

# Concepts



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Adding Value to Your Home

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Construction Well Underway

Dreaming of that exquisite new gourmet kitchen? If you remodel and refinance, it may be free! See REMODELING story on page 3.

## Value: The Purpose Behind Everything We Do

### Pickell Unveils Custom Series Homes Starting at \$500,000 (plus land)

by Orren T. Pickell

**H**ave you ever really noticed just how many different styles of cars are on America's streets? From sedans, to SUVs, to luxury Lincolns, there is a car built to suit the taste of just about every person (of driving age!) in this country. The reason this is true is due to differences in individual values. While some people place great importance on having an automobile that is large and lavish, others make their purchasing decisions based on a car's cost and gas mileage. Simply put, value is a matter of perception, and this applies to the real estate industry as well.

For example, at Pickell, many of our clients seek to fulfill lifelong fantasies when building or remodeling their homes. They value the freedom to select every last detail that goes into their house, and the opportunity to be as imaginative and creative as can be in terms of architectural design and style. Expense and timing, always major concerns, are of secondary importance. They see their home as a personal masterpiece.

However, these "values" do not hold true for everyone. While all Pickell clients desire a beautiful home built by an award-winning team, many individuals are driven by budget considerations and see the selection process as more headache than fun. They still want the ability to make choices, but don't



▲ This Custom Series home can be built for \$500,000 (plus land) in as little as six months.



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▲ The Cornerstone Home, now being built at 922 Rollingwood, Highland Park, is a Custom Series home that typifies the values upon which our company was built—quality, design excellence, longevity, and great value.



▲ Orren Pickell

want to invest the time to investigate the myriad faucet fixtures, tile options, countertop finishes, etc., currently on the market. For them, it is so much easier to rely on our experienced designers, who have put together product packages that look great together and cost a whole lot less.

It is for these clients that we have created our new Custom Series homes. No, these residences don’t incorporate the absolute latest in cutting-edge architectural design or every single upgrade conceivable, but what a Custom Series homeowner does receive is a lovely residence tailored specifically to his tastes and needs, and priced starting at \$500,000 plus the cost of land. What’s more, these homes can be constructed in six to 10 months, maybe even less—a huge plus for people who can’t afford a long wait.

**Estate Homes**

Our larger, Estate homes take a bit longer to build—they can be completed in as little as 13 months. They’re also higher in price because they have more complicated architectural designs. The design process takes longer and more features are added as clients and their architectural team share ideas with almost no limitations. Architectural fees for Estate Homes are only 5 to 7 percent of the construction price, and that by itself is a big value. This is half of what other architectural firms charge.

Nothing is worse than finding out after the fact that you paid too much for something, or that you’re way over the budget limit you anticipated for your new home. That’s why our entire team constantly offers advice on how to get the most for your money. Even if you’ve hit that top figure, you can still have the rich wooden library or master suite you’ve wanted. It may just mean taking some money from the lower level or kid’s

See **ESTATE HOMES** page 8



▲ These are Estate homes, but it makes no difference: no matter what the size or style, every Pickell home is a solid value.



# Remodeling: How to Add Value and Lower Your Monthly Mortgage Payment

## Live It Up While Rates Are Down

People often think of remodeling and renovation as a way to enhance, update and bring new life to their existing homes . . . and they’re right! They can finally have that fantastic great room or luxurious master bedroom suite, without having to move away from the neighborhood (and school district!) they love.

But beautifying your home is only one of the major benefits of remodeling. Quality remodeling and renovation also greatly increases the financial value of real estate. Because of the all-time record low-interest rates currently being offered, this is the best time to make your house the home of your dreams.

“Remodeling increases the value of a home both in the real estate world and in the life of the homeowner,” says Tom Koutny, Remodeling Group Sales Associate. “Some of our whole house renovations have literally tripled the home’s value. Other remodels have instantly added \$200,000 to the value of existing homes. And how do you place a dollar amount on the incredible enjoyment the homeowners receive from their spectacular walnut-paneled library or glorious new sunroom? These additions will be enjoyed by the entire family for years to come.”

