



# CARRELL GROUP

*Sales Information:*

## Carrell Group

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## The Trend: Open Family Rooms and Less Formal Spaces

It looks like the TV generation has finally won the battle- the Family Room is now the official Dining Room ☺. Many of our recent clients are requesting to remove Formal Dining Rooms and Living Rooms, and instead incorporate the Family Room/Kitchen/ and Breakfast area into a very open and welcoming place to gather. Prospective clients see great value in adding more "functional square footage." They are choosing to remove the formal spaces and either use the square footage in other areas, or lower overall costs by completely removing unused square footage. We, at the Carrell Group, are listening to this trending demand and have created many floor plans like this in the last year. If you are looking for floor plans that are more open and feature only one primary living space, please contact us to preview our various designs.

*-Grant DuBose*



### *Bruce & Sonya Carrell*

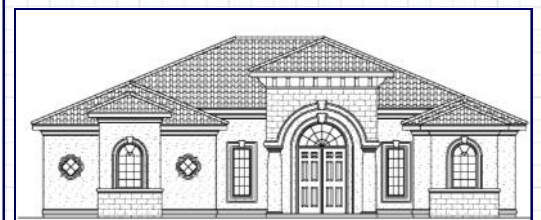
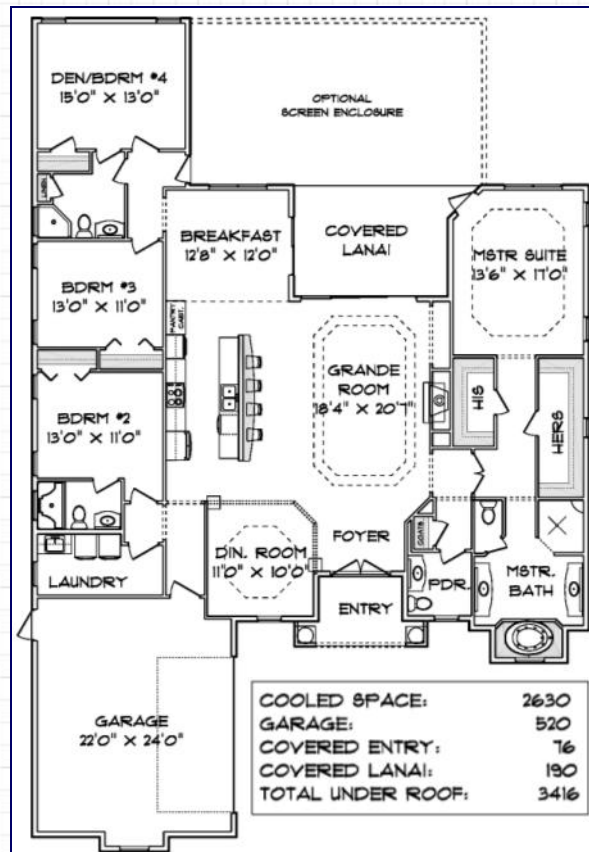
*Keeping their hands on the pulse  
of their businesses.*

*After 12 years of marriage and 25  
years of building, The Carrells  
continue to work hand-in-hand  
with their teams.*

### Take a Virtual Tour:

We can now provide  
virtual 3-D tours of our  
plans, both in our  
office... and ON-LINE.

For more info on how  
to set up a tour, call or  
email us!



*The "CAPRI IV"*



*A look back at 25 years of building...* 2012 marks the 25th anniversary of our company! As I reflect on this milestone, I see many things that have changed since I built my first home as a general contractor. The homes we build today are much stronger and safer than the codes required in the late 1980's. We have new building materials and systems, such as ICF (insulated concrete forms) that didn't exist at that time. Technology has changed what we do and how we do it in so many ways...we recently did a live remote presentation of a 3D design for a client that was sitting in their home in New Jersey, while we were in our offices here in South Carolina, connected by the internet. We've come a long way from my early days with a drafting table, pencil and eraser!

I also see many things that have not changed, and will not change, about our business. The fundamentals of customer service...before we earn a client's business, during construction and after completion will always be a core part of our mission and practice. Offering our clients good value for their investment and assisting them through the many facets of building a new home and the decisions that have to be made will always be central to what we do.

I've had a lot of fun along the way...and worked with so many great people...clients, employees, vendors, lenders, and more. I feel fortunate to lead a great and talented team of building professionals at the Carrell Group...and am excited about our future. We hope you choose to be a part of that future and look forward to working with you.

