

Concepts



This year marks our 35th anniversary and while recent years have not been kind to our industry, I am proud to say that we continue to overcome these challenges without compromising quality or value.

We are fortunate to have a significant number of extraordinary remodeling projects as well as new custom homes at various stages of design and construction at this time. In all my years of luxury homebuilding, there has never been a better time to remodel your current residence or build a new home.

Low interest rates and favorable pricing for labor and materials offer customers unprecedented values. In addition, our longevity and success in all fields related to home design, construction and maintenance provide the peace of mind you deserve when making significant decisions regarding one of your greatest assets, your family's home. I've also learned that two Pickell homes have recently sold within 30 days and at very near the asking price, indicating that our homes continue to retain outstanding residual value.

Look for a beautiful new "Family Retreat" in Powers Lake and another signature "Turn of the Century" renovation in Kenilworth in the coming months.

Thank you for being part of our family and I wish the very best to you and yours.

Kind Regards,

Orren T. Pickell
President and CEO



Outstanding design elements, including intricate trim details and a soaring beamed ceiling earned this Tarns of the Moor residence the Gold and Crystal Key Awards in 2009.



Award-Winning Tarns of the Moor

When Orren Pickell first envisioned this unique North Shore community, he knew that his team would create exceptional homes to complement this extraordinary property. We are honored that others share this view of the Tarns, as the homes and grounds have received numerous awards from well-regarded organizations in the design and construction industries. Each home that has been entered in the annual Homebuilders Association of Greater Chicago's Key Awards has received the top award in its category. This includes the Crystal Key for Excellence, awarded to the Scottish Manor, our signature home at the Tarns. In addition, our landscape partners at James Martin Associates have earned two prestigious awards for the design and maintenance of the entire property. Our most recently completed residence at the Tarns is among this year's Key Award entries, and we hope to continue this winning tradition. If you haven't visited the Tarns lately, we invite you to take a drive and see for yourself what all the excitement is about!

Cabinetry Connections— Quality, Value & Selection

Orren Pickell Designers & Builders continually strives to find new ways to offer quality and value, and the introduction of the Orren Pickell Signature Line of Cabinetry has once again accomplished that goal. Now, in addition to Wood-Mode and Brookhaven, our Signature Line offers two additional levels of custom options to choose from. Whether you prefer fully custom choices throughout your home or semi-custom cabinetry in less formal locations, we provide the selection, quality and value to satisfy any taste and budget. Orren Pickell's Signature Line was used exclusively in the renovation of the historic Lansdowne Estate in Lake Bluff. The Master Dressing Room's full-height 'closets' and oversized packing island offer unique storage solutions, while the Kitchen combines custom door styles and eclectic finishes for a beautiful, inviting new space.





A Sporting New Trend in Remodeling

A very active family with diverse interests in sports and exercise desired the perfect arena to provide an outlet for their physical activities. The Orren Pickell Design Group, along with John Robert Wiltgen Designs created an enviable sport court addition that blends seamlessly with the existing residence. The additional area offers sufficient space for family and friends to gather and enjoy a game of basketball, enhance their batting skills or relax in an inviting rooftop garden without leaving the comfort of their home. Of course, all the amenities of a professional health club are also incorporated into this new space, offering year-round opportunities for fun and relaxation. The Orren Pickell Remodeling Group adheres to the same high standards and utilizes the same processes and subcontractor partners as our new home division to create outstanding projects like this one. Please visit our website, www.pickellbuilders.com to view additional photos of remodeling projects.

A seamless addition brings appropriate scale to an expansive interior sport court.



Little Time, Big Results!

One couple had several wonderful reasons to design and build their new home quickly. They were getting married and blending their families, which included five active children. Their goal was to be in the home before the start of the school year. With much enthusiasm and commitment from all involved, the family and the team at Orren Pickell Designers & Builders met the deadline with time to spare. The family's new, fully-custom home was completed down to the last detail in six months, including a fully-stocked pantry!

Even with the ambitious schedule, the depth and talent of our team and our unlimited industry resources allowed us to exceed our clients' deadline. Orren Pickell's trademark quality, craftsmanship and personalized amenities are evident throughout the 6,400 square foot home. Each family members' needs was incorporated into the design and construction of this beautiful North Shore residence, and the added benefit of collaborating with interior designer Annette LeCompte helped to make this home the perfect reflection of the entire family. It was truly our pleasure to work with these customers and ensure their dream home was completed according to their schedule, without compromising the quality, attention and care that sets us apart from other builders.