Tom adds that Pickell can arrange lucrative financing options through its relationship with preferred lenders such as Wells Fargo Private Mortgage Banking. The illustration shown across the bottom of this page is a perfect example.

“It’s like getting an addition built onto your house absolutely free,” he adds. “You are substantially raising the value of your home, while lowering your interest rate and monthly payment.” Remodeling can make an older home even more cost efficient by adding features such as a technologically advanced heating and cooling system.

“Last but not least is the value associated with remodeling through a company such as Pickell,” says Tom. “When you choose to build an addition or do a renovation with a company that has a reputation for excellence, that alone adds value to your home at sale time. Realtors know that when we remodel or renovate, we don’t cut any corners. From the foundation your addition sits upon to the installation of every flagstone on your fireplace, our work is done with painstaking attention to detail by expert hands. This is the kind of value you can always count on with Pickell.”



**Above:** A beautiful great room remodeled by the Orren Pickell Remodeling Group.

**Right:** The master bath was designed and remodeled as the perfect “his and her” space.



**“It’s like getting an addition built on your house absolutely free. You are substantially raising the value of your home, while lowering your interest rate and monthly payment.”**

—Tom Koutny, Remodeling Group Sales Associate



**Assumption:** Your house is valued at \$650,000 and you have an existing mortgage of \$450,000 at 6-1/8%.

**Payment**  
**\$2,732/month**

**Scenario:**  
**You Contact Orren Pickell**  
**and Decide to Remodel Your Kitchen**  
**for \$100,000**

**You will end up paying**  
**\$268 less each month**  
**and you’ve increased the value of your home**  
**by approximately \$150,000!**



**Assumption:** The remodeled value of your home is likely \$800,000. The remodel will take your existing mortgage from \$450,000 to \$550,000. You refinance your mortgage at a fixed interest rate of 5-3/8%.

**Payment**  
**\$2,464/month**



**Right:** The Vacation House's beautiful exterior consists of natural, authentic materials such as stone, stucco, and slate.

**Below:** The great room of The Vacation House is warm and inviting with oak hardwood floors and a custom stone fireplace. The interior design and rendering are courtesy of Susan Fredman and Associates, the exclusively recommended design firm for The South Shore Club.





# A Priceless Family Treasure: The Vacation House Debuts in May

Picture yourself in a home with all of the beauty and charm of a country chateau set on an enchanting wooded piece of land overlooking a serene, picturesque lake. This “ultimate getaway” has plenty of room for all of your family and friends; superb craftsmanship, interior design and architectural style; a gourmet kitchen; and every modern amenity imaginable. There’s a huge club house, pool, tennis court, and so much more. All of these give this fairytale-like retreat immeasurable value. It is a home to be cherished for generations to come.

This is Orren Pickell Designers & Builders’ Vacation House, the first-ever Pickell Concept House to address the need for a “home away from home.” Set in Pickell’s one-of-a-kind lakefront vacation community, the South Shore Club in Lake Geneva, Wisconsin, the vintage Old-World, classically designed, 6,824-square-foot resort home will make its debut to the public in early May.

“We set out to build a home that only appreciates in value over time, both in its worth and in its benefit to your family,” says Wendy Cohen, Vice President of Sales & Marketing. “A vacation home is a great investment. When you consider the property values along the lakeshore of Lake Geneva and the fact that the Vacation House is part of a year-round, maintenance-free community (the South Shore Club), it only increases its value. This will be true of every single home built on the property.”

“Just as important, the Vacation House was designed to be a place where people can get down to the ‘business’ of vacationing, without having to worry about sandy feet or snowy boots,” she continues. “We kept this in mind throughout every step of the design process. Low-maintenance yet still warm, welcoming and stunningly beautiful, this is a home that will only look better with age and allows you to truly spend time with the people you care about . . . and there is no way to place a value on that.”

The Pickell architectural team undertook the challenge of creating a home that had a classic European look yet was completely modern in concept. On the exterior, the Vacation House’s aged, storybook-like appearance is enhanced by details such as enchanting eyebrow windows and working shutters with winsome brackets. Natural, rustic materials were used on the exterior—rubble tumble stone; a multi-colored graduated slate roof; a wrapping cedar deck and upper-level balcony; charming stone pavers; and a patterned bluestone terrace and drive. The result is a home married to its pristine natural setting.

