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CREATING YOUR VISION

Orren Pickell Building Group is motivated by your vision.

TEXT BY MICHELLE CROWE

Custom builders have done better these past few years," says Orren Pickell, CEO of Orren Pickell Building Group, adding, "Fortunately we've always been custom." His definition of custom is simple: building on someone else's land whatever it is that they wish. With 37 years of experience, he and his team can bring to life almost any wish a person might have for their new home or remodel.

Orren's experience is evident as he counsels families through the design process. This is especially important in today's market, where he says people are being more cognizant of the way they really live. Oftentimes, they're looking to maximize living space in a smaller footprint.

For a dozen or so years, Orren has been guiding people to really look at their space and let go of rooms that don't work for their lifestyle. His mantra? "Live in 100 percent of your home every week."

For most people, this translates into an open kitchen and family room area, a top-notch master suite, and a truly functional laundry/mudroom/workroom between the garage and the kitchen. "That workroom can really make your life," Orren says. "I can always tell if people don't have a great one if everything is in piles on the dining room table."

So take a look at your dining room—you don't necessarily need to eliminate that rarely used dining room, just put it in a spot where it will become an integral part of daily life. When you do eliminate rooms, Orren says you open up the possibility of amazing trims that make your rooms truly incredible. "Let's make every other room in the house jaw-dropping."

And for those who are still looking to design and build the mega-square-foot showstopper home? Orren has plans for you, too. "Even though you may only use a formal dining room four times a year, we're going to put it in a place where

you'll walk by it every day and appreciate it like a piece of art."

With good values available in the top communities, Orren thinks the time is right for people to reward themselves for hard work and smart money management with a custom home or remodel. "Look at your life today and then look down the road at what your life might look like when your children have children,"

is his sage advice for home shoppers and remodelers to think long-term when investing in their nest. "Don't think in terms of smaller rooms. Rooms in a luxury home should be of a certain size, just think of all the ways you'll use your rooms."

If you choose to work with the Orren Pickell Building Group, you'll enjoy not only the hard-won knowledge of 37 years in business, but also a thoroughly modern, award-winning personal website that will track your selections, schedules, and product costs from the beginning of your project through completion. Many customers are so happy with the whole experience of building with Orren that they trust the company with the maintenance of their home through the Orren Pickell Maintenance Group.

This family-run business is completely dedicated to making sure your family home is ideal in every way.

Visit the Orren Pickell Design Showroom at 1799 Willow Road in Northfield. Learn more at pickellbuilders.com, or call 888-742-5355.







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