A Look Back at the Past 35 Years

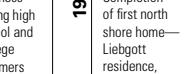
Even at a young age, Lisa Pickell showed a keen interest in her family's business. Now, Lisa has achieved the title of COO and is responsible for all the day-to-day operations of the company.



1997 Entertainment House - Over 1,000 guests attended the grand opening party in a snowy storm.



1998	Turn of the Century House - first remodel Concept House and the first big push into the remodeling and restoration market.
-------------	--

1971	Orren starts painting & decorating business during high school and college summers	
1976	Orren designed and built his 1st new home at Junior Terrace in Elmhurst with his own two hands.	
1981	Completion of first north shore home—Liebott residence, Mettawa	
1983	Office moves from home office to it's first formal office space in Vernon Hills, IL	
1987	First full time office staff—Don Szwik and Donna Harrison	
1988	Office moves from home office to it's first formal office space in Vernon Hills, IL	
1990	Orren named President of Lake County Home Builders Association	
1991	Wineberry Model - Libertyville, IL Pickell's first Concept House and Gold Key Winner	
1993	Orren Pickell establishes in-house design team	
1994	The Concept House Opens, sweeping local and nation awards programs with people waiting in line in the rain to see this stunning new home.	
1995	Business grows, cabinetry design brought in house and the office moves to bannockburn	
1996	Organization House - Pickell wins it's first Crystal Key and the Family Workshop is born.	
1997	Transition House - Live in 100% of your house on a weekly basis. Our most popular concept home to date.	
1998	Orren Pickell Remodeling Group is formed	
1999	Named in Builder Magazine - Eight Great Companies To Work For	
2001	The Jewel Box - It's not the size of the house, but the details within	
2008	Turn of the Century House - first remodel Concept House and the first big push into the remodeling and restoration market.	



Working with the Pickell team through their clearly defined process allowed my client to move into their home in less than 6 months without compromising any attention to detail.

— ANNETTE LECOMPTE
Interior Designer



2001

Orren Pickell Designers & Builders named National Custom Builder of the Year by *Custom Builder Magazine* (the first in the Midwest)

2001

Pickell opens offices in WI and begins construction on its first major development - the South Shore Club in Lake Geneva, WI



2002 Renaissance.com - Crystal Key winner pushes the limits of technology and global accessibility within the home



2003 The Design House - Chicago Home and Garden's 2003 Showhouse in Lake Geneva, WI

2003

The Vacation House - National Best in American Living Award Winner (the first in the Midwest)

2003

Pickell opens offices in MI and begins several projects including Lighthouse Dunes Subdivision in St. Joseph and Stone's Throw Subdivision in Harbor Country

2004

Custom Home Maintenance Program and Lifetime Warranty unveiled



2005 The Pickell Family Foundation is formed, headed by Tina Pickell

2007

Construction begins at The Tarns of the Moor Subdivision, 33 Acres in Bannockburn

2008

The Scottish Manor — Chicago Magazine and Chicago Home+Garden Showhouse — Wins (2) Crystal Key Awards



2009

Lansdowne is chosen as the Infant Welfare Society's Lake Forest Showhouse and wins the 11th Crystal Key award for Pickell Builders.

2009

Lisa Pickell named Remodeler of the Year by the Home Builders Association of Greater Chicago



2010

Lisa Pickell named Chief Operating Officer of the company, which has helped realize the dreams of over 1,000 clients

2010

Pickell Designers & Builders celebrates 35th anniversary!

2010

Completion of a significantly sustainable contemporary farmhouse on 33 acres in Mettawa

