

President
Alex Dean, CR, CGR

Construction Mgr.
Michael Colman

Project Designer
James Steele

Project Coordinator
Brian Stone

Lead Carpenters
Steve Mayberry
Gregory Burdette

Carpenters
Marvin Samoya
Hernan Morales
Greg Lacy

Administration
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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Turning ordinary into extraordinary

What began as an ordinary “builders’ home” came full circle and was transformed into a great living space—with a little imagination and a heavy dose of The Alexander Group. The homeowners wanted to stay in the house, but knew they needed a few major changes.

The need for a more functional home with increased space, especially in the breakfast area, family room and kitchen were high on their wish list. Other wishes were for more natural light, additional countertop space and more storage.

Crossing their fingers, the homeowners also hoped for a laundry room next to the kitchen and an expanded dining room—that would be just about perfect!

Not only were these wants and needs taken into account in the new floor plan, but so were “easy to care for” options in the new gourmet kitchen such as laminate flooring that resembles ceramic tile, solid granite countertops and exquisite red birch cabinetry. A new vegetable sink and doubled oven were installed and a gas slide-in range was added to the kitchen island.

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Lighting is always an issue. There are many ways to improve a home's lighting scheme, but this home's new layout and plan were perfect for the addition of both recessed and pendant lights. The new breakfast bay with a vaulted ceiling that increases the sense of spaciousness is complemented by additional windows. To round out the conversion from ordinary to extraordinary, features such as glass showcase doors on wall cabinets and a beautiful, yet utilitarian breakfast bar were included.

Allowing the new spaces to join seamlessly into an existing home is always a challenge. The entire rear wall of the home was opened and the addition was skillfully incorporated into the original home using microlam beams. A new half wall now divides the family room and breakfast room, allowing conversation between the two areas.



BEFORE

"We faced a number of challenges with this project," Alex Dean said. "The original septic tank had to be replaced and relocated before any work could begin. Great care had to be taken throughout the entire foundation process so as to not damage the sewer line to the septic system. In addition, the new microlam beams that support most of the second floor had numerous structural installation challenges."

The homeowners are vocal with their satisfaction not only with the end result, but also with the process in which The Alexander Group helped them through each step from setting their expectations to completing the final item on the finish list.

"It doesn't look like an addition," the homeowners said. "It looks like the new space was part of the original house."



BEFORE

So what do you guys do, anyway?

The Alexander Group is a full service design and renovation firm that specializes in residential remodeling projects such as one and two story additions with kitchens and baths, whole house renovations, “pop-ups,” as well as fine custom homes.

The Alexander Group has extensive experience with major insurance restoration services which include fire and water restoration and tree damage repair.

With a full-time staff of highly skilled carpenters and a proven team of qualified trade contractors, The Alexander Group is fully licensed, bonded, and insured in the District of Columbia, Maryland, and Virginia.

Not all of The Alexander Group’s projects win national and local awards, but many do. Innovative custom remodeling, designed and constructed to meet the needs of a discerning clientele is the rule—the uncommon, the unique and the unexpected. Elegance is a given; craftsmanship is a priority; and quality and service are never a question.

Alex Dean’s goal is to develop long-term relationships based on the team’s commitment to quality and service. Because of these relationships, many of The Alexander Group’s clients, not only return for new projects, but constantly refer the firm to their family and friends.

Design and renovation

The Alexander Group uses a system of construction called “design/build” — an approach that merges all that is best from design and construction disciplines and places the process squarely within a single point of client contact. No excuses, no maybe’s—just taking responsibility.

There are many advantages for a homeowner who chooses to use The Alexander Group:

- Tight control of design and construction costs
- Effective management of the construction schedule
- One source accountability
- Quick turnaround between design, construction and completion.

So how does it work?

Undertaking a remodeling project can be a daunting task to a homeowner who hasn’t done it before. To help homeowners understand what is involved The Alexander Group has outlined the following steps:

The initial consultation:

- You put your ideas into words
- We listen carefully
- We outline the renovation process

Preliminary design and feasibility study:

- We study the physical layout
- We review land plats and surveys as needed
- We review documents for potential problems

Concept design and price planning:

- You approve conceptual drawings
- We prepare work scope and specifications
- You select appliances, floor coverings, etc.
- We present final drawings, price planning research

Construction:

- We prepare construction documents
- We obtain building permits
- We conduct pre-construction meeting
- We prepare site
- Project begins

Project completion:

- We conduct a walk-through of the entire project with you
- We both agree on a “finish list”
- Warranty period begins

Final outcome

“There’s a final outcome that all of us at The Alexander Group focus on,” said Alex Dean. “Most homeowners are surprised to learn that it’s not the last nail to be driven, or the final coat of paint. Yes, we all want the project to turn out well, but the ultimate outcome that we seek is a satisfied homeowner. It doesn’t matter how many awards a project might win if a client hasn’t had a good experience during the project. We try very hard to meet—and exceed—our clients’ expectations.”



■ It all started with a well-meaning former client referring The Alexander Group to her neighbor who wanted a screen door repaired.

While we do certainly appreciate the referral, a minor repair doesn’t quite fit into our business model, although we do make exceptions for past clients, thereby maintaining our life-long relationships.

So, this page is for all our friends who want to know, “So what do you guys do, anyway?”

Welcome to our newest employee: Brian Stone

■ *We love it when our satisfied homeowners take a few minutes to send an email or note.*

"Let me once again applaud the stellar performance of your team! Steve, as always, is the ultimate master craftsman. In addition, he is professional, polite and caring. We consider him family! I was delighted to meet Marvin and his brother. They are both extremely competent, professional and polite. Their work ethic is exemplary. Many cold Saturdays, they worked cheerfully and always had a smile! They are wonderful representatives of your organization. I, as ever, remain your biggest fan!"
— Dr. NS

Brian Stone has joined The Alexander Group as project coordinator; his duties include designing, research and preparing project specifications. He is also lending his carpentry skills in the field.

Brian holds a Bachelor's degree in Architecture and has more than 18 years' experience in business management and operations in the construction and food service industries. He has worked as a design/builder, securing projects, providing estimates, as well as designing and building projects.

"Brian's depth of experience will prove to be a real asset to our team and enable us to improve our service for our valued clients," Alex Dean said.



Thank you!

Thank you to each and every one of you for referring The Alexander Group to your friends, family and associates. Referrals are the lifeline to our continued success.

To those of you who take the time to speak with our prospective clients at our request, it often makes the difference in their decision to work with The Alexander Group. A huge thank you to all of you.

I'd also like to thank all the members of our team. Each member—from office staff to field personnel to trade contractors—plays a vital role in helping our homeowners realize their dreams. — Alex Dean, President

■ **Visit our Web site: AlexanderGroup.net**

■ **Excellence in architectural craftsmanship and remodeling**