

**27 YEARS...AND COUNTING!**  
New Homes, Renovations and Commercial



# CARRELL GROUP

## CARRELL GROUP GUARANTEES LOWEST PRICE ON YOUR NEW HOME!



As Carrell Group enters its 27<sup>th</sup> year of building Custom Homes in Horry, Brunswick, and Georgetown County, we can confidently say that we charge the lowest fee for our services compared to any homebuilder in this area. In **EVERY** instance where a prospective client has presented a competitive formal proposal for us to bid against, we have been less expensive than the competitive proposal...without ever knowing the competitive Builder's price!! 99% of the time, the price difference amongst Builders is in what is being proposed ("sticks and bricks") and not in what the Builder is charging to build it. So, when you feel like you're getting a "low price," chances are you are getting less of a product than what other Builders are



proposing to build. It's not just about square footage either. There are MANY costs unrelated to heated square footage that must be taken into account in the price of your home. (For a breakdown of these types of costs, visit our website's "News" section and read our last two newsletter articles on Price Per SF)



Though many of our clients are already excited and trusting about the product we provide, the service we offer, and the price we charge to do so, we also understand that many clients "price shop." We completely understand this desire to find the best deal, since we often do the same comparisons when buying products ourselves. However, we can eliminate a lot of your research by offering you our guaranteed lowest price offer. For you to see this for yourself, simply present us with your Formal Competitive Proposal that details everything being priced to you. We do not need to know our competition's pricing (because we already know we charge less than any Builder around). All we need to see is your competitive formal proposal (no prices handwritten on napkins ☺), so that we can see what is being bid. From that point, we are confident that we will be the least expensive total package. The challenge in your shopping comparison amongst various Builders is ensuring an "apples to apples" comparison. With over 30 different phases of construction, and hundreds of materials in a home, guaranteeing "apples to apples" proposals is a daunting task for us and we do this research daily. For many of our clients that live in distant areas, or simply work in a different

field, this type of thorough comparison is nearly impossible without some assistance. That is what we are here for. Simply give us a copy of your Formal Proposal from a competitive builder, even whitening out the pricing if you wish, and we guarantee you that we will be at or below our competition's pricing. So, take us up on our offer, and let us prove to you why you are getting the most for your money by choosing Carrell Group as your Builder. ***Our Carrell Group Guarantee to You: Simply Provide Carrell Group with a formal proposal from a competitive Builder, so we can compare 'apples to apples,' and we guarantee that we will be the lowest price whether you show us the competitive price or not.***

***Like us on Facebook for constant updates!***

## Carrell Group Asked To Speak With Governor And United States Congress On Fortified Construction



Bruce A. Carrell  
President

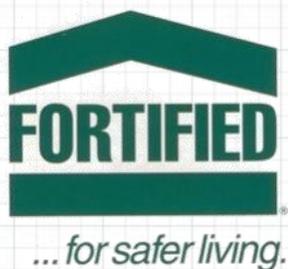
The Insurance Institute of Business and Home Safety (IBHS; [www.disastersafety.org](http://www.disastersafety.org)) recognizes the Carrell Group as the regional, if not national, expert Builder for Disaster Preventative Building. Recently, IBHS asked Carrell Group to participate in a Town Hall Meeting, urging the United States Congress and Governor Nikki Haley to incentivize Builders and Homeowners who build stronger and smarter. We are honored that the IBHS would ask us to be the sole Builder speaking at this conference, considering they are headquartered in Florida where there are many hurricane-smart Builders to choose from.

Carrell Group continues to be the most active builder of *Fortified for Safer Living* homes in the Carolinas. We pride ourselves on this expertise because we build along the coast, an area highly vulnerable to major hurricanes. We are the only Builder regularly building with Insulated Concrete Forms (ICF) along the Carolina Coast, with five homes currently under construction utilizing this structurally enhanced wall system. Further, we are the only Builder anywhere in the Horry/Brunswick/Georgetown County area with multiple *Fortified for Safer Living* homes currently under construction. If you are interested in building with advanced disaster prevention methods, please utilize our wealth of experience in this area.

