

# Concepts



**Orren Pickell**

*"Rumors of my death have been greatly exaggerated"*

—Mark Twain

As you may know on Friday, July 7th a prominent group of Chicagoland businessmen purchased the assets of Orren Pickell Designers & Builders. We formed a new company, Orren Pickell

Building Group. This transaction puts the new company in the position of being debt free and well capitalized. I will be leading the charge as CEO and President with my daughter Lisa's assistance as Chief Operating Officer.

Throughout my career I have seen the ebbs and flows of the economy, but none as challenging as the past six years. Fortunately, relief is in sight. The headlines are positive, proclaiming a shift and sharing hopes of recovery. The proof is in the data which highlights rising prices, increased sales and more new construction.

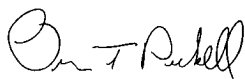
With our team of professionals, deals being closed, and new projects underway in three states and throughout the Chicagoland area, the unparalleled craftsmanship of our homes, the supreme service and inventiveness which has been constant for almost four decades, will remain.

I love what I do and I look forward to continuing working with young couples who are building the homes in which they will start their families and with individuals who worked all their lives to retire in the home they always envisioned.

As President and Chief Executive Officer of the new company, I will continue building, designing and remodeling luxury custom homes. I will also ensure that each and every home in which my team is involved will contain unparalleled craftsmanship; that our customers will be professionally served, and that our designs remain inventive and fresh. After all, I have a 37 year reputation to protect!

Thank you, from the bottom of my heart, for your trust throughout my career.

All my best,



Orren Pickell  
President and CEO, Orren Pickell Building Group, LLC

## HOMES UNDERWAY IN ILLINOIS, INDIANA, AND WISCONSIN



*Nantucket style house on 10 rolling acres in Chesterton, Indiana*



*Rustic retreat on private island in Lake Beulah, Wisconsin*



*Coastal style house on three acres in Lake Geneva, Wisconsin*

## CONTEMPORARY, AWARD-WINNING METTAWA FARMHOUSE

"How can we make this happen?" This one question served as the foundation for a remarkable partnership which resulted in this exquisite Mettawa estate. Before hiring the Pickell team, the homeowners had a clear vision of the "must haves" for their dream home—a modern interpretation of a French farmhouse with abundant windows to bring the outdoors in and an open floor plan which allowed them to entertain. "When we bought the land, it was so overgrown you couldn't even walk through it. We had clear vision for what we wanted, but thought 'how can we make this happen?' The Pickell team's experience and creativity not only brought our vision to life, but took it one step further."



*Above: In the living room, floor-to-ceiling windows provide sweeping views of the outdoors. Be sure and check out CS Interiors where this award-winning home will be featured in the Fall 2012 issue.*

*Below: The homeowners with their horses Digger and Chec and their dog Phoenix on their 38-acre Mettawa estate.*

The homeowner's clear vision of their dream home focused on a specific floor plan and desire to exude modern style with a neutral palette. This wish list presented challenges which the builders and their skilled team were able to overcome with innovation and master craftsmanship. The distinct floor plan which the homeowners wanted was tweaked to ensure the home never cast a shadow upon itself, allowing the sunshine and lush greenery of the landscaping to always shine through the windows. For these dog and horse-loving homeowners it was also important that the floor be able to withstand the "wear & tear" of their four-legged friends without compromising the chic aesthetic of the home. To satisfy the homeowner's request, concrete was used on the flooring throughout the home—allowing for easy clean up after the dog enjoys a run in the yard or when the homeowners return from a day in the barn. The material also fulfilled their desire for a sleek look as there are no lines in the flooring, making it appear seamless throughout.

For many the best day of the design/build process is move-in day, but for these happy homeowners the process was equally enjoyable. From being hands on in every selection to working side by side with the firm to ensure no detail was overlooked, the homeowners delighted in helping the skilled team at Pickell make sure that it can happen.

