

RLV's Design/Build Captures Your Spirit of Home

In This Issue

... Capturing Your Spirit of Home

... The Chicken or the Egg?

When to Disclose Your Budget

... RLV Featured Family

... Trends

... RLV Style

RLV's Design/Build Captures Your Spirit of Home

Whether you prefer your home to be picture perfect or you desire a more comfortable 'lived in' atmosphere, RLV 'Captures Your Spirit of Home' by partnering with you to create an environment suited to your individual lifestyle. Where some homeowners want a luxurious stately 'Designer' ambiance throughout their home, others may want a casual, eclectic feel that invites kids and family to let loose and relax. Most homeowners are somewhere in the middle. We want as much luxury as we can afford with a sense of comfort that makes our house a home..that place where we come back to at the end of the day to enjoy what little family time we can capture these days.

There is much to consider when remodeling or custom building your home: location, geographic market value, exterior design, interior functionality for your family's individual and collective needs and desires. What started as a structural shell, a house becomes your home as you individualize design, space assignment, traffic flow and day-to-day functionality.

From conceptual design to project completion, RLV's Design/Build company walks you through your remodeling from beginning to end with only one agenda in mind-capturing *your* spirit of *your* home. Even if you live in a planned community where every other, third or fifth house is alike in its exterior style, the interior can be exclusively designed to match your lifestyle needs and wants.

What is Design/Build Remodeling?
Design/Build Remodeling is a system of contracting under which one company performs design drawings, costing and construction under one single contract. As the customer, you are the most important member of the design-build team. Your wishes and ideas drive the design, materials, selection and budget.

What are the benefits of choosing a Design/Build Remodeler? Early knowledge of "Firm Cost" construction costs are known far earlier in your remodeling process. Decisions can be made during the design of your design/build project based on cost rather than a broad abstract



'guess-timation' based on a conceptual design. (See [Chicken or the Egg?](#) article, page 7.)

And what are the Cost Savings of Design/Build? RLV estimates projects daily. They know the cost to build a project and can point out to the client what is involved and evaluate alternative materials and methods efficiently and accurately while achieving the same end results. Rarely are there hidden costs after the project has started.

The greatest advantage with Design/Build is in your getting a professional design. RLV draws your plans to your city's specifications. The design, including electrical, plumbing, structural detail and elevations of the exterior and/or interior, will be approved and stamped by a qualified engineer if needed.

With both design and construction in the hands of a single entity, there is a single point of responsibility for the quality, cost and completion of your project. RLV makes your decision-making easier by blending your design and construction decisions into one planning process.

Some key questions to ask a design/build contractor before making a selection are:

- How many years has the Contractor been in the industry?
- How long has the Contractor's company been established?
- Is the Contractor properly insured?
- Is the Contractor in good standing with the Arizona Registrar of Contractors and the Central Arizona Better Business Bureau?
- Does the Contractor provide design services and if so, are they In-house and designed to City Specifications, ready for permitting and approval?
- How many Design/Build projects have they completed? What size were the projects? Did they Permit the projects?
- Is the Contractor a member of any professional organization(s) related to their field such as The National Association of the Remodeling Industry and the local NARI Arizona Chapter?

RLV design & construction welcomes your inquiries regarding your design/build custom home or remodeling project. Our ultimate goal is in '**Capturing Your Spirit of Home**'.

Guest Homes/Casitas

As seen with Roger, Linda and Lillian in this issue's RLV Featured Family, Pages 4 & 5, the multi-generational family has become a very common family profile for many homeowners. Whether anticipated or a surprise, our lifestyles are dramatically changed when accommodating a parent and/or adult children returning home (which may be a good reason for NOT having additional living quarters, but we will continue on with a positive attitude!).

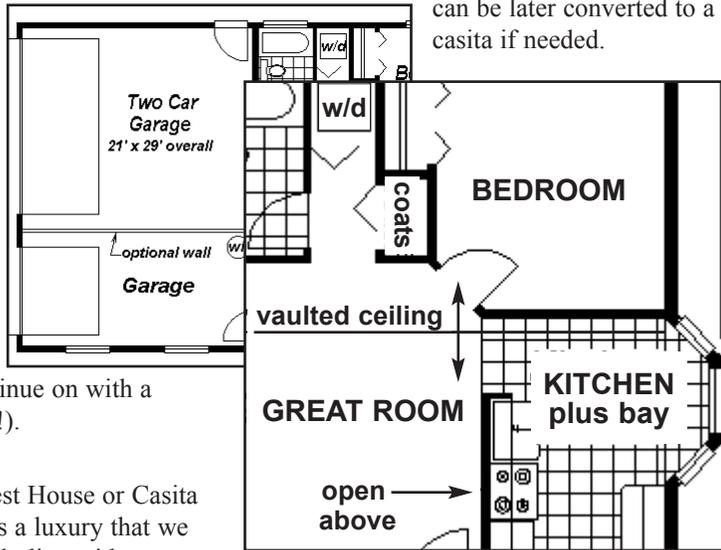
Where a Guest House or Casita was once seen as a luxury that we could comfortably live without, we are finding more 'Every Day' reasons for adding to our square footage and our major investment of Home. Traditional planning for adding a Guest House or Casita was to provide additional income if leased, or as a separate living area for visitors (a highly sought after commodity for our Valley of the Sun lifestyles). By providing a more private area for our guests, we also created a more private, unintrusive way to entertain without having to change our own daily routines.

