

# Concepts

## LAKEFRONT MASTERPIECE FOR SALE

JOIN US THIS SATURDAY, JULY 18TH  
ON THE SHORES OF LAKE GENEVA FOR AN OPEN HOUSE

### Can't join us this Saturday?

Save-the-date now for an additional Open House we will be hosting at the South Shore Club on Saturday, August 22nd. We hope to see you there!



Tour an ideal vacation home on one of the area's most prestigious properties – the South Shore Club. With breathtaking views and resort-like amenities such as a pool and luxurious clubhouse, opportunities like this do not come often.

The Open House will be held from 12pm to 4pm, this Saturday at: N1535 E. Lakeside Lane, Lake Geneva WI 53147. Price available upon request.

## ORREN PICKELL CELEBRATES 40 YEARS IN THE HOMEBUILDING INDUSTRY:



Orren Pickell, President and CEO of Orren Pickell Building Group, is celebrating 40 years in the homebuilding industry. To talk to Orren is to hear a leader who doesn't tire of a challenge or shy away from being candid about a business that has undergone tremendous changes over the last several years.

We asked Orren to offer his insights as he looks back on four successful decades of helping people achieve their homebuilding dreams.

### ***This year marks 40 years for you in the homebuilding business. What are some of the biggest changes you have seen in the industry over time? What for the better and what for the worse?***

On the positive side, energy efficiency has increased substantially and building integrity has improved. In the earlier years, I witnessed some experimentation that, frankly, failed, but those have been improved upon. I've also noticed the increase in the incredible bureaucracy builders and architects must navigate—on the state level and in the towns. For example, it used to cost a nominal amount to secure a permit and we could expect to receive it

within about a week. Today, a permit can be astronomical in price and can take six to eight weeks on average to obtain. For one project, it took an entire year for us to obtain a permit. I don't have to tell you how that complicates and unnecessarily lengthens the job. Fortunately, we have a knowledgeable and energetic staff poised to jump through the required hoops. It is absolutely critical for us—and any company that wants to be successful—to follow the rules and the law.

### ***What still excites you every day about coming to work?***

I love designing houses and then walking through the projects at every stage but especially when we've finished a job. Plus, we're very lucky to be the company that our clients call when the house we built for them needs some special attention. They trusted us to build the house of their dreams and now, when something needs to be updated or changed, our customers demonstrate the same confidence that we'll get the results they want and need. We're vested in every home we build and feel that it's a privilege and an honor to remain a trusted advisor to each and every client.

### ***Do you have a favorite kind of project style? Traditional, transitional, etc.?***

I don't have a particularly favorite project style, but I do like to work on complicated projects. I think what's both challenging and exhilarating are the many dimensions of each project. We have the site, for instance, which dictates the design and the restrictions on that design, so there are positive and negative aspects we need to address. Plus, it's usually not one client; it's

## SAVE THE DATES

### VISIT OUR LATEST CONCEPT HOME IN BULL VALLEY



Do not miss your chance this October to explore Pickell's latest concept home. Nestled in the beautiful setting of Bull Valley, Illinois, this one-of-a-kind home is a masterpiece that is sure to impress. This 6 bedroom, 5.2 bath home has been crafted specifically for homeowners with an appreciation for transitional design. Situated on a 10-acre piece of land, this stunning custom home sits in juxtaposition to the natural, organic landscape and is a sanctuary away from the hustle and bustle of everyday life.

You're invited to join us for a VIP Opening Party at the home on Saturday, October 3rd. Get a first glimpse of the property while enjoying fabulous food, drink and entertainment.

The home will also be open to the public the first three weekends of October: 10/3 & 10/4, 10/10 & 10/11, 10/17 & 10/18 from 11am-4pm.

We hope to see you there!

often times a couple, two people who have different opinions about the project. And there's the budget and the local ordinances and codes. Then we get to some details like the first floor, which drives the elevation and defines how we're going to design the second floor. All these pieces create many challenges, which I still love to tackle. I think it's the balance I like to achieve; it's really all about balance—between the expectations of the homeowners, managing the permits, and making sure the design is sound and will be functional for years to come.

**Where do you see OPBG in the next five to ten years?**

I'd like to think that we'll be doing more of the same. I do think, however, that we'll be building some homes that are smaller than what we have previously built. And we'll continue to take on some really interesting maintenance projects like replacing front door systems that can run from a few thousand dollars and up. Many of our clients want to stay in the homes we built for them, but their needs—and tastes—change over time. We can accommodate those clients in ways that other companies can't. And on a personal side, I'd like to create an annuity for my children, Lisa, our exemplary chief operating officer, and Eric, who's leading our Remodel Lite division. And yes, I am biased, but I really am so proud of their achievements and the strong work ethic they bring to their roles at OPBG.

**What is it that you pride yourself and your business on?**

I pride myself on being a good judge of people. This has helped me build an extraordinary team. It's incredibly fulfilling—and humbling—to be surrounded by such bright and talented people.

**What trend in the customer homebuilding industry excites you the most right now?**

As I mentioned earlier, there's a movement to build smaller luxury custom homes and it's thrilling, really, to be able to accommodate that trend with efficient floor plans, well-appointed trims, and all the other details that people want. We're doing it now and we're ready for whatever comes next.

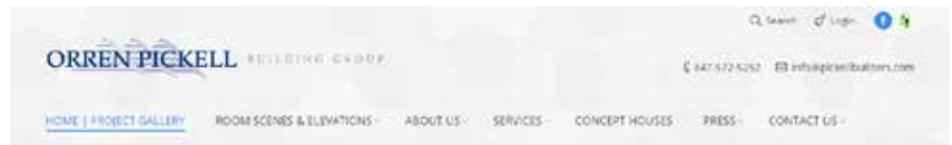
**VISIT OUR NEW OPBG WEBSITE**



We are delighted to share our newly designed Orren Pickell Building Group website with you! The sleek new design allows users to browse through project galleries, learn more about our wide array of services and even share their favorite photos on social media.

At Pickell, our pride and joy is the specific design work we do for our clients and, on this new site you can see for yourself what we have accomplished for those who have chosen to work with us. As you peruse through, be sure to check out our various projects and share some of your favorite designs that we have brought to life. Be sure to check it out today!

**WWW.PICKELLBUILDERS.COM**



**Continuing to lead the industry through innovation and design.**

With over 40 years of experience and hundreds of awards to our credit, Orren Pickell Building Group has the resources and expertise to take you through every phase of custom home building and remodeling, on time and within budget.



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