

THE PSG REPORT

PSG CONSTRUCTION, INC.

The Renovation SpecialistsSM

Summer/Fall 1998, Vol. III, Issue 2



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PAUL AND STEPHEN GIDUS CONSTRUCTION

THE PSG REPORT
 Summer/Fall 1998
 Vol. III, Issue 2

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New PSG Office Scheduled To Open in July

As *The PSG Report* goes to press, PSG Construction's new office is under construction and scheduled for completion during the month of July. Located in Winter Park, the new office address is:

PSG Construction, Inc.
839 S. Orlando Avenue
Winter Park, FL 32789

 All correspondence should be directed to this new address. Phone and fax numbers will remain the same. [PSG](http://www.psgconstruction.com)
**Craftsman Style Savvy For The 90's****In Progress**

When the owners of this new home in progress toured PSG's Remodelers® Showcase entry last year, they fell in love with the rustic style and were determined to build something similar for themselves.

What evolved is a home designed by Lucia Custom Home Designers, Inc. with a craftsman flair that stands apart from the usual new home. Possessing many of the same unassuming features of the craftsman homes popular in the 30's and 40's, this new home is updated with conveniences and spaciousness conducive to life in the 90's.

Built on a country parcel overlooking Lake Hart, the home's elevation is outfitted with fish scale siding, stone, stucco and wood finishes unique to the craftsman style home. A recessed porch, open rafter tails and tapered

boxed columns present a sense of authenticity.

With more than 2,300 square feet of living space, the home greets visitors with a voluminous 19' open foyer featuring rich wood flooring inlaid with tile. The three-bedroom, three-bath residence features an upstairs bedroom and loft with balconies overlooking the great room. Beveled wood columns in the kitchen and dining room bring the craftsman style inside. A dramatic built-in entertainment center in the great room is crafted from stone, wood and iron and repeats architectural features found throughout the rest of the home.

Upon completion, the country home will offer its owners craftsman style nostalgia abundant in modern day comforts. [PSG](http://www.psgconstruction.com)

The Newest Site PSG Is Building Is On The Web

PSG Construction building sites may be located throughout Central Florida, but the latest site is on the World Wide Web.

Visit their Web site at the following address: www.psgconstruction.com for a closer look at what one of the nation's 50 best remodelers has to offer. [PSG](http://www.psgconstruction.com)

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On The Cover:

An expansive 14 feet of French doors, sidelights and built-in bookcases in the living room provide a fitting entrance to the adjoining family room. First place winner Mid-Florida Home Builders Association Spring Parade of Homes Remodelers® Showcase. Story pages 8-10

The Good, The Bad, And The Ugly

Avoiding an Addition Faux Pas

Touring just a small section of Central Florida can reveal deadly remodeling addition mistakes that could easily have been avoided. Take a quick tour with PSG Construction and learn what mistakes to avert with your next addition. [PSG](#)

Is It Worth It To Add On?

At first glance, \$55,000 may seem too much to pay for an addition to a house purchased ten years ago for just \$140,000. After all, that's one-third of the original cost. But some quick math can illustrate that it could actually be a wise investment.

While this is an average that can fluctuate with individual circumstances and the economy, some areas of remodeling can bring even more return on the investment than suggested below.

Sample Cost Analysis

2,000 sq. ft. home cost \$140,000 or \$70/sq. ft. in 1988

500 sq. ft. addition costs \$55,000* or \$110/sq. ft. in 1998

Current selling price for a 2,000 sq. ft. home in an average neighborhood is \$200,000 or \$100/sq. ft.

Add 500 sq. ft. for a total of 2,500 sq. ft. and the home is now worth \$250,000

Total investment is \$195,000 for a home now worth \$250,000

*Suggested average cost with no plumbing, cabinets or additional interior appointments
[PSG](#)



- Roof pitch (slope) matches
- Louver detail matches
- Soffit, fascia and roof drip edge match
- Soffit details duplicate each other
- Thorough research allows for exact match for wood windows



- Roof materials match
- Roof, soffit and fascia lines come together to harmoniously blend the new with the old. Several technical points must be taken into consideration to achieve this result
- Gable siding matches
- New windows match existing windows



- Awkward roof transition. Flat roof does not look appropriate next to sloped roof
- Window configuration and style are obviously different
- Awkward wall transition
- Sill height unmatched



- Fascia lines are different thickness
- Overhangs are different depths
- Flat roof does not look appropriate next to sloped roof
- Windows are the same type, however, the horizontal divisions are unmatched

PHOTOS: PSG CONSTRUCTION, INC.

