

THE PSG REPORT

PSG CONSTRUCTION, INC.

The Renovation SpecialistsSM

Winter/Spring 1998, Vol. III, Issue 1

The Advantage Of Choosing An Award-Winning Contractor

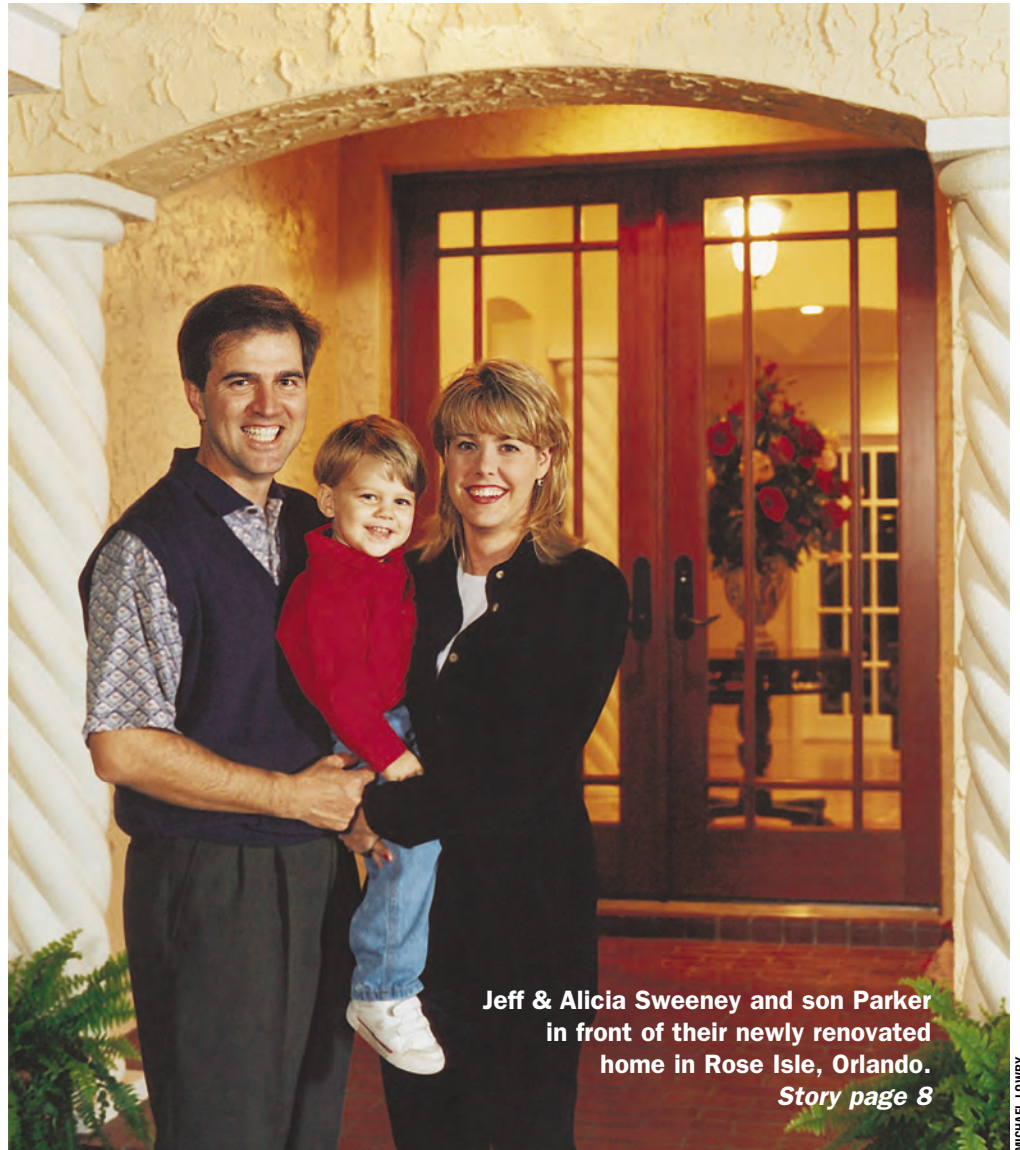
PSG Says Multi Awards They've Won Speak For Themselves