Our clients clearly see the value in building for the future and mitigating risks of disastrous wind conditions. We take great pride in informing our clients of their hurricane mitigation options, so they can make educated decisions when it's feasible for them economically. Our primary goal is to simply highlight these hurricane building opportunities for our clients, but in no way "push" the upgraded techniques on them. We are always sensitive to our client's budget needs, but also want to keep them informed of their options. Fortunately, costs have been somewhat offset by the IBHS's efforts in achieving insurance discounts for building to the *Fortified for Safer Living* standard. Those discounts are just one of the many benefits for building to these higher standards.

We at Carrell Group appreciate the confidence of the IBHS staff in asking us to speak with Governor Haley and the US Congress about this extremely important issue. Hopefully, with the support of our customers, IBHS and others, we can help convince the government and insurance providers to continually increase incentives and rewards for clients who choose to "Build Stronger and Smarter."

-Bruce



Bruce with Governor Haley

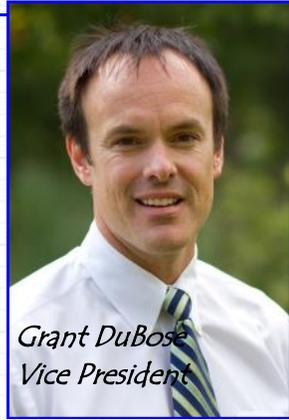


Bruce speaks to U.S. Congressmen



## *We Will Build "Cost Plus", But Fixed Cost Is Our Recommendation*

Many clients building homes want to ensure that they're being treated fairly, so they often pursue "Cost Plus" contract scenarios. We've built for clients in these setups and will continue to do so upon request. **However, we strongly recommend against this type of setup.** Though it ostensibly seems to be the most "open book" and safe scenario for a homebuyer, it is completely the opposite. Here are the reasons why "open book" or "cost plus" contracts usually hurt your pocket book, and why we are typically a "Fixed Cost" builder:



*Grant DuBose  
Vice President*

**Your Builder is not responsible for an accurate estimate.** Since all actual costs on the home are going to be yours, the Builder is not accountable if they miss costs, don't anticipate cost increases, or simply estimate it too low to get you to move forward. In a Fixed Cost contract, Builders must keep their pricing low enough to be competitive, but also are completely responsible for the accuracy of their estimates.

**Your Builder does not have a financial incentive to strongly negotiate all of your costs (though they may 'try' and negotiate for you).** When the Builder is operating under a Fixed Cost contract, they are financially responsible for making sure your total price is low enough to compete with other Builders, and yet also responsible that their costs aren't estimated too low where they lose money on your project. In a Fixed Cost contract, all cost risk and accountability lies with your Builder. In a "Cost Plus" scenario, all accountability and risk lies with you, the Buyer.

**"Friendly" relationships with subs and vendors don't protect you, the client, financially.** You'll often find that subcontractors and vendors enjoy working for Builders who build in a "Cost Plus" contract scenario. They enjoy it, because the Builder is often on "their side" on all extra costs, gray areas, arguments, etc. Most Fixed Cost Builders have strong relationships with their subs and vendors, but pleasing their clients always ranks highest in the priority list for all parties involved in this scenario. The Builder in a Fixed Cost scenario is much more likely to hold subs or vendors accountable than they are in a "Cost Plus" setup.

**Warranty-** There are often many "outs" for Cost-Plus Builders in terms of warranty protection. Whether it's making the client serve as their own "General Contractor," or not being liable for various contractors on the job, fixed cost Builders have a much more clear line of warranty responsibility. If your builder cannot convince a vendor to assume warranty responsibility, the cost is your responsibility...again.

**Errors/Repairs-** The Builder and/or Site Manager are often not financially accountable for construction errors or repairs, and therefore, less incentivized to make sure everything runs smoothly. Fixed Cost Builders are completely responsible for errors and repairs, on their own dime.