Today's Additions Provide Sophisticated Space Solutions

Trends To Watch

Additions are a far cry from what they used to be. For many, the word still conjures up visions of the unpretentious Florida room with jalousie windows or an extra bedroom just large enough for a bed and dresser. Today's homeowners, however, have more sophisticated expectations, so an addition now suggests a more creative menu of possibilities.

Typical additions can include family rooms, kitchen make-overs, master bedroom suites, exercise rooms, offices, guest quarters and media rooms.

Today's diverse lifestyles greatly impact the expectations people have of their homes and how they utilize them. People now view their homes as much-needed retreats from demanding work schedules and ever-increasing commitments. Many are carefully-chosen homes in prime locations. Instead of moving, people are adding on to get the desired space.

Busy homeowners prefer the convenience and comfort of their kitchens over noisy, crowded restaurants and are opting to cook and eat at home. Spacious kitchen

additions are luring people back into their homes, where they can enjoy the benefits of cooking together and entertaining more often.

People are also choosing state-of-the-art media room additions that give them privacy and convenience right in their own home. Others are adding in-home fitness rooms to avoid the typical membership fees and inconveniences of athletic clubs.

Couples who face non-stop weekday schedules have discovered they don't need to "get away" to an exclusive hotel or resort to unwind. By adding on a sumptuous master bedroom suite, they can "get-away" every day.

Even the simplest additions are being impressively enhanced with upgraded plumbing and electrical fixtures as well as architectural finishes including crown molding, showcase niches, and custom-built bookcases or media centers. These can add instant character and personality to an addition.

Today's additions are powerful trend-setters. They serve to help homeowners enjoy an enhanced lifestyle, meet their unique goals, and remain in a desirable location. [PSG](#)

Storage Addition Offers Cost-Effective Alternative To Mini-Storage Rentals

When storage space runs out at home, people turn to renting mini-storage units to gain additional space. But renting storage space can be costly. Research conducted by PSG Construction shows that the average rent for a 10'x 20' air-conditioned unit is \$218 a month. Renting an air-conditioned storage unit for fifteen years adds up to almost \$40,000.

Fortunately, a cost-effective alternative exists. Investing in a storage addition provides homeowners with permanent storage space that's conveniently

accessible, secure, clean, and custom designed. Surprisingly, it can be more cost-effective than renting a storage unit. A fully enclosed 10'x12' addition can cost between \$25,000 and \$35,000, which is less than the cost of renting storage space for fifteen years. A storage addition can be located off a bedroom, family room, or garage and incorporated into the overall layout of the home's floor plan to blend in naturally. A basic storage addition consists of block walls and an unfinished floor.

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PHOTO: MICHAEL LOWRY PHOTOGRAPHY

Warehouse Transformation

Race Management Headquarters Gains Much-Needed Space And Face-Lift

Road races, basketball tournaments and biking events don't just happen; expert managing and marketing is necessary to successfully pull them off, and that's where Event

Marketing and Management, International comes in. Known as EMMI, the company is owned and operated by Jon and Betsy Hughes.

continued on next page

Left: PSG Construction met the goals of EMMI and Track Shack owners Jon and Betsy Hughes: create office space to allow for growth but work within a fixed budget.

Below: The glass block wall allows an infusion of natural light from a bank of windows in the store's front to illuminate the otherwise dark office space.



PHOTO: MICHAEL LOWRY PHOTOGRAPHY

While EMMI may not be a well-known name, the company's store, Track Shack is familiar turf to sporting enthusiasts who compete in Central Florida races, including Walt Disney World Race Marathon, of which Jon Hughes is the director.

Although Jon and Betsy remodeled the store's space themselves (with some help from a few subcontractors), the couple approached PSG Construction to create additional office space for their growing company.

Jon has no trouble recalling what motivated him to seek out a professional to remodel the EMMI offices instead of doing it himself.

"Remodeling the store was so incredibly stressful that we didn't want to go through that

again," Jon says. "After the time [we put in], effort and frustration [of doing a remodeling project ourselves] we weren't about to do it again. We made some costly mistakes and wasted money. We'd take one step forward and two steps back," Jon recalls.

The couple confess it was the "dumbest thing we had ever done" and knew they would seek out a professional remodeler to complete the office renovation.