Smart Appliances and Cool Gadgets

Motorized blinds, choreographed home theaters, whole-house lighting displays... such are the premium lifestyle amenities we've come to associate with the connected home. Proprietary high-end communications networks have been pampering the luxury homeowner for years, managing everything from lighting to music to security systems via slick keypads or touch-screen panels.

The everyday household appliance has largely been left out of the connected home picture - until now - and the Internet is the enabler. Using standard household wiring and the simple programming pow-

Times have changed! In addition to the familial desire to care for multi-generational needs, we are seeing more and more homeowners building separate areas for more practical and economical purposes such as home offices or pool cabanas that can be later converted to a casita if needed.



With the 23 percent increase in home-based workers nationally, according to data released last week by the U.S. Census Bureau, the growing list of non-issues including traffic, restaurant lines and dress codes makes working from home (or Casita) increasingly more appealing.

Adding to your existing property structures may require less space than you think. An average Guest House starts in the 500 square foot range.

ers of the PC, new to the market is a line of appliances that can tap the powers of the Internet and a home network to bring smart capabilities to everyday appliances.

One manufacturer offers a high-end entertainment center for the kitchen combining a flat-screen LCD TV, DVD player, radio, and Web browser. This high tech unit also offers home security with a video input for a camera to keep tabs on the baby's room or the front door from the kitchen TV. The system comes with a washable, waterproof keyboard and



No matter how much time, creativity, and hard earned cash you invest in the interior design style of your home, it may be mostly in vain if it can't be appreciated. The interior design of your home may appear to be superficial and unattached from area to area if your home's structural design is not at its best.

One of the most rewarding elements of our Design/Build company is that RLV can design a custom home or re-design an existing home to give you the best of both homeownership worlds - aesthetics and functionality. Creating a magnificent home is not merely determining the floor plan nor is it always defined by a budget-busting dollar amount. It's the little dramatic design effects that will make a house your home full of character and personality.

EXAMPLE: Two homes have the same square footage yet one seems so much larger than the other does. How can that be? The difference is because of sight lines. Sight lines are what you see from any given point in the home, whether you're standing in a doorway or seated in a room. When sight lines are obstructed by a wall or a door the home will feel smaller. Open things up with a hint of what lies beyond and the home will always look and live larger.

You can check your home's sight lines with the floor plan, a ruler, and a pencil. Start from the middle of any doorway or opening and draw a straight line to various focal points in the home. Does the line stop in that room or does it pass through several? Does it intersect a featureless wall or will you get a glimpse of a fireplace or a window and the courtyard beyond?

Also check your sight lines from various sitting positions in your home. What do you see from your breakfast table, the family room sofa, or from your bed as you read the Sunday papers? As you move



RLV Featured Family:

*Roger, Linda
and a Mother's Suite
for Lillian*

Glendale homeowners Roger and Linda wanted to bring Mother Lillian home. But rather than refurnish an existing room for her, they decided to add a Mother's Suite to the side of their home and adapt other areas throughout the house to accommodate Lillian and her personal lifestyle. The Mother's Suite expansion gives Lillian her own living space with the security of knowing she is with family.

Roger and Linda also decided to remodel and add a pantry to their kitchen eating area, remodel their laundry room, and add a single car garage. In addition to adding another generation to their household, they also added around 648 functional square feet.

The following Photo Gallery shows the Before & After of each area of the Mother's Suite expansion (which features a full kitchen, sitting room,

bedroom, closet and full bath), garage, and additional home remodeling.

Welcome home,
Lillian!