**Profit and Overhead are not guaranteed for Builders in a Fixed Cost setup.** Profit margins are always guaranteed for "Cost Plus" Builders. Often, the "Cost Plus" Builder is charging the same amount or more as a Fixed Cost Builder, yet the Fixed Cost Builder is **hoping** to make his fee. The Cost Plus Builder is guaranteed his money, so again, he has less incentive to perform.

**Cost Increases-** whether it's inflationary costs of materials, or rising labor costs in a much busier marketplace, a "cost plus" setup puts the client 100% at risk for increasing costs. It is not uncommon for us to see our labor costs increase 5-10% of the total project cost within a few months. That's an increase of \$25,000-\$50,000 on a \$500,000. You do not want to be vulnerable to these types of cost swings. In a Fixed Contract setup, your Builder must handle all of these cost changes internally. Your price remains the same from start to finish.

**Ambiguity of a "building cost"** - In a cost plus scenario, it is not uncommon for a builder to add miscellaneous costs or fees not normally considered a building cost (i.e. fuel, paper copies, misc supplies, admin fees, etc.).

With all of the risks incurred to clients in a "cost plus setup," we hope this helps you think through how you approach building your home in a market climate of rapidly increasing building costs. If you still prefer a "Cost Plus" or "Cost Plus Fixed Fee" arrangement, we would be happy to build for you in that arrangement. In fact, we're building several homes that way now, per the clients' request. However, our professional experience leads us to recommend a Fixed Cost at a fair price that works for you.

*-Grant*

## *Carrell Group Offering Model Leasebacks for Clients Not Ready to Move In*

Over the years, most of our happiest clients tend to be clients who chose to use our "Leaseback Model Program." We are always looking for Leaseback Model Homes in many communities. These homes help us sell more houses. For you, our prospective clients, this program helps you capitalize on current low building costs and low interest rates, even if you're not ready to move in for a few years. It also allows you to receive a rent payment from a professional that won't be "overusing" your home, but instead taking great care of your property so that it stays "show ready," until the day your move in.

In our "Leaseback Model" program, we offer clients a turnkey home, with completely furnished interior. That means, all you need to bring is your toothbrush when you are ready to move in! It's not always that simple, but most of our Leaseback Homes are fully furnished packages. On occasion, we will incorporate a family heirloom or a special furniture piece, at a client's request, into our design. However, a primary benefit (for you and us) of our "Leaseback Model" program is allowing our professional designers to thoroughly piece together furnishings and accessories in the home so that it looks like a magazine showpiece. To do that, it's critical that our Design Team have significant influence on all the colors/furniture/and accessories in the finish product. Don't worry- our Designers are very friendly and accommodating. They work hard to pick items that make you happy, and they stay in communication with you on the selections. This program does require a great deal of flexibility and trust, but as mentioned before, Leaseback model clients usually end up as our happiest clients. We can let you speak to recent Leaseback Model homeowners who can attest to this.

In our "Leaseback Model" program, the home itself is priced as normal. The pricing of the home doesn't change, whether it's a Leaseback Model or it isn't. The furniture/accessory packages are contracted separately, but are necessary for us to offer the Leaseback Model program. In other words, we do not receive much sales benefit by showing an empty home. This program only works for both of us, if it is completely furnished during our Leaseback period. Furniture/Window Treatment/and Accessory Packages range from \$40,000 to \$100,000, depending on the size and style of home we are furnishing. These fully furnished homes are ALWAYS breathtaking, which is why they are great Models/Sales tools for us. The homes are usually leased back from a period of 1-2 years, sometimes longer. Monthly leaseback ("rent") payments range between \$800-\$1,200, depending on the home and community.