**"The Pickell team's experience and creativity not only brought our vision to life, but took it one step further."**

—Thomas and Franziska Lys



## LOOKING FOR A FABULOUS NEW KITCHEN OR LUXURIOUS BATH?

Whether you long for the simplicity of an updated powder room or the magnificence of an expansive two-story addition, the experience and expertise of the Orren Pickell Remodeling Group are your assurance of quality and value.

### OUR PROCESS

- We conduct an extensive initial visit to your home, where you will share all the details about the projects you are considering
- We listen, measure and photograph the areas to be addressed so even our first design efforts are appropriate and productive
- We help you understand the impacts you will achieve by each new element so you may best determine priorities
- We encourage you to present your “wish list” as well as your “need list”—the Orren Pickell Design Group is singularly qualified to help maximize your space and budget
- We take great pride in our ability to evaluate a home’s existing conditions to help clients design appropriately for their budget, location and timeframe
- We work with local municipalities on your behalf to ensure compliance and secure approval of your plans



## OUR STAFF MAKE THE DIFFERENCE

We have been fortunate to work with the industries’ best craftsmen for more than 37 years. Our employees are the best in the business and some have been with us for many years.

\* = 10+ years of service | \*\* = 15+ years of service



Orren Pickell\*\*, Marisa Sasso, Krista Benton, and Chris Roberts



Tom Hackett, Susan Hamilton, and Thomas Kearin



Front: Jillian Burris, Tina Pickell\*\*, and Lisa Pickell\*\*  
Back: Melody Cervac\*, Vince Janowski\*\*, Casey Reyes\*, and Kevin Batz\*\* (Jim Wood\*\* is not pictured).



Front: Kurt Savageau\*\*  
Middle: Jenn Koeune\*, Mitch Roeper\*\*, and David Bonilla  
Back: Darrin Deja, Randy Borchert, Carl Kraemer\*, and Mike Faulkner.

# Join Us In Bannockburn



Graphic design by Patrick Falso, Allegro Design Inc. | Photography by Linda Oyama Bryan & Thomas Keenan

**Open Saturday and Sunday  
October 20–21, 27–28, and  
November 3–4**

We are wrapping up the finishing touches on our newest home in Bannockburn's prestigious Tarns of the Moor. Be sure to stop by and see it.

**Want more? Like us on Facebook.**



Just search Orren Pickell Building Group from the Facebook homepage.

## SCHEDULE OF EVENTS

Orren Pickell  
Design Showroom

1799 Willow Road  
Northfield



**Saturday,  
July 28**

**1:00 pm - 3:00 pm**

Free seminar entitled  
"Finding Value in Building  
Green"

**Saturday,  
September 22**

**1:00 pm - 3:00 pm**

Designing or remodeling  
a bathroom? Come talk to  
the experts.

**Saturday,  
November 17**

**1:00 pm - 3:00 pm**

Tips and trends on kitchen  
design and remodeling.

**Throughout  
December**

Make a difference this  
holiday season and drop off  
unwrapped toys for Toys  
for Tots.



1799 Willow Rd., Northfield, IL 60093  
1-888-Pickell | [www.pickellbuilders.com](http://www.pickellbuilders.com)

ADDRESS SERVICE REQUESTED

PRSR STD  
US Postage  
**PAID**  
Villa Park, IL  
Permit No. 121

We've consolidated our offices in Northfield!

**New Office Address**  
550 Frontage Rd Suite 3800  
Northfield, IL 60093  
847-572-5200

**Same Showroom Address**  
1799 Willow Rd.  
Northfield, IL 60093  
847-572-5252

## 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 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 us today at 847-572-5200 for an appointment.

"We have used the Orren Pickell Maintenance Group program to take care of our home since it was built (by OPB) in 2005. During their twice a year visits, the maintenance team has done an outstanding job of keeping on top (and getting ahead) of all the issues within our house."

—Wendy & Darrell Katz  
July 9, 2012

**Check out our new testimonials section on our website at  
[www.pickellbuilders.com/testimonials](http://www.pickellbuilders.com/testimonials)**