In the remodeling industry, contractors are regularly given the opportunity to enter their remodeling and renovation projects in various competitions. The winners are sometimes awarded with plaques, black-tie celebrations, recognition from their peers and various degrees of publicity. The degree of involvement in competitions varies from contractor to contractor. Some choose to do so, while others steer away from such events. What would motivate a contractor to spend the time, effort and money it takes to enter a project into a competition?

"Winning an award for a project allows potential clients to see the professionalism and credibility a remodeling company possesses," explains Stephen Gidus. "If our professional peers have awarded us first place in a competition, that says a lot about our company. A homeowner taking on a remodeling project deserves to know they are working with a reputable company."

Having been awarded local, regional and national awards for *Great Horn*, a recent project, PSG Construction believes awards speak for themselves.

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Jeff & Alicia Sweeney and son Parker in front of their newly renovated home in Rose Isle, Orlando.

Story page 8

MICHAEL LOWRY

Stephen Gidus Appointed Local Council Chairman

Price Averaging Guidelines is Major Goal for PSG Construction Owner

PSG Construction co-owner Stephen Gidus was recently elected local council chairman of the Mid-Florida National Association of Home Builders Remodelers[®] Council.

Recognized as the voice of the remodeling industry, the NAHB Remodelers[®] Council sets local industry standards and addresses issues that affect remodelers. Members participate in maintaining current and credible industry benchmarks, while

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THE PSG REPORT
 Winter/Spring 1998
 Vol. III, Issue 1

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Paul Gidus



Stephen Gidus

Renovation In Progress Features 200 Square Foot Air-Conditioned Dog Kennel

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Above: Architect's rendering of proposed facade

Left: Existing 1814 sq. ft. ranch style house

Ranch Style Home is Transformed To French Eclectic

A separate 200 sq. ft. dog house complete with three kennels, air-conditioning and elevated walk-up tub make this PSG renovation project truly unique.

Taking a typical 1980's ranch style home, PSG Construction is recreating the entire front facade in a French eclectic style that projects European elegance.

The addition of 1,160 sq. ft. will give the newly renovated home a total of 3,000 sq. ft. including the addition of a family room, dining room, sunroom, covered porch, screened porch, master sitting room, walk-in closet and powder room. Two bathrooms, including the master bathroom will also be enlarged.

The residence will feature Hurd wood windows, custom Corian shower, two-panel solid pine interior doors and solid brass Baldwin door knobs and hinges. The project is also designed with PSG's signature built-in bookcases that are custom designed and hand-crafted. [PSG](#)

PSG Helps Preserve Historical Orlando Landmark

John Glenn Jewelers Renovation Project Receives George Stuart Award

Determined to preserve the richness and historical significance of downtown Orlando, Michael and Bonnie Stacks turned to PSG Construction to assist them in restoring the Rose Building, home of John Glenn Jewelers and important landmark in Orlando's history. The resulting efforts landed the project the George L. Stuart Award, awarded by the Downtown Orlando Partnership, an organization dedicated to enhancing the quality of life and economic development in downtown Orlando.

Given to the year's most outstanding historic renovation/restoration, the George L. Stuart Award is awarded by a select group of professionals and community leaders who look for excellence in the quality and design and/or contribution to the quality of life in downtown Orlando.

Determined to accurately restore the building which is located at 49 N. Orange Ave., the Stacks' researched the history of the Spanish-style structure built in 1924, then sought the professional help of an architect and contractor sensitive to the unique challenges of such a restoration project. Renovation expert, PSG Construction, worked with architectural firm Butler & Lemons to accomplish the goal.