***If you meet the following criteria, please contact us about possibly building a Leaseback Model on your lot:***

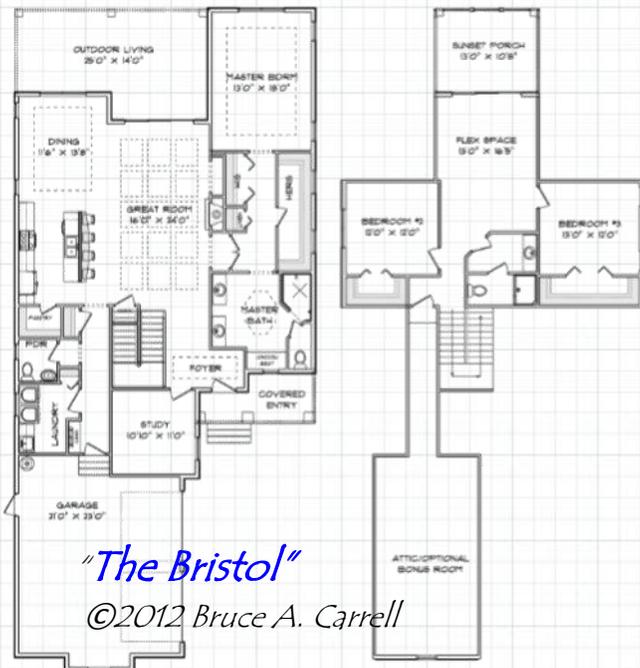
- ~You're moving to our area, but not for two years or more.
- ~You are considering building now, just to capitalize on low building costs and low interest rates, but you're concerned that your home will sit empty
- ~You would like for a professional to fully furnish your home
- ~You are flexible and open to the idea of allowing designers to pick colors/accessories/ and furniture with a little direction from you (note- you're always involved in final approval of major selections).



*"The Caswell"*



## Carrell's Best Price Per Square Foot Values:



**"Best Value" Winner- The Bristol-** We believe this home is the best value of all the homeplans we build. If you include the bonus room in this home plan, the base pricing on this model starts at less than \$110 per heated square foot in the Waterbridge community of Carolina Forest. This home, and 5 other models designed very similar to it for the Waterbridge community, are all designed for extremely narrow lots. However, many clients in other communities start with these plans as a guide.

Obviously, we build many different styles at many different price points. It's quite normal for us to quote homes at less than \$120 per heated sf and others at over \$225 per heated sf, all in the same week. As mentioned in our Carrell Pricing Guarantee article, the price of the home is all about what is in the home (not just size, but all features). As a general breakdown, this is what we've seen in our most popular areas of building:

**Carolina Forest-** in subdivisions with narrow lots (like Waterbridge), we're seeing pricing ranging from \$110 per heated sf up to \$135 per heated sf. In other developments with wider more traditional homes, we're seeing pricing between \$130 per heated sf up to \$145.

**Brunswick County-** in Ocean Ridge and other communities with stringent demands on the exterior features of homes, we're seeing pricing averaging \$165 per heated sf. We have seen a few carefully designed homes fall below \$150 per heated sf, but most are ranging between \$160 and \$170 per heated sf in the more Architecturally demanding neighborhoods. In the less demanding neighborhoods, we are seeing pricing average between \$140 per heated sf to \$160 per heated sf.

**Grande Dunes,** we recently priced some homes at less than \$160 per heated sf (without pools). We've even priced some homes with a nice pool/outdoor living space at less than \$400 K! However, the average of most homes in the Grande Dunes average between \$180-\$230 per heated sf, and sometimes beyond that.

**Georgetown County-** most of the communities we build in are similar to Brunswick County, so the pricing seems to be very close to number 2 above.

In summary, narrow homes with significant square footage on the 2<sup>nd</sup> floor seem to be the lowest "price per sf." Most traditional style homes seem to be priced between \$140 and \$170 per heated sf, depending on the community and features.

