

Concepts



inside

► **Kudos**
Pickell named as one the
"Eight Great Companies
to Work For"
by *Builder* magazine.



► **A symphonic experience**
It takes a great team to create award-winning custom-built homes.

► **The "Turn of the Century House"**

The ultimate redo from our Remodeling Group.

An endless variety

An endless variety of architectural styles have evolved over the years. When it comes to the custom market, there are no limits to the creative twists and turns that make a home truly one-of-a-kind.

You've probably seen that dream home in your mind a hundred times. Maybe it's a Victorian-style with a wonderful wrap-around porch or a sleek contemporary with dramatic angles and glass-block treatments.

Orren Pickell is personally fond of a home that relates to a particular style but has a flavor all its own. "Our company is often known for English Manor and French Country, but that's only because those styles are what's popular today," says Tony Perry, Vice President of Pickell's Design Group. Over the years, the company has done it all—Prairie-style to Georgian to Southwest Adobe to Log Home and back again. It's this wide range of experience that makes us better able to serve our clients."

Here's a brief overview of the variety of homes our staff is working on right now. We think you'll agree that we embrace and expand upon every genre of architecture.

One residence in Long Grove will be right out of the Victorian era while another in Wadsworth will be a Colorado-style

rustic home. A Lake Forest home features cedar and fieldstone. A Long Grove home is transitional-contemporary and one in Mettawa has a luxurious log cabin feel. Another home in Mettawa is New Mexico Adobe while yet another has a distinctive Scandinavian flavor.

Each of these homes is as beautiful as the next. Each has a primary architectural style while incorporating creative elements that give it a personality all its own. A good example is the Nantucket home now being built for a Highland Park family on an idyllic spot overlooking Lake Michigan. It's "Cape

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Variety

Variety (from page 1)

Cod-like, but not” as it incorporates time-honored materials such as shake siding yet sensitively blends glass and stone into the overall design.

A brand new residence in Northbrook is another example of the creative process. The family wanted a very contemporary style but admired the turret treatment used in more traditional homes. The architectural team created curved shapes, reminiscent of a turrets, on both the front and back of the house. The home flows beautifully both inside and out. The front “turret” creates a magnificent floating staircase and the rear one affords an unusual breakfast room as well as a stunning curved fireplace.

As you can see, the variety is indeed endless. No two homes are the same and that’s what makes this such an interesting and exciting process, time and time again.



▲ A contemporary home with Scandinavian influence. Far right: Formal entryway leading to a sweeping stairway, grand foyer, and great room.



▲ In an Orren Pickell custom-built home, client tastes and needs dictate the style, not vice versa. Shown is one of our formal French designs.



▲ Shown above are just a few of the many styles of homes created by Orren Pickell Designers & Builders.

Top: Southwestern
Center: French Country
Bottom: French Provincial

“Turn of the Century House”

Preserving the past while celebrating the future. That’s what our new Turn of the Century House, opening early this fall, is all about. In the last issue of our newsletter, we told you the way in which our Remodeling Group is taking this 75-year-old Kenilworth property, located just one block from Lake Michigan, and restoring it to its original splendor.

At the same time, the interior space is being transformed to meet the needs of the 21st century family. Modernizing the 4,945 square foot residence without sacrificing its timeless charm was the challenge for the Pickell Design Group.

The sensitively restored home also has a gracious new addition. A new entry-way leads to a towering Great Hall with exquisite mahogany custom-built bookshelves (painstakingly hand-crafted). A luxurious master bedroom suite includes a huge walk-in closet and an entertainment center. The master bath with whirlpool and skylights is the perfect place to unwind. Layers of paint have been stripped from mahogany bookcases and trim, revealing the true, rich nature of this magnificent house.

This exquisite residence with its roots in the 20th century now welcomes the advent of the 21st century. All in all, the Turn of the Century House is a seamless architectural blend of past and future—a bridge spanning two centuries.



It's a symphonic experience

by Orren Pickell

Listen for the music. This is my advice to you as you embark on your home building/home remodeling experience. What does melody have to do with cabinetry, lighting, landscaping, etc.? To me, everything.

I actually liken the Pickell staff to a symphony. Just as it takes an orchestra of musicians to make a beautiful piece of music, it requires the cooperation, time, and talent of our entire



team to create a one-of-a-kind custom home. We work in harmony with one another—architects alongside landscape design professionals, master craftsmen alongside interior designers—with the end result being music to our client's ears.

In fact, at Pickell, all we want you to hear is the music. Your only job is to be the audience, listening and deciding what melodies you want us to play. Of course, there needs to be someone conducting the orchestra, setting the tempo for the piece. Without the conductor, the violins may be a little loud, and the oboe a little off key. My point is, the firm you select to build or remodel your home should never put you in charge of calling meetings, setting agendas, and coordinating workers.

Too often, I've heard stories of home builders who, essentially, put their clients in this very situation. One of the biggest reasons this occurs is that many builders do not offer the services necessary to take a custom home building or remodeling project from beginning to end. Thus, the client is forced to go outside of the firm to hire an interior designer, landscape architect, and the like.

That's precisely why we designed our firm the way we did.

Every discipline you could possibly need to create your dream home is under one roof, from site selection to financing to remodeling to renovation. We are the engineers, architects, landscapers, interior designers, service and maintenance personnel . . . and we're here to help our clients with every decision, every step of the way. We have the big picture in mind—the home you've been waiting all your life to build—not just a single task or project.