Taking five months to complete, the project required bringing the 1920's building up to code by removing interior walls brick by brick. The painstaking work paid off as it serves to preserve Orlando's rich history, beauty and integrity, a goal of the noted community leader after which the award is named. [PSG](#)



Above : The historical Rose Building after renovation



Left: The Rose Building before renovation

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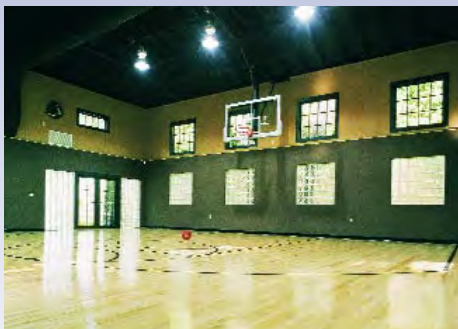
Aurora Award
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1997 Aurora Awards
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Merit Award
1997 Renaissance Design Competition
REMODELING magazine and the
NAHB Remodelers Council



PHOTOS BY: EVERETT & SOULÉ

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PAUL AND STEPHEN GIDUS CONSTRUCTION

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National Remodeling Magazine Features Article on PSG Construction

Always working to raise the overall professionalism of the remodeling industry, Paul and Stephen Gidus' practice of charging for in-depth estimates caught the interest of the editor of *Professional Remodeler*, a national magazine published in cooperation with the Remodelers® Council of the NAHB for industry professionals.

Attending one of the local Remodelers® Council meetings, *Professional Remodeler* editor Rod Sutton struck up a conversation with Stephen and the two soon began discussing a sometimes touchy subject in the industry: charging clients for in-depth estimates.

While the practice isn't widespread, Stephen pointed out to Sutton that paying for an estimate, that in many cases requires five to 50 hours of research, is no different than paying for other services demanding professional expertise. The article also points out that while PSG always gives clients a preliminary outline free of charge, the formal remodeling estimate includes hours of professional time actually researching and documenting the entire project on paper. The in-depth proposals run about ten pages for every \$100,000 worth of project and the client owns the document when it's complete. [PSG](#)

Need an Estimate?

Retain Me

Time spent creating an in-depth estimate costs money, yet most potential clients see it as a free service. Here's how one remodeler convinced clients to pay up-front, and improved his image as a professional

by Craig K. Shurtliff, Senior Contributing Editor

PREPARE THE PROPOSAL
Paul Gidus, owner of PSG Construction, Inc., in Winter Park, Fla., has a reputation for being a professional. He's been in the business for 15 years, and his company has a track record of successful projects. But when it comes to charging for estimates, he's been a bit of a maverick.

For many years, PSG has been a member of the Remodelers Council of the NAHB, and has been a frequent speaker at industry events. But when it comes to charging for estimates, he's been a bit of a maverick.

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Difference in Caliber of PSG Subs Gets Noticed by Clients

Stringent Guidelines Used For Hiring Subcontractors

Every subcontractor hired by PSG Construction is judged on four key criteria, a standard Paul and Stephen Gidus believe has helped their company attain its success as the Renovation SpecialistsSM

"A contractor can have the best intentions when going into a job, but if the subcontractors don't have the same vision or avoid working as a team, it can be detrimental to the success of the project," Paul explains. "We are convinced that the high caliber of subcontractors we employ has made a difference in the success of our projects—our clients tell us this is so."

When asked about the subcontractors, client Lucy Carney commented,

"Every subcontractor is clean-cut, very intelligent and sharp. This mattered to me." Lucy and husband Mike Carney have returned to PSG for additional projects.