2001

2003

2005

2008

2010

At Home at the Lake



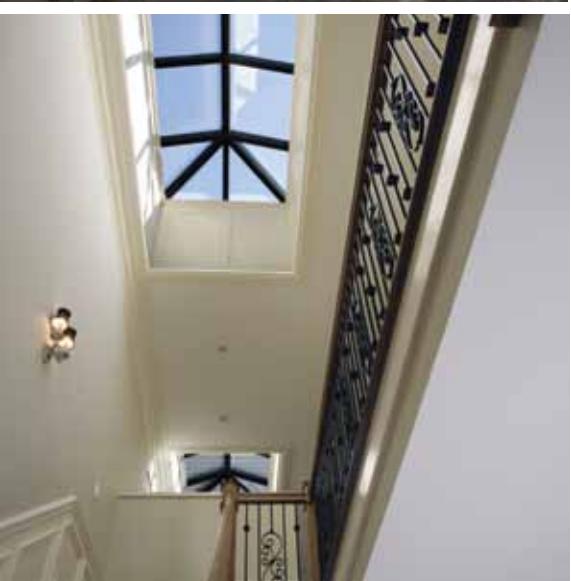
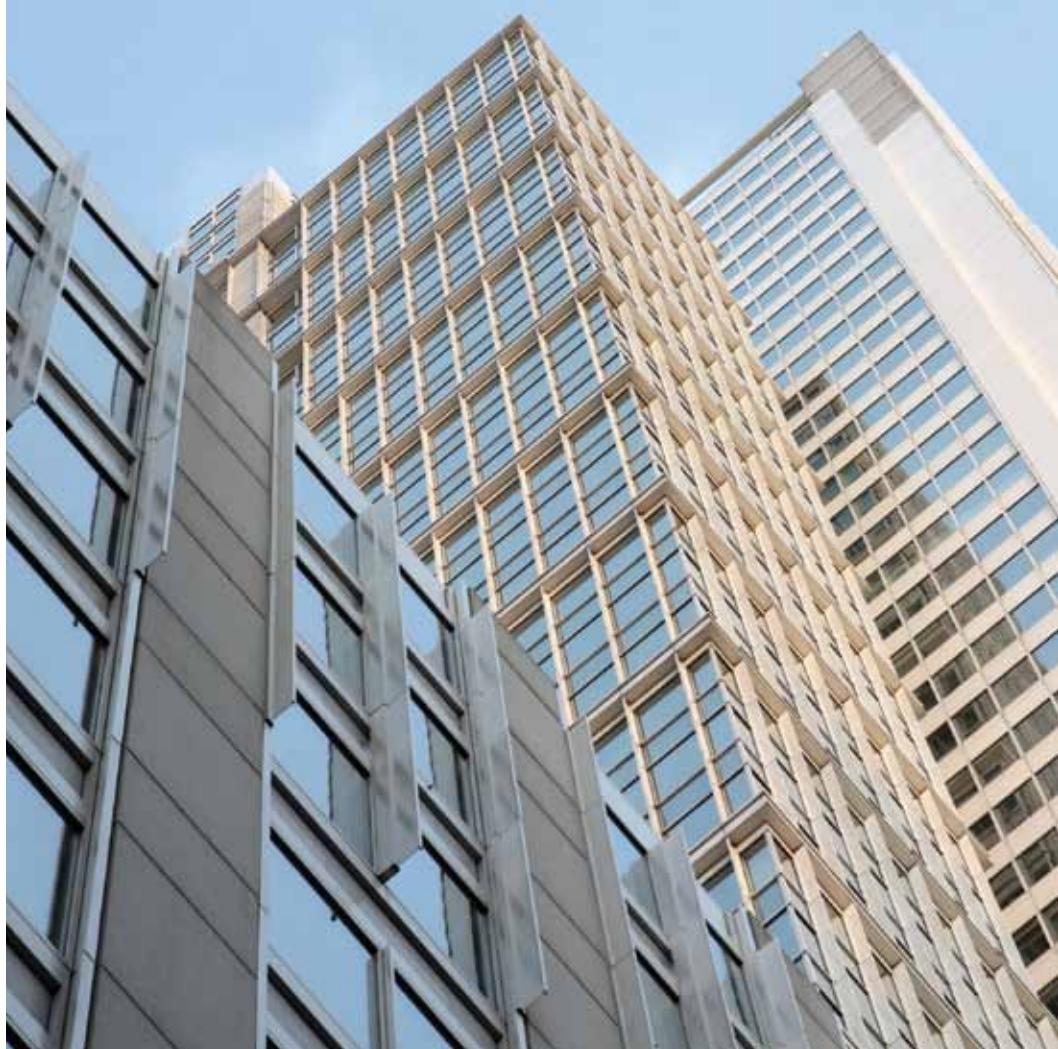
Rick and Elaine Enriquez enjoyed their first new home collaboration with Orren Pickell Designers & Builders to such a degree that they chose us once again to design and build their vacation home in Lake Geneva. Knowing this family so well after our initial project together made this an even more enjoyable undertaking for everyone involved. The family's fondness for life

