maryland showroom, they are greeted by co-owner Keith Hudson. A vast selection of cabinets, countertops and hardware are on display, but the majority of final product is custom made for each client.

“Alex has a great design staff,” Keith said. “When we work with The Alexander Group, they make us look good. There’s just never a problem—I mean *never*—with a job of theirs. We wish all contractors could be like them.”

▼ Log on to vendor web sites:

Montgomery Kitchen & Bath
www.mkitchen.com

Architectural Ceramics
www.architecturalceramics.net

Lighting Designer
www.mauriceelectric.com

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

It's a team effort

The Maryland home featured on page one was a successful project for a number of reasons, not the least of which was the experienced team of subcontractors who participated in the remodel.

Special thanks goes to Bill Hyman of Hyman Electric for designing a lighting scheme with the proper amount of lighting—which was very important to the homeowner.

Thank you to George Burroughs of George D. Burroughs, Inc. for devising creative plumbing solutions to those areas with difficult access.

And Universal Floors did a great job of refinishing and staining different species of wood in various colors—thank you!

The remodeling process is a balancing act between a zillion tasks with multiple disciplines, all firmly set on a timeline. If the plumber fails to install the pipes, the dishwasher can't be positioned when it arrives; if the electrician is off schedule, the drywall can't be installed. One action depends on a preceding action.

The Alexander Group prides itself on its ability to manage the complexity of a project includ-

ing budget restraints and client expectations.

"We value our sub contractors' expertise and professional business ethics," Alex Dean said. "We know we can rely on them to deliver services and products in a timely manner with a high level of craftsmanship. They are all on our team."



A 'thank you' to us!

"We are going back to the UK. The house sold in a weekend—five offers, all on escalator clauses! Your work clearly did the trick!"

This was the note Alex Dean received recently after completing an addition for a family in a hurry. The project was put on a fast track because the family was renting an apartment during the construction. The addition included a family room, kitchen and master bedroom suite added to their Upper Northwest DC home.

Two years after the construction was finished, all on time, the family had a change of plans and decided to sell it and move back to England. As the note said, it sold quickly and for an excellent price.

▼ Visit our Web site: AlexanderGroup.net

▼ Excellence in architectural craftsmanship and remodeling