In order to keep the high-caliber of subcontractors that clients appreciate, PSG looks for four specific qualities:

- Quality.** The craftsmanship produced must be high-quality and capable of satisfying the most discerning client. These subcontractors produce impeccable work and perform their jobs better than anyone else in their field.
- Attitude.** Possessing a winning attitude is critical for PSG subcontractors. They tackle the small job with just as much enthusiasm and

Continued on page 15

PAUL AND STEPHEN GIDUS CONSTRUCTION



Above: The rustic ceiling was crafted to look as if it were decades old, matching ceiling in other parts of the house. Granite countertops, known to be resistant to extreme heat, suit the cook's kitchen and complement the stainless steel cooktop.

Right: The living room before

Middle: A graceful arched doorway leading from the kitchen to the living room increases the accessibility of the kitchen to the rest of the home. The arched doorway mimics the one on the opposite side of the fireplace leading to the dining room.



“Cook’s Kitchen” Is a Prominent Asset in Winter Park Home

Schenck Distributing President Maximizes on Location of Residence

As president of Schenck Distributing, a major beer distributor in Orlando, Jeff Schenck carries out a demanding role when he arrives at the company's headquarters. All the more reason Jeff and his wife, Minter, require ultimate comfort and convenience when retreating to their home, located on Lake Virginia in Winter Park.

The decision to take on a complete renovation of the kitchen was initiated by the fact that the couple frequently entertain and Minter enjoys gourmet cooking. Although the home, built in the 1920's, had since been updated with a modern, efficient kitchen, the layout did not allow for the natural

flow of guests throughout the home. Minter also desired a kitchen that would allow her to maximize her creative cooking talents.

The Schencks' decision to renovate rather than buy another home or build was based on the importance of a home's "location, location, location," as Jeff explains. "Our home is close in proximity to downtown Winter Park, we can walk to a lot of places, and the charm of the house is hard to pass up," Jeff says.

In recalling the initial planning meetings with PSG Construction, Jeff says, "It was extremely easy to convey to [PSG] how we wanted to preserve the architectural integrity of the house. They were great to work with."

"We also wondered about security [during the renovation], but the [wood

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PHOTO CREDITS: MICHAEL LOWMY

Above: Extra tall cabinets were utilized on the vaulted side of the kitchen to gain storage space for cooking and serving pieces not used on a daily basis. Track lighting was installed on the vaulted ceiling and placed on a dimmer switch to control lighting effects. The home's original wood floor needed only minor refinishing.

Left: The kitchen before



Renovating a Rose Isle Residence

Young Couple Creates Their Dream Home in an Established Neighborhood

When a couple is very discriminating about the home and neighborhood in which they plan to raise their children, they will go to great lengths to create the ideal home.

That's what Jeff and Alicia Sweeney did when they found an existing home in an established neighborhood. "We wanted the house we lived in to be the way we wanted it. We could have built a new home, but the neighborhood was very important,

too. So we found an older home in a great neighborhood," Alicia Sweeney explains. For Alicia, a risk management consultant, and husband Jeff, a real estate executive, a great neighborhood meant one that was quiet, consisted of close-knit families, convenient, and centrally located. "[Rose Isle is] the ideal neighborhood," Alicia says.

Jeff and Alicia sought out PSG Construction because of several referrals including one from Alicia's boss, George Smith, President/CEO of Wharton-Smith, a large specialty contracting firm. Smith had hired PSG to renovate his own home.

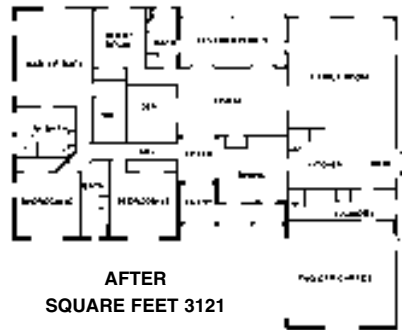
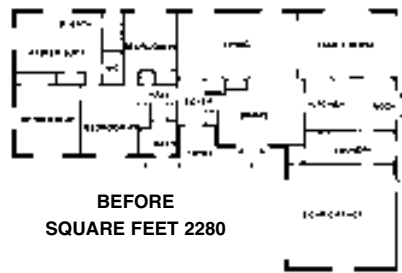
"For a contractor to be comfortable with another contractor renovating his home says a lot," Alicia remarks. "From what we had heard, we knew PSG would do it right and wouldn't cut corners. We didn't want any hassles because we're so busy. What we had in mind is what we got from PSG."