on the water was incorporated into many aspects of the design, with nautically themed details and color selections evident throughout the home's welcoming interior. An affinity for fine wines inspired the materials chosen for the lower level bar area, which include a countertop made from reclaimed wine barrels, complete with winery stamps and logos. Designed as an East Coast shingle-style home, this residence blends perfectly with the lakefront community, and the home was designed with an open floor plan to comfortably accommodate a large number of family and friends. To truly make this home unique, numerous custom cabinets and built-in furniture pieces were created specifically for the homeowners. The design also incorporates environmentally conscious soy foam insulation and energy efficient mechanicals and windows. As with every Pickell home, our own Trim Division craftsman set each cabinet and secured each section of trim to ensure seamless quality throughout. Our goal is to continue to exceed our customers' expectations at every stage of our process, and we welcome the opportunity to do the same for you.



At Home in the City

While we continue to expand our reputation and client base on the North Shore, we are equally at home designing, building and renovating within Chicago's city limits, so don't let your project location cause you to consider a less experienced builder. Whether renovating a city loft, an historic brownstone from top to bottom, or redefining the interior of a luxurious Four Seasons condominium, our design and construction teams will work with you to create the home in the city you have always dreamed of. We are fully licensed to work in Chicago, and our familiarity with the unique building codes and the logistics of high-rise construction should eliminate many of the concerns often associated with city projects. A dedicated Superintendent will coordinate all aspects of your project from material deliveries to final inspections, communicating efficiently throughout the process with all necessary parties . . . especially our homeowners!



Celebrate the Holiday Season with Us

**Thursday, December 9
5:30 pm - 9:00 pm**

**Orren Pickell Design Showroom
1799 Willow Road Northfield, IL 60093
Please RSVP by Dec. 6 by calling 847-575-5252**

Please join us for grand hors d'oeuvres, great libations and good conversation as we kick-off the holiday season! To show your holiday spirit, please bring a new, unwrapped toy for a special boy or girl benefiting the Toys for Tots Drive.

Co-sponsored by Luxe Interiors + Design



101 Waukegan Rd., Suite 900, Lake Bluff, IL 60044
1-888-Pickell | www.pickellbuilders.com

PRSR STD
US Postage
PAID
Elk Grove Vil., IL
Permit No. 313

ADDRESS SERVICE REQUESTED

Graphic design by Patrick Falco, Allegro Design Inc. | Photography by Linda Oyama Bryan

Schedule of Events

Orren Pickell
Design Showroom

1799 Willow Road
Northfield



Saturday, January 22

1:00 pm - 3:00 pm

Cabinet trends seminar and unveiling of the new showroom kitchen space

Saturday, February 19

1:00 pm - 3:00 pm

Remodeling seminar with Orren Pickell

Saturday, March 12

1:00 pm - 3:00 pm

TV Tune Out, sponsored by the Winnetka Alliance for Early Childhood

Spring 2011 Dates TBD

The Family Retreat Open House in Powers Lake, WI

Summer 2011 Dates TBD

Orren Pickell's Turn of the Century Renovation II

Look for additional dates and times in our e-newsletters. If you are not receiving our e-news, please contact Tracie Peck at 847-572-5257 or email tpeck@pickellbuilders.com

24/7 Service—Hallmark of the Orren Pickell Maintenance Group



There may be no greater testament to the quality and service that are the trademarks of our company, than the vast and loyal client list of the OP Maintenance Group. This dedicated team, led by Manager, Warren Schwartz, has expanded and enhanced our reputation over the years by providing attentive, affective and prompt service to Pickell homeowners and customers throughout the area. From handyman services to full-home inspections and annual maintenance programs, our technicians complete our customers' projects or coordinate efforts with some of the most reputable subcontractors in the industry to extend the life and beauty of each residence, inside and out. This team is available 24/7 and no job is too big or too small! Contact Warren at 847-572-5200 for an appointment.

"I always counted on the OPMG for their standard maintenance services, and when I was notified while out of town about an issue at my home, one call to the after-hours number was all it took to prevent significant damage."

—Mettawa Resident

"I never knew how much I would appreciate the 24/7 emergency service of the OPMG until I needed a quick response during a significant rainstorm. The technician arrived within 30 minutes and took charge of the situation, which was a huge relief for me and my family."

—Oakbrook Resident