Mother's Suite



Eating Area and Pantry



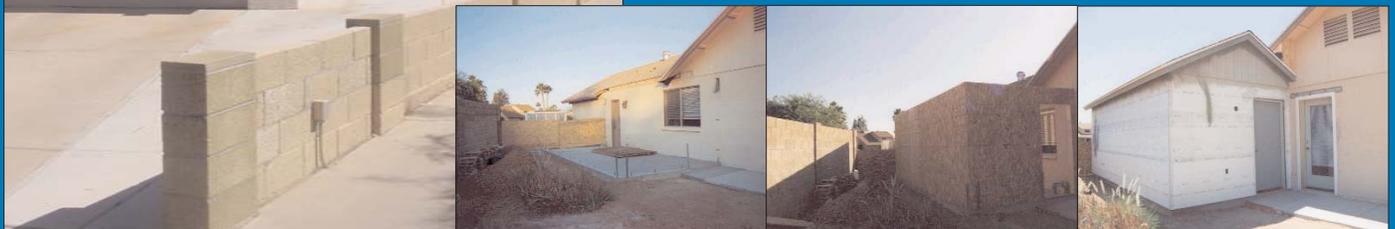
Laundry Room



Single Car Garage



(Before Photos from rear view of garage construction)



A Special 'Thank You' to RLV Business Professionals

RLV design & construction has been very fortunate to work with some of the best business support professionals in the Greater Phoenix market. We have had an exceptionally successful 2004 and look forward to an exciting 2005. We would like to introduce two of our very loyal and highly talented business partners:



Noted architectural photographer **Walt Saadus**, owner of **Eye See Photography**, is the photographer we choose for our professional photo shoots including our Contractor of the Year award winning projects. (Visit our website at www.rlvdesignconstruction.com to view our award-winning projects. Click on Projects then Awards.)

Walt truly has the 'Eye' to capture the balance of our projects' design, lighting and ambiance of our clients' residential home setting. Walt works with architectural designers, interior designers, merchandisers and marketers. With over 20 years of professional and educational experience, Walt will meet all of your high quality photography and advertising needs from residential exterior dusk darks to commercial interiors, from construction progression to on-location product photography.

In business in the Valley for over 12 years, Walt's reputation goes far beyond just our local market. He has been published in national magazines including Architectural Digest and Better Homes and Gardens.

If your business or business associates need quality photography, we highly recommend Walt Saadus. Visit Walt online at www.eyeseephoto.com or call him at 480-894-2143.

One of the major accomplishments for RLV this year was to launch our newly designed Web site. At www.rlvdesignconstruction.com, you can now access our company information along with project photo galleries and a more user-friendly online communications system. If you are in need of an exceptional Web site along with an exceptionally patient, knowledgeable professional to help you create it, you must meet **John Principale**, owner of **Internet Enterprise Consulting**. Affiliated with WSI International, a multinational Internet solutions provider, Internet Enterprise Consulting, Inc., is a full service internet consulting firm providing Web site design, hosting, marketing, maintenance and search engine optimization. John's experience and unique ability to translate technology into business terms allows his clients to focus on the business and results of their internet presence and not be distracted by all of the technology.



John is committed to delivering the highest level of Web site design and SEO consultation services. He will regularly evaluate your Web site and make recommendations that will keep you in the forefront of technology, informed of developments in your market, and ahead of the competition. John believes in developing strong and lasting relationships with his clientele. Internet Enterprise Consulting will host your Web site and provide a wealth of technological assistance and innovation that is not readily available in the market today. By working with John, you will realize a lower cost and higher quality for all of your Internet solutions. You can reach John at 480-991-4769.

CAUTION: John Principale will not take 'No' for an answer. If you have had previous less-than-pleasurable experiences with your internet development or you have been told that what you need can't be done, John *will* find a way to provide your IT solutions.

Trends, cont. from Page 3

a mounting rack that enables the screen to tuck beneath cabinets when not in use.

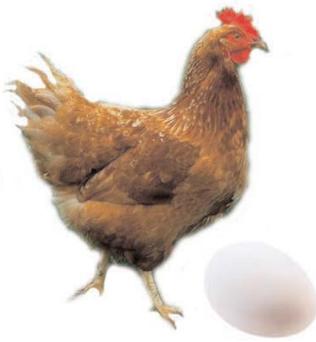
Or what about a really smart microwave? Just use its wand to scan the barcode on your food package and your food is prepared without any further human assistance! These practical rather than glitzy products will change how homeowners use everyday appliances and RLV can easily design your cabinetry and household wiring around these home networking systems. Many high-tech products fail because they're trying to change people's behavior, or their developers don't understand the value proposition. This innovative home network lets people live the same way but better at a very affordable price.

Better might include waking up to your favorite CD track before you transition to morning news. You program the clock radio on the Web site using point-and-click menus that guide you through the process. You can pick one CD track number for Wednesday's alarm, and select a different track for Thursday. Or, you can choose different radio stations for you and your spouse at different times of the morning.