PSG Construction teamed up with residential designer and president of The Orlando Design Group, David Brauer, to create the kind of home the Sweeneys were looking for. PSG gutted the entire interior of the 1950's home, and bumped out the front and back of the house to create additional square

footage for a larger master suite and third full bathroom.

A grander entrance and more expansive feel was what the couple wanted to accomplish, Brauer recalls. This was achieved by adding matching columns in the foyer on the exterior of the house for a dramatic entrance. "The ceilings were raised in the foyer, living room and dining room for a more spacious feel. PSG used existing framework to raise the ceiling and create a tray ceiling in the living room. They reconstructed the roof in the family room and living room with

Continued on page 10



Above: The 1950's ranch was gutted and bumped out in the front and back to gain the necessary square footage for a larger master suite and third full bathroom. The exterior facade makes use of graceful columns that match columns in the grand foyer.



Above: The kitchen's open layout allows for guests to visit with the hosts while final preparations are being made. Tile flooring is repeated on the backsplash.

Right: A grand entrance was accomplished with a raised ceiling, tile flooring, and graceful columns that are repeated on the home's exterior.



Left: Reconstructing the roof to incorporate a higher tray ceiling and opening up the floorplan allows for entertaining large crowds without feeling cramped.

Winter Park Kitchen

Continued from page 6

partition] wall was put up,” Jeff says. This sectioned off the construction area from the rest of the house, and put any concerns the couple had to rest.

One of PSG Construction’s most challenging tasks in meeting Jeff and Minter’s goals was to give the kitchen a 1920’s feel without sacrificing comfort or function, and create a pleasing blend between the newly renovated kitchen and the rest of the house.

Vaulting the original 9’ ceiling into the attic space above the kitchen significantly opened the kitchen area by creating a 16’ voluminous space at the ceiling’s highest point. A new access door joining the kitchen to the living area creates more accessibility to the rest of the house as well as better traffic flow for party guests.

Kitchen and bath designer Sandra Linn worked extensively with Minter to create the exact kitchen layout she desired.

Another challenge was creating adequate storage space for Minter’s collection of cooking equipment and

serving pieces. Because the couple love to entertain, they needed a lot of storage space for things they wouldn’t normally use on a day-to-day basis. Taking inventory of every serving piece, kitchen utensil and all cooking equipment, Linn worked with PSG to create storage space using extra tall cabinets on the vaulted side of the room. These cabinets store serving pieces and pots and pans that would not be needed on a daily basis. Linn worked with Minter to figure out where every item would be stored before any cabinets were designed. Linn also made use of pull-out drawers for easy access, designing a special pull-out cooking oil rack next to the cooktop to store Minters collection of cooking oils and vinegars.

During the course of renovation, a small cubby hole that had been completely closed off, was opened up to create a pantry area for additional storage space.

The newly renovated kitchen now features a Dacor double wall oven and cooktop, Asko stainless steel dishwasher, and stainless steel Sub-Zero refrigerator.

ator. Counter tops and backsplash are granite. Lighting was thoroughly planned with plenty of undercabinet task lighting. “It’s an actual cook’s kitchen,” Jeff says.

The newly renovated kitchen spills onto an outdoor multi-tiered brick patio overlooking Lake Virginia. Also constructed by PSG Construction, the patio along with the kitchen allow the couple to entertain in ways they were unable to prior to the renovation.

“We’ve already had eight to ten dinner parties that we couldn’t have had before,” Jeff recalls. “We typically invite six people to a dinner party and thoroughly enjoy it.”