*Please discuss your home plan ideas and pricing goals with us. We will do our best to morph the two into the perfect building scenario for you and your family.*

# ~Renovation Division~

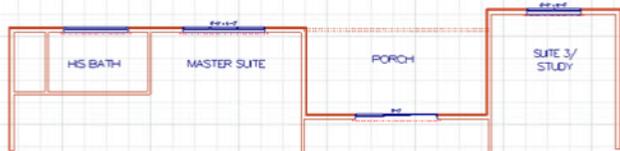
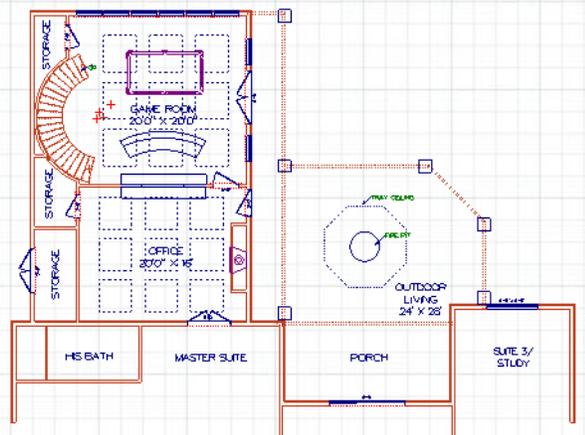
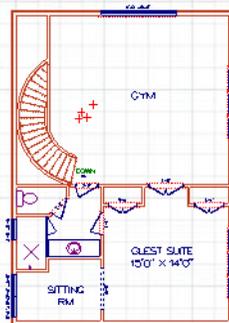
How can we improve YOUR home???

## Carrell Group Quickly Becoming Largest Renovations Contractor in The Area:

In the last 5 years, we've completed over 20 large (\$50,000 or greater) renovation projects along the Carolina Coast. Most of our renovation clients are clients we've previously built for, which we are ecstatic about! There is no greater compliment than to be hired to renovate by a previous client. If you, or your neighbors, are interested in a large renovation, please contact our office to see if we are a potential solution for you. *-Grant DuBose*



Our next renovation project adds some dynamite new spaces to an existing beautiful home. In fact, this home is only a couple years old, and the owner is ready to expand and add more living and lifestyle areas. We'll show you our progress in future issues as this renovation grows from dreams and drawings to the finished product.



EXISTING SPACES

### PLANNED 2-STORY RENOVATION!

Our Client asked us to design a renovation that includes an Office, Game Room, Guest Suite, Gym, and spacious Outdoor Living. See Next Issue for progress pics!



Let's face it, many Builders have great salespeople that can sell you a home, but can't deliver a great product. The question is, who is truly building your home on a daily basis? Who are your eyes and ears on your new home, when you're not around? How long have the people building your home been in this area and with that company? These are important questions to ask and know the answers to. At Carrell Group, we are proud to say that we have the largest and most talented field team of any custom builder in the area. Most of our guys were strategically handpicked after being "battletested" in both our region and the construction field for a long period of time. Several of them worked for us as subcontractors, doing highly skilled construction work before we hired them as full-time team members. Others were highly recommended as the "best around" at their jobs, so we hired them. Though we assign your home to one of the guys above, they all work together as a team. It is not uncommon to see several of these guys on your jobsite on any given day. Since they all come from various construction backgrounds, they're often picking each other's brain for expertise to benefit the outcome of your home.

**Mike Cox**- Mike started his construction career framing homes. In fact, during the slow periods, he did some of our framing work himself. Mike has been the site manager for nearly 50 of our homes, including TWO 18,000 sf custom homes. Mike is also extremely knowledgeable of Fortified construction. He's built several Fortified homes, including the 2<sup>nd</sup> only Fortified Commercial building in the entire country! Mike understands the nuances of many different styles of construction (traditional, cottage, Mediterranean).

**Dutch Shaffer**- Dutch is our Warranty Manager, and likely our most versatile team member in terms of understanding multiple trades. Dutch has been a framer, plumber, trim carpenter, sheetrocker, painter, and much more. For us, he used to singlehandedly complete large renovation projects. Now, he handles all of our warranty work and assists the site managers prepare our houses for high quality closings.

**Richie Carter**- on our team, Richie's known as "The Closer." His expertise prior to working with us was in surveying work. Since then, Richie has proved himself, like Dutch, as a "Jack of All Trades." It's not uncommon to see Richie patching sheetrock, installing appliances, or building a summer kitchen on one of his jobs. He can do it all. More importantly, he knows how to deliver a home to a client keeping them 100% satisfied. Richie has closed more homes in Grande Dunes than any of our site managers, and he boasts a 100% customer satisfaction rate.