Since PSG Construction had sponsored the company's road race maps, it seemed logical to approach them to see what they could do. "We saw PSG's newsletters, which were very impressive and showcased some of the work they did," Jon explains.

The couple's goal in remodeling EMMI's office space was to create a "nice professional office with enough space to grow," Jon says.

Working within a strict budget, PSG Construction and Slocum Platts Architects Design Studio, P.A., played



PHOTO: MICHAEL LOWRY PHOTOGRAPHY

New retail space in Track Shack is attractively enhanced by the glass block wall.

off the existing structure that had originally been warehouse space with a block exterior wall. By incorporating the block wall, a functional sliding panel warehouse door (to create character), existing skylights and exposed pipes into the plan, PSG kept within the budget while creating a pleasing working environment with unique style.

A glass block wall is creatively shared with Track Shack store space, allowing natural light from a bank of windows in the store's front to illuminate the otherwise dark office space.

The remodeled office includes a conference room which Jon has come to use as a second office because of its spaciousness and seclusion. A bathroom with shower allows staff members to run during the day and clean up prior to returning to work.

One requirement Jon and Betsy placed on PSG was that the store had to remain open during the course of construction. PSG met that challenge

by constructing a temporary wall which allowed business to go on as usual. "They went above and beyond [the call of duty] to keep the noise and dust out of the store," Betsy recalls.

Having worked from the space for several months now, Jon says he is impressed with the "attention to detail and the quality of products" chosen. "The space is finished off very nicely," Jon remarks. "We're very pleased. If we have the slightest concern, [PSG] either comes here personally or sends someone out." [PSG](#)

SOURCES

Design – Slocum Platts Architects Design Studio, P.A.

Furniture – Florida Business Interiors & HAWORTH

Doors – Residential Building Supply

Air conditioning – Standard Air Services

Unpretentious Renovation Overflows With Details

Remodelers® Showcase Entry Wins First Place

Entering two projects in this year's Parade of Homes Remodelers® Showcase not only doubled the chances of PSG winning an award, but brought them *two* awards.

At a recent awards presentation, PSG Construction received First Place for their Beaman Park whole house renovation and Merit Award for a Rose Isle renovation featured in the Winter/Spring issue of *The PSG Report*.

Paul and Stephen Gidus wish to congratulate Victor Farina of Farina & Sons, Inc. for capturing the Grand Award in this years Parade of Homes Remodelers® Showcase.

Nestled beneath one of Orange County's oldest oak trees, the Beaman Park residence is a modestly sized home dramatically transformed by PSG Construction and a First Place Winner of this year's Remodelers® Showcase.

Contrary to today's trend of sprawling floor plans, this entry is an accurate example of the popular phrase

"less is more."

Overflowing with details characteristic of more imposing homes, this 1950's ranch with flat roof and only 1593 square feet was converted by PSG Construction into a 2,000 square foot traditional style home with pitched roof, stucco exterior and amenities to match a 90's lifestyle. The home features three bedrooms, three bathrooms, a family room, mudroom with built-in desk, play room and toy room. All was accomplished without exceeding a determined budget and by utilizing

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PHOTO: MICHAEL LOWRY PHOTOGRAPHY



PHOTO: MICHAEL LOWRY PHOTOGRAPHY

Above: The galley kitchen is equipped with granite and tumbled marble countertops, ceramic tile flooring and display cabinets.

Left: Formerly an enclosed porch, the family room features the salvaged tongue-in-groove ceiling, a granite fireplace hearth, and PSG signature custom-built entertainment center and bookcase.

Right: Kitchen before

Below: Living room and family room before



PHOTO: PSG CONSTRUCTION



PHOTO: PSG CONSTRUCTION



PHOTO: PSG CONSTRUCTION



PHOTO: PSG CONSTRUCTION

Above: PSG Construction converted the home into a 2,000 square foot traditional style with pitched roof and stucco exterior.

Left: The 1950's ranch was dated with a flat roof and only 1593 square feet of living space.



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Unpretentious Renovation Overflows With Details

continued from page 8

the home's existing boundaries.

Taking advantage of the natural surroundings, the home's impressive 9 feet of ceiling-to-floor windows in the eat-in kitchen provides a pleasing view of an adjacent 200-year-old oak tree. An expansive 14 feet of French doors, sidelights and bookcases lead into the family room, where the original tongue-in-groove ceiling was salvaged and worked into the overall character of the room. A PSG signature custom-built entertainment bookcase features a lighted showcase cabinet.