Jeff and Minter enjoy returning home at day’s end and withdrawing to the calming refuge PSG Construction helped create for them. [PSG](#)

SOURCES

Design - Sandra Linn
Appliances - Sub-Zero Distributors & Southeast Steel
Window - Garner Window & Door
Arched doors - Residential Building Supply

Rose Isle Renovation

Continued from page 9

room with conventional framing to get a higher tray ceiling.

“We do a lot of entertaining and wanted a very open house,” Alicia says. “We wanted it to accommodate a lot of people. It turned out exactly how we anticipated. The layout functions the way we had hoped. We just had a gathering of thirty people and it didn’t seem like there were that many people because of the flow and openness of the floor plan.”

The kitchen was expanded and updated, and an office was designed off the living room to meet the needs of the two professionals.

Another requirement Jeff and Alicia had was to create large secondary bedrooms.

“We have one child now and plan on having another,” relates Alicia. “Our

plans were to be in this house a long time and wanted the bedroom space to accommodate teenagers. We also wanted a bathroom large enough for two children to use.”

The two secondary bedrooms are spacious, equal in size, and share a bathroom equipped with two medicine cabinets, two sinks, and two drawer stacks.

Because Alicia says the family “always seem to have someone at the house” or a function going on, the house was designed to be very functional and maintainable. Tile floors create a sense of spaciousness and function, while lending a Spanish feel throughout the common living areas. An intricate inlaid tile pattern prominently greets guests in the foyer.

Renovating older homes in sought-after neighborhoods is a growing trend with Central Floridians who are set on

creating an exclusive lifestyle for themselves. [PSG](#)




Editors note: Soon after completion of their home, Jeff Sweeney was offered a hard to refuse position with a real estate firm in Atlanta. The Sweeneys have listed their home with Fanny Hillman and Associates for \$425,000. For more information call Nancy Babgy at 644-1234. We wish Jeff and Alicia the best of everything in Atlanta.

SOURCES

Design - Orlando Design Group
Furniture - Shaelyn’s Interiors
Cabinets - Artistic Kitchens
Windows - Kinco Windows
Wood trim - Residential Building Supply
Air conditioning - Standard Air Services

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Partner Appointed Local Chairman

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developing and maintaining a professional image for the remodeling industry.

One of the goals Stephen has set for the coming year is establishing price averaging guidelines for Central Florida architects.

"Very often, the homeowner begins the remodeling process by hiring an architect to create plans. A great deal of time and money is spent in this stage, and the architect attempts to give the

client an estimate of what the project will cost. In many cases, the estimate can be unrealistically low. Preparing an accurate estimate takes hours of research and knowledge of the remodeling field," Stephen explains. Clients often approach remodelers in Central Florida with completed plans instead of preliminary plans, only to have to go back to the drawing board because the project in reality exceeds their budget. This can result in negative feelings and even create mistrust on the part of the client.

"My goal is to work with area

remodelers to establish price averaging guidelines to help architects accurately portray remodeling costs to their clients. In the end, it will help strengthen the integrity and professionalism of all of us," Stephen points out.