**Ron English**- Ron is from Pennsylvania and has been regarded as the "best superintendent in the area" by most vendors and subcontractors for many years. In fact, that reputation was why we hired him to oversee the largest home we've ever built, a 30,000 sf home in Brunswick County. Ron has handled that job and many others for our company, superbly. Ron has been a site manager for over 30 years, ranging from multi-family, to large commercial projects, to extremely high-end custom work. Most of our guys (including Bruce and Grant ☺) look to Ron for construction advice. However, it's also not uncommon to see Ron doing the dirty work, sweeping jobs or whatever it takes.

**Ted Haring**- we've referred to him in previous newsletters as "Ted-Angelo," because he is a trim carpentry artist. Ted has been doing high end, detailed trim carpentry for over 30 years. He's easily the most talented trim "artist" around, renowned for his attention to detail on trimwork. For many years, Ted was a "one man show," completing 4000 heated sf trim jobs by himself on a regular basis, including hanging heavy 8' solid doors by himself. These days, Ted installs all of our specialty mouldings (wainscoting, special crown details, etc), and oversees many of our projects.

Though Bruce and Grant regularly visit the homes and answer questions for clients, it is highly unlikely that there is ever an issue that one of our talented field guys hasn't solved many times in the past. They are versatile, knowledgeable, honest, detail oriented and long-term employees. **When you build with Carrell Group, you hire an amazing team to build your home.**

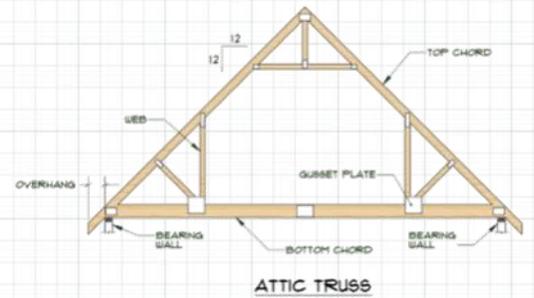
## "Bruce's Opinion"... Field Framed vs. Engineered Roof Truss Systems

We field a lot of questions about roof systems in our meetings with clients. I've been a fan of pre-engineered roof truss systems since my earliest days of being a contractor...and there are a few reasons I prefer to build our roof systems this way. First, a roof truss system is designed by an engineer. Significant work goes into calculating loads, spans, reinforcing, etc. While there is nothing wrong with a field framed roof (and we do them occasionally on request), from my perspective it does not get the same level of analysis and integrated design from start to finish. Next, because of the way they are built, and the components that go in them, roof trusses tend to stay more straight and true over time. In 800+ new home projects, I've yet to see one of our truss roof systems appear to "sag" or "crown". Finally, there is little cost difference between the two systems. Trusses carry a higher material cost (due to engineering, delivery, etc) with a lower labor cost due to easier installation, and field framed systems the opposite. With the two systems being comparable in cost, we feel you get a superior system that will perform better over time, at no additional cost.

