

# Concepts



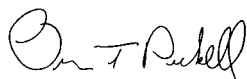
Orren Pickell

Dear Friends:

It's hard to believe that the holiday season is upon us and we will soon be welcoming 2015! Like many of you, I find myself reflecting on the success of the last year and recognizing how very grateful we are for all we've been able to accomplish during the past 365

days. On behalf of my family and everyone associated with Orren Pickell Building Group, I thank you. Please know how much we appreciate your loyalty and the confidence you have placed in our team. We truly value the relationships we've been able to build with our customers and vendors over the years, and we look forward to working together in the months and years to come.

Wishing you the happiest of holidays and a joyous 2015!



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

## CONGRATULATIONS!



Congratulations to Krista Benton, our Lead Cabinet Designer at CabinetWerks Design Studio, who has been selected as one of the National Kitchen & Bath Association's (NKBA) 2015 top 30 Under 30. The NKBA acknowledges outstanding young professionals while helping them to immerse and apply

themselves to new opportunities for growth and development in support of the industry.

Since joining Orren Pickell Building Group, Krista has been a valuable asset to our team and our clients. We are extremely proud of her and we look forward to seeing her continue to thrive as a design professional!

## "IMAGINE" HELPING THOSE LESS FORTUNATE

### YOU CAN WITH TOYS FOR TOTS...



The Orren Pickell Building Group is continuing its philanthropic tradition by partnering with the Toys for Tots program to help make the holiday season more joyful for those in need. Through Friday, December 16th, new, unwrapped toys can be dropped off at our Northfield Imagine Showroom to be distributed to less fortunate children in the community. Every child deserves to enjoy the holidays and experience the excitement of opening

a gift that they can call their own – We are very proud to participate in a program that is making a notable difference in the lives of so many. For more information, please call 847-572-5200.



## GIVE THE GIFT THAT KEEPS ON GIVING AND OFFERS A SUBSTANTIAL ROI!

### HOW ABOUT A KITCHEN OR BATH REMODEL?



When the weather gets cold and folks are buckled down in their homes, that's when they start thinking about their remodeling wish list. While dreaming of a renovated kitchen or an updated bathroom may be a fun diversion to chase away the winter blues, what homeowners really should be thinking about is which projects will bring the most value to their property down the road; and kitchens and bathrooms are two that offer the greatest return on investment.

"Kitchen remodels typically offer the best ROI at the time of sale," says Orren Pickell. "Research has shown that even a minor kitchen remodel, costing under \$20,000, can recoup its investment at over 80%," he adds. "Even if the buyers aren't cooks, the kitchen seems to be a top priority," he adds. "Things like updated appliances, granite countertops and tile backsplashes can make a world of difference when it comes time to sell the home."

Rating a very close second in terms of ROI is a bathroom remodel (recouping an average of 78%). "What we've found lately is that bathroom remodels tend to be less about the brands being used and more about space, style and features," explains Pickell. "Years ago, everyone wanted a whirlpool tub," he adds. "Today, potential buyers are asking for larger showers, seamless glass doors and in-floor heat," he says. "But all in all, the best bathroom remodels emphasize spacious, open designs."

If you are considering a kitchen or bathroom remodel, please contact us! We look forward to creating the bathroom or kitchen of your dreams!

## YOUR NEW DREAM HOME AWAITS!



1211 Longmeadow Ln. Glencoe

**\$2,199,000**

Proposed New Construction from Multi Award-Winning Builder, Orren Pickell.

Spectacularly set on the Glencoe Golf Course. 6,000 Sq Ft of Luxury Living including High Ceilings, Custom Millwork, Hardwood Floors, Generous Rm Sizes. 5 BR/4.1 BA with Huge Island Kitchen open to Great Room, Large Master Suite, Screened Porch, Mud Room, and 3-Car Garage.

#### CONTACT

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## TREAT YOURSELF THIS HOLIDAY SEASON

### TAKE ADVANTAGE OF OUR HOME MAINTENANCE SALE!

Now is the perfect time to prepare your home for winter, as doing so can also help you maintain and even grow your home's value year after year. Before you know it, the temperatures will plunge, and if you aren't properly prepared, you could face some serious problems on the home front. From pipe, furnace and fireplace inspection to checking the roof for damage that could lead to ice dams and leaks, our team of experts will get your home in tip-top shape for the inevitable snow, ice and freezing temps that lie ahead!

## OUR GIFT TO YOU!

Because we know how difficult the winters can be on your home, we invite you to take advantage of our Happy New Year Home Maintenance Sale.



Save \$90 for a 2-Hour Visit for work scheduled with our Maintenance Technicians! (Special Price - \$70 per hour/ Regular Price- \$85 per hour with a 2-hour minimum) PLUS, we'll waive the \$30 service charge! The job must be scheduled by Tuesday, December 23rd to qualify for our special pricing.

Work can take place anytime between January 5th and January 30th, 2015.

Schedule your appointment TODAY!

# ORREN PICKELL

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