Carrying this theme throughout the interior was the job of Susan Fredman & Associates of Northbrook. Their extraordinary interior design team utilized a palette of warm, earthy tones such as sunset hues and mocha browns, as well as plenty of wood, stone, leather, and other natural materials that would only look richer and have more character over time. The foyer welcomes weekend-retreaters with antique terra cotta pewter tile (see photo next page). Guests then enter an expansive but surprisingly quaint great room, with its hand hewn oak floors

See **VACATION HOUSE** page 6



▲ The extended beam mantle and stone hearth give this fireplace an authentic, old-world design.



▲ The lower level includes unique entertaining space, including this handsome bar with custom cabinetry, granite countertops, and an authentic tin ceiling.



▲ Also included in the lower level is an outstanding media room with stained concrete floors and a custom stone fireplace with a copper hood. This room will be equipped with the finest in home entertainment features.



Vacation House (from page 5)



▲ The master bath features a chilli-colored iron tub and leaded glass windows.



▲ Antique terra cotta tile with a detailed floor medallion in the foyer is a greeting like no other.

(which are carried throughout the home); reclaimed barn beamed ceiling; Wisconsin stone fireplace; custom Maple built-ins; and an exquisite wall of windows (so you can always enjoy spectacular views of the lake).

The great room flows seamlessly into a fantasy-come-true kitchen, making it perfect for entertaining dozens of guests at a time. The award-winning team at CabinetWerks created a rustic feel, incorporating kitchen details such as leaded glass windows, a hammered copper sink, and Wood-Mode fine custom cabinets, which are Hancock recessed in natural distressed Cherry with a black glaze finish. A library that is the homeowner’s warm, private enclave, with its stone fireplace and custom-built cabinetry, and a dining room and powder room with plenty of special details all their own complete the remarkable main floor.

A dramatic staircase leads to the second floor. The luxurious master bedroom suite includes a dramatic bay window, French doors, a custom-designed fireplace, and a private deck. The master bathroom is especially unique. It features a freestanding clawfoot iron soaker tub and a custom shower (with a rain dome and steam unit). Three more bedrooms (each with its own full bathroom and plenty of closet space) on this floor easily accommodate family members.

And why stop at just four rooms to sleep people? The entire third floor of the house is completely devoted to the “girls’ dorm.” With its 10'8" ceilings, six beds, solid-surface packing tables, star-gazing balcony, and nostalgic vinyl-tile flooring, this is the perfect spot for slumber parties. Bathed in sunlight, the room is decorated in a palette of blues and greens to match the tree-top views of the lake and sky. The stunning scenery can also be enjoyed from the rooftop observation deck—just a staircase away and ideal for sunbathing or lounging on quiet, moonlit nights.

For the boys, there’s a completely finished lower-level. This “boys’ dorm” also includes bunks, packing tables, even a locker room with custom lockers. But this isn’t what they’ll love the most. Get ready: a fantastic adjoining media and game room; an elaborate “Cheers-style” bar that could be at home inside any fine restaurant; another stone fireplace; and a walkout terrace facing the lake for late-night grilling make it a true haven.

For more information on the Vacation House and to arrange a private tour, please call Wendy Cohen at 847/572-5248.







# South Shore Club Comes Alive

## Now Under Construction, Community to be Home to *Chicago Home & Garden Magazine's* 2003 Design House

Creativity, imagination and ingenuity are currently hard at work inside Orren Pickell Designers & Builders' South Shore Club, the extraordinary 40-acre lakefront vacation and boating community set in glorious Lake Geneva, Wisc. Pickell architects and interior designers from Susan Fredman and Associates (Northbrook), are putting the finishing touches on Pickell's ninth Concept House, the Vacation House, a home designed to be the absolute ultimate in holiday retreats (see story, page 5).