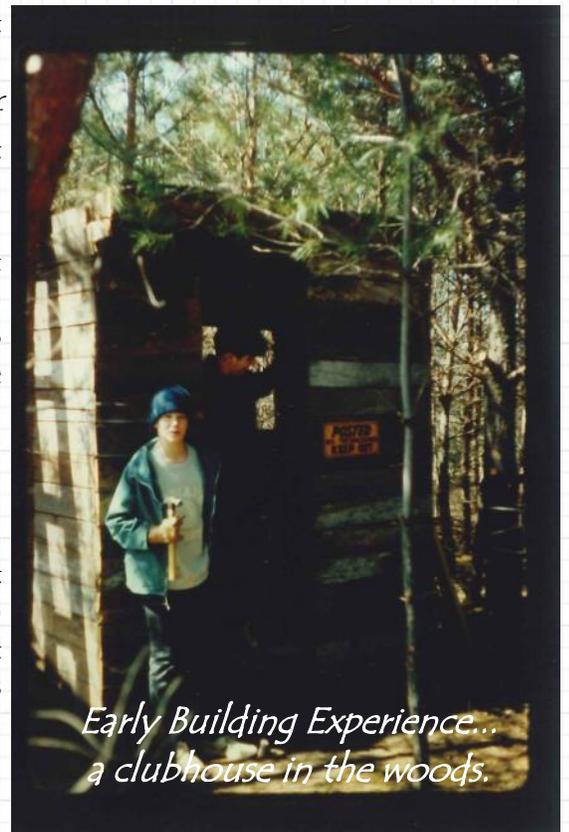
Another question on roof systems that often comes up is what type of sheathing we prefer to use. There is (in my opinion) a misconception about what makes the best roof sheathing. Traditionally, multi-layer plywood (1/2", 5/8", and even 3/4" in some cases) has been assumed to be the best product. Many years ago we learned about "Oriented Strand Board" (OSB) as a product that has some superior qualities for roof sheathing. OSB is "stiffer" than plywood, making it less likely to sag over time. If you test plywood and OSB side by side, the plywood will begin to sag as you apply weight to it...while the OSB product will stay straighter as pressure is applied due to the way it's made. For many years, clients would see OSB on our homes and assume it was a product known as "waferboard," which is a different type of product.

In our efforts to build the best homes we can...we keep our eyes and ears open for newer and better products all the time. In fact, we are now installing radiant barrier sheathing for improved energy efficiency on many of our homes. From our experience, engineered roof trusses and OSB sheathing (with or without radiant barrier) continue to be the best products to build our roof systems with.

-Bruce



*Efficient Storage Spaces Can Be Designed Into Roof Truss Systems, Over Attics and Other Areas*



*Early Building Experience...  
a clubhouse in the woods.*



As you've seen from previous newsletters, Bruce is a Third Generation Builder. He built his first home with his Dad, doing every single phase themselves...from concrete to flooring, they did all the labor. However, that was the first home Bruce actually lived in. The first home he ever built was this "tree fort" in Indiana. Needless to say, Bruce has come a long way. We all start somewhere, right???

*"A Picture is Worth A Thousand Words..." Our readers tell us they love to see pictures of our finished homes... So we include the following to inspire you about your new home!*

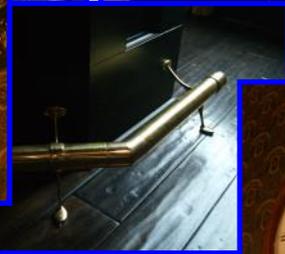


# CARRELL-LINA Living, Part III:

## Mancaves and Gamerooms

Each and every newsletter, we include an article that showcases how the Carrell Group is incorporating client hobbies and the laid back Carolina lifestyle into our homes. As mentioned before, our owners, Bruce and Sonya Carrell, are the quintessential Baby Boomer couple living along the Carolina Coast. Like most of our clients, they have varied interests and hobbies, in addition to the passion of designing and building homes.

In this issue, we highlight Bruce's knack for entertaining guests in his favorite room, the "Club Room." Bruce's current home features an elegantly decorated "Club Room," complete with bi-hinged doors labeled "Club Room," large classic mouldings, a Scottish Pub décor, pool table, flatscreen tv, dartboard, social bar, and Bruce's HOMEBREWED beer (another Bruce hobby) on tap! This is Bruce's getaway, and a favorite of guests. In fact, we've designed many Game rooms using Bruce's creation as a starting point.



Of course, Bruce isn't the only man wanting a "Man Cave." We've built many man caves and gamerooms. Recently, we designed and built Mike Volpicelli's Man Cave in his original home. It was a small man cave that served dual duty as a storage area, grandchildren's hangout, and more. Two years after building his original home, Mike hired us to improve his "Man Cave" by adding on a giant two story Gameroom to the back of his house overlooking his pool. In fact, Mike wanted this to be somewhat of a Washington Redskins shrine, where all his DC brethren could enjoy Redskins games amidst nothing but Washington Redskins memorabilia (including the fan blades!!!). Mike's new gameroom has a 2-story balcony that overlooks his beautiful pool. This room is more of a "Man Palace," that is, as long as you like the Washington Redskins!!