Remember, you could assemble all the best musicians in the world and still not have a world-class symphony. Talent alone is not enough. It takes a great deal of experience, foresight, careful planning, and cooperation to build a truly top-quality home. And the crescendo, of course, is move-in day, and spending the rest of your life in the home of your dreams!



▲ Carl Bast and Greg Schaar of our Remodeling Group.



◀ It's 8:00 am and Kris Buhnerkemper, in sales and marketing, is hard at work.

◀ Architect John Anstadt is one of the "composers" of our award-winning design team. He's joined by sales/marketing, site selection, finance, design (architecture and virtual reality animation), construction, cabinetry, detailing, engineering, landscaping, interior design, maintenance, and many others working together to create beautiful "music," and some of the world's great custom-made homes.

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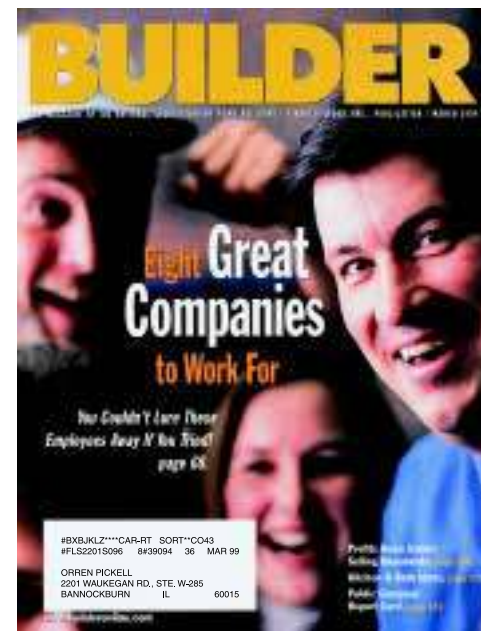
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How we spell success

Success. For many, it comes in the form of dollars, but once you reach a certain level it is even more rewarding to be recognized for being an exceptional company. That's why it was particularly gratifying when *Builder*, the magazine of the National Association of Home Builders, named our company among "Eight Great Companies to Work For" in its March 1999 issue.

No, this acknowledgment wasn't for our innovative designs or one of our newest Concept homes. Rather, it was for how we treat our employees as well as our personal business philosophy—two of the ingredients that truly make our company tick. *Builder* called it our "people principle," which is, essentially, our commitment to securing for our employees an environment of personal achievement, growth and advancement.

The payoff for Pickell? High morale, a pleasant work environment, lower stress levels, and a well-deserved reputation of passion for our work that allows us to have our pick of job applicants. All of this translates into superior customer service, and the distinction of being "an employer of choice in the Chicago area." Now that's success.



"Transition House" celebrates the 21st century

In the last issue of our newsletter, we introduced you to the Transition House, Orren Pickell Designers & Builders fifth Concept house. We are now pleased to announce that this spectacular home will make its debut in the fall. Why call this home the Transition House?

Designed to be a home for empty nesters or families with older children, it is perfect for people making a change—a transition—in their lifestyles. For example, the three spacious bedrooms on the second floor serve a wide variety of functions. The "Grateful Abundance Room," which can also be used as a guest suite, is the quintessential place to revitalize and restore the spirit. The intimate chamber celebrates the passions of life and is conducive to journal writing, meditating, practicing yoga, enjoying aromatherapy, and the like. The two additional family bedrooms are ideal for visiting family and friends, with one also serving as an exercise room. Meanwhile, the lower level gives children (and grandchildren) an incredible place to play.

In many homes, there are a number of rooms used only once every few months. None of these "quarterly rooms" can be found in the Transition House. The study off the master bedroom can "make the transition" into a library, office, or study with its built-in bookcases. At the same time, the versatile dining room, which flows into the kitchen area, can either be cozy or formal, depending upon the occasion. Even the garage boasts a specially vaulted ceiling that allows this space to double as an indoor basketball court.

Located in Glencoe, this 4,800 square foot home incorporates all of Pickell's 25 years of custom homebuilding knowledge. Watch for more information as we proudly present "The Transition House."



Did you know . . .

- ▶ 55% of all Orren Pickell clients are dual career households (both husband and wife work).
- ▶ 89% of all Orren Pickell homes are completed within 5% of the original contract budget.
- ▶ Our architectural fees are approximately 1/4 the cost of hiring qualified, highly talented outside architects . . . and ours are an award-winning team.
- ▶ 100% of our custom home clients receive virtual reality videotapes of their home exteriors when the homes are only in blueprint form. 30% request interiors, too.
- ▶ 99% of our homes that are later sold on the resale market include "an Orren Pickell built home" in their listings. We help sell their homes!
- ▶ 80% of our homes are built on the client's own lot.
- ▶ 95% of our clients who need lots find them with our help.
- ▶ To make certain that we are doing a good job, we survey our clients several times during the building process, and several times more after they have moved in! Our survey response return rate is 100%, and our service has improved 110%.
- ▶ Our Remodeling Group has received unsolicited letters of recommendation from 9 of the last 10 projects completed.
- ▶ The most expensive Pickell home would be valued at just under \$4.6 million, yet we have built many homes valued at or under \$550,000.
- ▶ Over the last 18 months, 30% of our new homes included pools, while 75% included finished basements.