This system takes the clock radio well beyond the wake-up call, though. It becomes your first source of information in the morning for personalized news that you've selected to see on the hub's 11-line display. When you set up your account, you plug in your ZIP code, which determines the weather forecast and local news you receive. From the Web site you choose the information that's important to you, such as news headlines, sports scores, weather, and your stock portfolio.

During the night, your network makes a local phone call to its smart server, identifies itself and gets updated information. It also syncs itself with the U.S. Naval Observatory Atomic Clock in Colorado so that it always has the correct time. This particular system is built on the Windows CE.Net operating system and will soon be able to synchronize with Outlook, allowing you to bring up the day's schedule and to-do list!

Pretty cool, huh? So...who and/or what will *you* be waking up to?



The Chicken or the Egg? When to Disclose Your Budget

Discussing project budgets with some homeowners is a lot like trying to solve the age-old question of which came first, the chicken or the egg. Many homeowners will not disclose their budget until proposals and/or cost estimates are given by prospective contractors during the bid phase. Some think that by disclosing their budget, the bidding contractor will 'use up all of the budget' to ensure their profit margin. Other homeowners believe that some contractors may escalate their costs around the budget rather than working with them to keep their costs as low as possible.

For RLV, we have very specific reasons for requesting budget amounts during the consultation process. Knowing the budget at the very beginning of our relationship with a homeowner allows us to present a fair and realistic estimate based on conceptual design and financial expectations.

As our past and current clients will tell you, we will always work with the homeowner to keep costs within their estimated budget.

Knowing the budget sooner rather than later gives us realistic parameters with which to advise the homeowner of how

much their budget can afford in relation to their project list(s). Knowing the budget helps us prepare your proposal by matching each project phase to actual budget projections. Having a budget that is not aligned with realistic project costs will result in either changing the project expectations after the proposal has been submitted and/or additional cost increases after the job begins. Submitting a cost estimate before knowing the homeowner's budget creates somewhat of a guessing game for the contractor, which can lead to the homeowner's disappointment when they discover their wants and needs are far beyond what they can afford.

RLV wants to make the process of choosing a contractor as pleasant as possible for each homeowner. We anticipate that everyone we work with during the design process will become one of our RLV client families. By having all homeowner information including complete list of remodeling and/or custom design/build expectations and budget disclosed, prior to submitting a proposal, allows us to serve the homeowner with a more realistic and equitable proposal as the first step in a trusting and rewarding professional relationship.

Cover Photo



Capturing Your Spirit of Home
for Robert & Janice
Scottsdale

Style, cont. from Page 3

through a home, it's far more interesting to get a preview of what's to come with subtle hints and intriguing clues of the spaces that lie beyond than to be cut off from the rest of the home.

And speaking of floor plans, the success of a floor plan isn't judged by how it looks when you're standing still or seated. The true measure of a floor plan is how you move through it. These days, we rarely use hallways to move from one space to another. They waste space and they're dreary. Now other rooms have become our passageways. This has the added advantage of making small space rooms seem larger when they are open to other rooms with good sight lines.

The best floor plans use a technique called horizontal banding to accommodate traffic patterns. If, for example, the family room is flanked on one side by a master bedroom and on the other side by the kitchen, the doors or openings should be kept to the same side of the home. If not, you create a traffic pattern that forces one to navigate diagonally through another room.

And don't settle for just one way in to the kitchen. This is the heart of your home. The more ways in, the merrier. You don't want bottlenecks during parties and family gatherings. A good rule of thumb is three ways in, minimum. Five is even better. (Just counted your kitchen's entry ways? Time for you to remodel?)



Join us at the...

JANUARY
MARICOPA COUNTY
Home Garden Show

Friday, January 14
Saturday, January 15
10 a.m. to 8 p.m.
Sunday, January 16
10 a.m. to 6 p.m.

Wesley Bolin Building
Booth #506

For complimentary passes for you
and your guests, please email us at
info@rlvdesignconstruction.com
or call 480-342-9893



8776 E. Shea Blvd., #B3A-167
Scottsdale, AZ 85260



NARI
MEMBER ROC120093

2004
NARI Arizona
Contractor of the Year
Award Winner

*Providing over 30 years
of innovative design
and superb craftsmanship
in remodeling
and custom home building.*



- ◆ *kitchen & bath remodeling*
- ◆ *second stories*
- ◆ *room expansions*
- ◆ *home office additions*
- ◆ *certified remodelers*
- ◆ *multi-award winning design/build company*
- ◆ *quality remodeling & custom home building*



...your multi-award winning, certified remodeling & custom home design/build company

Visit us online at

www.rlvdesignconstruction.com