Mike uses his game room and balcony so much, that he's hired us FOR THE THIRD TIME to do another large renovation to his Man Cave. We are excited about this opportunity, and hope to continue to make this the perfect place for Mike and his friends to enjoy Washington Redskins football.

Though we have many great past clients like Mike, we also have current clients immersed in designing and building their "Man Cave To-Be." Steve Woods, currently building in Grande Dunes, is building a large man cave with us. To make it more manly, Steve has handpicked natural stones (more like boulders) from his hometown to adorn the walls of his giant Man Cave. It doesn't end there though. Steve will have a built-in humidifier for cigars, rustic social bar, HUGE outdoor smoker/cooker, numerous flat screen TVs for Sunday's NFL Ticket, pool table, and poker table. Since Steve is a die-hard Philadelphia Eagles fan, we don't think there is much chance that neighbors Steve and Mike (our Redskins client) will spend much time in each other's Man Caves ☺.



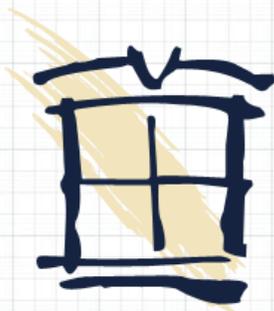
Each of these Man Caves spill out onto a Covered Lanai space, with the intention of utilizing our warm Carolina climate while entertaining friends and family. If you're interested in a Man Cave, Gameroom, or another special hobby room, please contact us to find out how we can help.

One last note- we realize the "Man Caves" are somewhat exclusive and only appealing to half of our client base, the men. Ladies, these are special areas for you too, in that they allow your husbands to disappear for many hours at a time ☺. We also understand that there are numerous spaces in our homes designed primarily with our female clients' interests in mind. We will focus on at least one of those spaces in our next newsletter. Stay tuned!!

-Grant DuBose

### Recent Trends and Popular Features:

Game Rooms/Man Caves, Synthetic Stone accenting on the exterior and interior of homes, Pot Fillers in Kitchens, Sitting Areas in Master Bedrooms, Flat top kitchen islands, wainscoting in numerous areas, coffered ceilings, huge outdoor living spaces, angled 3-car garages, second master suites, 2700-3300 heated sf homes, and eliminating master tubs.



**CARRELL**

GROUP

800-533-2393

843-399-4299

P.O. Box 1169

Little River, SC 29566



**GRAND DESIGNS**

*exclusive interiors & fine furnishings*

843-497-5670

9650-B North Kings Hwy

"The Galleria"

Myrtle Beach, SC 29572

[www.granddesignsmb.com](http://www.granddesignsmb.com)

Visit us at: [www.carrellgroup.com](http://www.carrellgroup.com)

**Best Quality - Best Price**  
**Ask Our Clients!**  
**5 Model Homes Available To Tour!**



**Bruce & Sonya Carrell**  
*"Charting the Course"*  
for the  
Carrell Group  
and Grand Designs

*Sales Information:*

**Carrell Group**

Teri Kaufmann

800.533.2393

email: [info@carrellgroup.com](mailto:info@carrellgroup.com)

**Grand Designs**

Emily Seawell

843.497.5670



**Take a Virtual Tour:** We provide virtual 3-D tours of our plans, both in our office...and **ON-LINE** for out-of-towners.  
For more info on how to set up a tour, call or email us!

**Team Member Spotlight:**  
Valerie Roberts



One aspect of our service that our clients particularly enjoy is our "Building Partner" concept (a person on our team that essentially "holds your hand" during construction). Valerie is one of our Building Partners (and also happened to be *Team Member of the Year* last year). Valerie's clients give her high praise for taking good care of them before, during and after construction of their home, and she has developed great friendships with her clients as well. The Building Partner role is an added value of working with the Carrell Group—we like to take great care of our clients. ☺