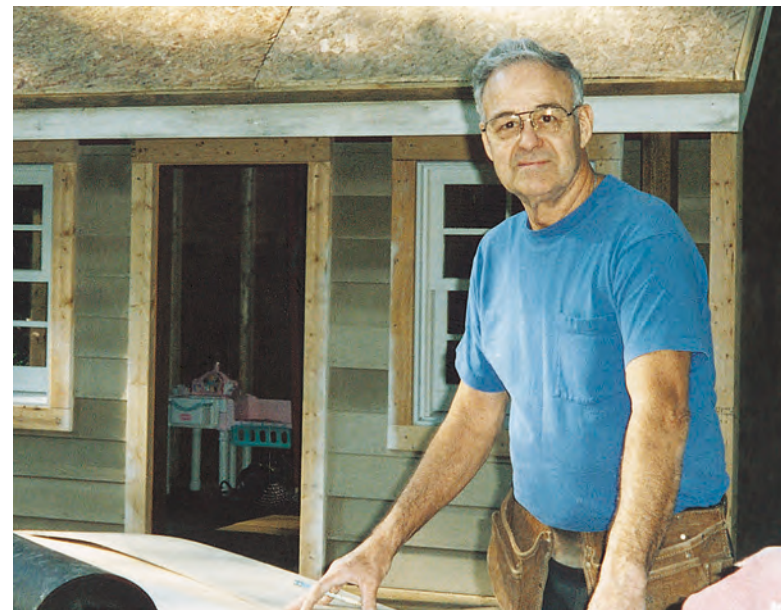
Noting that in the year 2005 national remodeling expenditures are forecasted to be \$180 billion, compared to \$112 billion in 1995, Stephen says, "The entire remodeling industry will be faced with new challenges and goals, and we need to be ready for them. I believe this is one major step in the right direction." [PSG](#)

IN PROGRESS

In the backyard of Paul Gidus' newly renovated Orlando home, construction is in full swing on a playhouse designed to be the envy of the neighborhood girls.

The playhouse is being built by Paul's father, Tim, for granddaughters Natalie and Lydia. When all work is done, the 8' x 12' two story "home away from home" will be outfitted with air-conditioning, carpeting, and a sleeping loft.

Mr. Gidus started work on the playhouse in October during a visit from Ohio. Here, he is shown continuing the work during a Christmas visit. Plans are to have the playhouse complete by spring. [PSG](#)



Award Winning Contractor

Continued from page 1

After winning the Grand Award in the local Remodelers Showcase, sponsored by the Home Builders Association of Mid-Florida, *Great Horn* went on to win a Merit Award in Renaissance '97, a national awards program sponsored by *REMODELING* magazine and the National Association of Home Builders Remodelers Council. The program recognizes "excellence in design and construction of residential and light commercial remodeling and renovation projects."

The lakefront project that featured an indoor basketball half court also was a winner in the regional 1997 Aurora Awards, this competition presents awards for projects completed in a 10-state southeastern region and "demonstrating building and design excellence."

"We believe remodelers who love

the work they do are proud to enter into competitions such as these," Paul Gidus says. "We love the work we do and feel competition with our peers is healthy."

"Telling a homeowner that we are qualified to handle their remodeling project is one thing, but if we can show them the awards we've won for past projects, that's another thing," Stephen points out.

Judging Remodeling Competition Compares to Olympic Judging

On the local level, the *Great Horn* project received 100% scores from all three judges. The builders and architects who served as judges graded quality of workmanship, quality of design, exterior carpentry features, wall finishes, interior trim, wall and ceiling finishes, roof structure and finishes, unique and creative details, traffic flow,

compatibility with the existing building, and improvement of the original layout.

"The items we were judged on are critical to the success of every remodeling project, regardless of the size or cost," Paul points out. "Because I am in the field on a daily basis, I see how much time it takes to make sure none of these areas gets overlooked."

Stephen likes to compare the scores a remodeling project receives to that of an Olympic event. "Olympic athletes train to be the best in the world. They are champions. Receiving a 10-point score is their ultimate goal. The same is true with remodelers entering their projects in competitions. We are just as serious. We want to receive the highest score possible and know we have to be exceptional to get that score. We are extremely proud to know we received 100% scores from all three *Great Horn* judges!" [PSG](#)