Details such as wainscoting, chair rail, oversized 7" crown molding, granite fireplace hearth and hardwood floors hint of the snug homes scattered across New England's countryside.

The galley kitchen is equipped with granite and tumbled marble countertops, ceramic tile flooring and a pair of glass-door display cabinets.

The master bathroom is luxuriously finished with a marble floor, countertop and shower. Even the hall bath is given well-appointed features including a marble countertop, elegant arched tub opening, and upgraded fixtures.

Built-in bookcases and shelves in one bedroom provide ample display space and character to the retreat.


What the home lacks in square footage is amply compensated for with countless amenities and overall character, making it a welcome retreat. [PSG](#)


SOURCES

Design – Ray Wolters Design
Interior design – Brooks Interior Design
Furniture – Shaelyn's Interiors
Interior trim & doors – Residential Building Supply
Wood floors – Citrus Floors
Air conditioning – Standard Air Services
Tile & marble – Tile Market


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PSG Construction is Named One Of Top 50 in Nation

Industry Magazine Is Impressed With PSG's Professional Practices

A call from the national publication REMODELING magazine resulted in PSG Construction being named one of the top 50 remodelers in the country. The company was profiled in the May issue of the magazine which is geared to the industry's professionals.

Described by the magazine's Editor-in-Chief Paul Deffenbaugh as an award given to remodelers who "exemplify the highest standards in the industry," the Big 50 Award attempts to

The Big 50

distinguish remodelers "from other quality competition." Judges look for what is described as "shining examples" in the remodeling industry in areas

including marketing, sales, design, management and community service.

While candidates may nominate themselves for the award, PSG partner Stephen Gidus received a call this spring from an editor of the magazine who had received a copy of the company's magazine, *The PSG Report*. Impressed with its quality and content, the editor requested an over-the-phone interview in lieu of the usual written application.

"We received an application for the Big 50 Award, but didn't bother to return it," Stephen recalls. "We felt it would be

Named one of 50 top remodeling companies in the nation, PSG Construction has reached a new milestone by providing exemplary service to Central Florida clients. Here, PSG partners and staff are shown as they appeared in the May 1998 issue of REMODELING, one of the industry's leading magazines.



PHOTO: MICHAEL LOWRY PHOTOGRAPHY

best to wait for a more opportune time. We were surprised to receive a phone call from one of the editors, but even more surprised when we were selected as a winner. To be hand-picked by a national publication of this nature is considered quite an honor."

A photograph of PSG partners and staff appears in "The Big 50" issue with an article that bills the company as professional "from (their) slick four-color newsletter that reads like a newsstand magazine to the principals' dress and demeanor."

The article suggests that PSG's "appetite for communication and documentation that borders on obsession" is undoubtedly related to the company's ten-year-plus success story.

The company's practice of billing clients for detailed proposals is also highlighted in the article as a fair and professional practice comparable to consultation fees charged by attorneys and accountants.

As a result of winning the award, the Gidus brothers participated in a Leadership Conference in Washington, DC, during which the award was presented. [PSG](#)

Storage Addition Offers Cost-Effective Alternative To Mini-Storage Rentals

continued from page 5

Upgraded additions can include air-conditioning, insulation, drywall, windows, and exterior access. Specific needs of the homeowner can be met with extras like a built-in floor safe, closet space, or shelving. Homeowners who think they might rent storage space for more than a year or two should consider the benefits of a storage addition. This type of addition offers homeowners immediate access to personal property in a safe, clean and secure environment, while adding value to the home. [PSG](#)

Every Little Girl's Dreamhouse

Part of the Beaman Park Remodelers® Showcase entry, this enchanting playhouse brought visitors by to get a peek . . . and sent some away a bit envious.

The 8'x12' two-story playhouse is complete with air-conditioning, carpeting, and sleeping loft. Architecturally detailed wood casings and molding match those in the main house. Dormer windows are adorned with flower boxes. A stone and pebble path leads from the playhouse to the main house.

The playhouse was built over several months by Paul and Stephen Gidus' father, Tim, who made several trips from his northern home to complete the project for his granddaughters. [PSG](#)

Enjoying afternoon tea in front of the playhouse their grandfather built are Lydia (left) and Natalie Gidus (right), daughters of PSG partner Paul Gidus.



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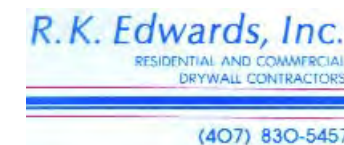
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