Pickell is also pleased to announce the South Shore Club will be home to *Chicago Home & Garden Magazine's* 2003 Design House. Created by Pickell along with the editorial team of *CH&G* and award-winning interior designer Richar, this



Chicago Home & Garden Magazine's 2003 Design House

masterpiece home will be completed in June and open to the public for tours Aug. 1-Sept. 8, 2003. The Junior Leagues of Chicago, the Northshore, and Milwaukee will serve as the home's charity sponsors. A first for *CH&G*, the Design House will explore the depths of the finest European traditions of design and present them in a modern-day American showcase. Tickets to tour the home, which are \$50 in advance and \$65 at the door, will also include a boat ride on the lake, as well as a subscription to this beautiful magazine.

Both the Vacation House and the *CH&G* 2003 Design House are currently available for purchase, the Vacation House for \$3.6 million and the *CH&G* house for \$3.995 million. In addition to these show homes, four other residences are under construction. A fabulous 5,000-square-foot clubhouse (currently under construction and built underground so as not to block anyone's view of the lake), will be just one of the many unbelievable amenities available to South Shore Club residents. Progress along the community's beautiful marina is also underway, with private boat slips now being installed. Plans for the marina include slips, a yacht club, and the addition of a fleet of water vessels, ranging from kayaks to catamarans, which will be cleaned, fueled, ready, and available—complete with a cooler of beverages upon request—to any South Shore Club homeowner, simply by making a phone call or sending an e-mail.

In addition to the incredible clubhouse and marina, the South Shore Club—an all-inclusive, completely maintenance-free residential community with concierge-level services—will feature sand and swimming areas; a 4,000-square-foot, zero-depth swimming pool; a putting green; clay tennis courts; miles of hiking trails; and so much more. Set amongst the woods, the property itself is absolutely breathtaking. When combined with the community's Old World, antiquated designs and stone, slate and hand-hewn wood exteriors, the result will be a storybook neighborhood of unprecedented beauty, style and charm. No more than 40 exquisite vacation homes will be built on this scenic lakefront stretch of land, and sites with custom homes are still available, with prices starting at \$1.5 million. For more information, call 847/572-5200 or visit our web site at [www.thesouthshoreclub.com](http://www.thesouthshoreclub.com).



▲ This lakefront residence showcases an old-world turret and design details.



▲ Chicago Home & Garden magazine's Design House is scheduled to open to the public in August.



▲ A grand entrance at The South Shore Club—the iron gates and stately stone pillars.



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## Estate Homes (from page 2)

rooms, and putting it into these spaces  
instead.

All of our clients are guaranteed the  
time, talent, and expertise of the six  
different Pickell divisions. From Cabinet-  
Werks to Maintenance, we all work  
together with a common goal . . . making  
your home the best it can be.

Of course, it goes without saying that  
both the Custom and Estate series homes  
are top-notch in quality. That's because  
as a company, we have our own percep-  
tion of what constitutes value. We call it  
our value line formula, and it involves  
four key, interrelated factors: quality,  
timeliness, cost, and service. For us, it is  
not enough to build you a home of great  
architectural and structural integrity,  
ingenuity, and beauty. Our goal is also to  
make your experience wonderful and  
memorable—whether you are creating a  
custom home or remodeling your  
existing home. We do this by employing  
a professional staff dedicated to meeting  
every one of your needs, and to keeping  
your project on track, on time, and  
within your budget.

These are values we will never steer away from . . . guaranteed.



## Maintenance Tips

To keep your house looking like new all year long, Warren Schwartz of the Maintenance Department offers the following tips:

- Clean out gutters, inspecting to ensure all spikes, straps and clips are tightly fastened.
- Wash windows, inside and out.
- Clean and seal decks. Remember, you'll need three consecutive warm, sunny days for this task.
- Wash the exterior of your house, being sure to use an ordinary garden hose as pressure washers are powerful enough to force water under the siding where it may mildew and rot.
- Caulk exterior joints around windows and doors.
- Check hose bibbs to make sure they have not frozen or broken in cold temperatures.

Our maintenance department is always here to help you. For an appointment, call Warren Schwartz at 847-572-5230.