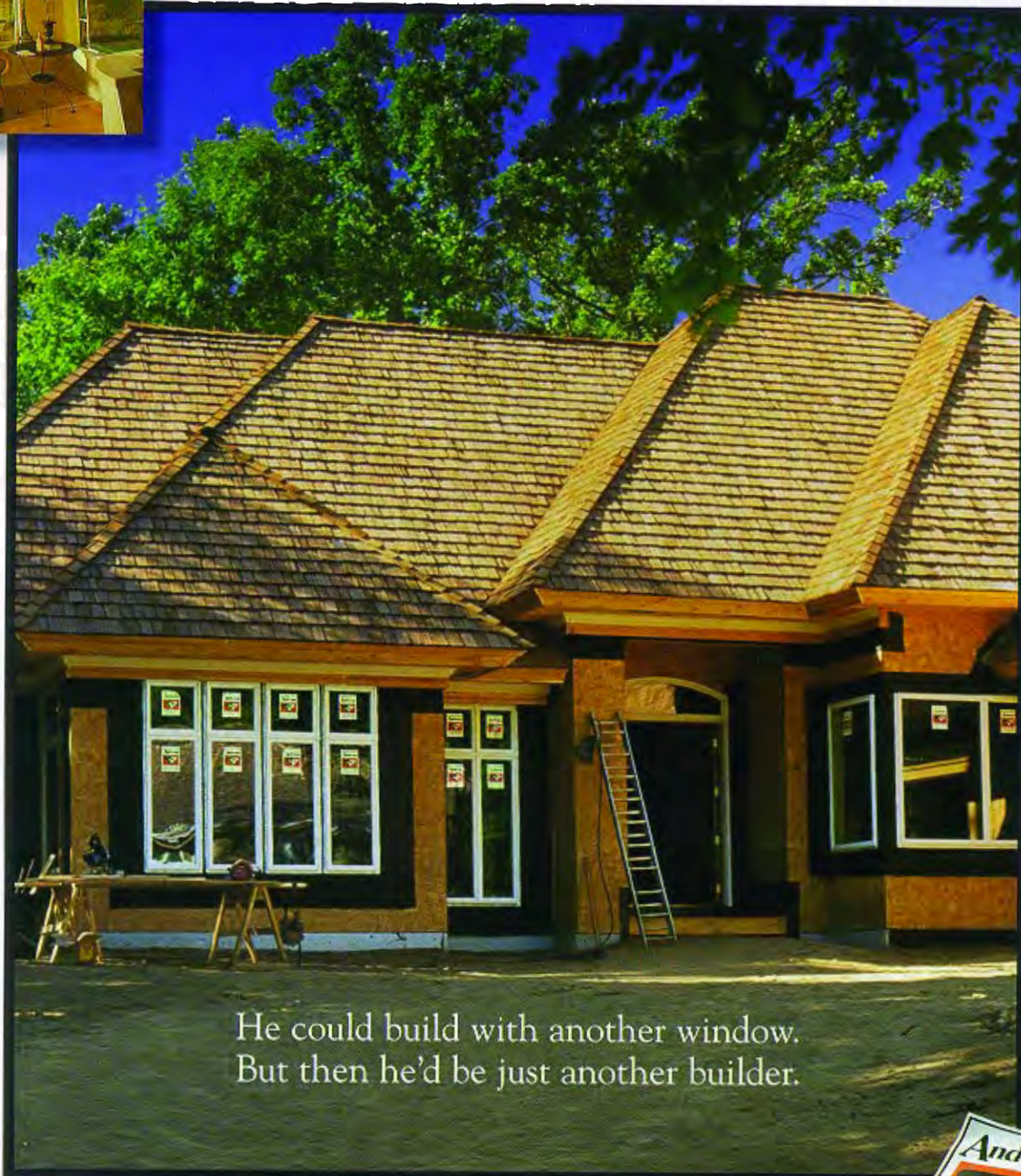
Stringent Guidelines Used For Hiring Subcontractors

Continued from page 5

attention as they do the larger job. As a team player, they are willing to work in partnership with other subs in order to meet deadlines.

3. **Punctuality.** Arriving on time for meetings and knowing how to schedule their work to fit into the master schedule allows the job to progress smoothly. The subcontractor arrives on the job site when scheduled.

4. **Price.** Quality, attitude and punctuality all have to be delivered at a fair price in order for the client to receive good value within the prescribed budget. [PSG](#)



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