*-Bruce A. Carrell*

## design-build. how does it work?



initial design meeting

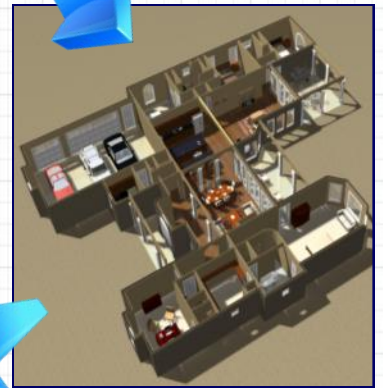


preliminary design



design review

One key benefit of working with the Carrell Group is the opportunity to have your home designed or customized to your specific needs and wants. While our design tools have changed over the years, the simple steps of this service have not. Our design services are FREE to our building clients, and a great added value of working with Carrell Group.



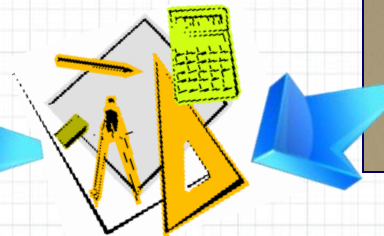
computer renderings



happy clients!



construction agreement



cost estimate & proposal

**"\$\$\$ Price Per SF ???"** The concept of cost per square foot is probably the question we answer most in our discussions with clients. It's a tough question, as many builders approach this in different ways. For example, some do not include landscaping in their cost per foot. Others may not include permits and fees, or insurance, etc.. While we can give ranges of cost based on the size and type of project we are working on, it can vary from below \$100 per foot to over \$200 per foot, depending on the project and level of finish! We often beat our competition when comparing "apples to apples" pricing. When we price a home for you, our goal is to provide turn-key service and pricing, and include ALL costs, so there are no un-happy surprises later. This is the way we have always done business, and it has served us, and our clients, very well.

*-Bruce A. Carrell*

# Hurricane Irene Reinforces FORTIFIED CONSTRUCTION

Carrell recognized as a market leader by Institute for Business and Home Safety ([www.ibhs.org](http://www.ibhs.org))

For a brief period in the Fall of 2011, the Myrtle Beach and Brunswick County coasts were projected as the landing spot for the Eye of a Category 3 storm, Hurricane Irene. During this storm threat, one of our homeowners immediately elected to upgrade to Fortified Construction. We believe that was a smart choice. Also during that week, Carrell Group was interviewed by local and NATIONAL newscasts as the resident expert on Hurricane proofing and construction (*see our website for this video clip*).

Hurricanes are a very real threat to homes along our coast, and even many miles inland. Technological advances, lessons learned from previous storms, and general construction improvements have progressed to better withstand these threats, so we feel it is our duty to constantly keep our clients informed of their options.

## Why Choose Carrell for hurricane smart construction?

- The Carrell Group has built over 75 Insulated Concrete Form (ICF) wall homes, which are a stronger wall system to protect against hurricane force winds.
- 75% of our clients in the last two years have chosen to upgrade to FORTIFIED Construction.
- We've recently begun our 2<sup>nd</sup> wood framed FORTIFIED home, which allows homeowners to achieve the Fortified rating without the extra ICF costs.
- The Institute for Business and Home Safety recently recognized the Carrell Group as a national market leader and an example of how to incorporate Fortified Construction into a construction business.
- ABC World News recently filmed a national story on Fortified construction using the Carrell Group as it's focused builder.



-Grant DuBose

*Whatever your budget, please contact us about how we can help you achieve a Fortified rated home.*



## Katie's Korner Design Ideas—Easy Home Update

When asked to come into a person's home and "Help"... one of the biggest problem areas is usually accessories. These items include; lamps pillows, artwork, rugs and even window treatments. The problem is these are the things that



are easy to pick up and move and so they have been moved from house to house and room to room. This is not always a bad thing but more often then not the scale is wrong or the item may simply be out of date and not fit with your new décor. This is especially true with lamps, plants and what I like to call fillers. The good news is this is a simple and inexpensive way to update your home. By being able to let go of the items that just don't work anymore and moving items around on shelves and bookcases or adding a few new and updated pieces. The designers at Grand Designs are more than happy to do in home consultation, or you can visit our showroom for ideas. Just remember, as important as accessories are to an outfit... they are equally as important to your home and are the "finishing touch".

-Katie Standish

GRAND DESIGNS  
*exquisite interiors & fine furnishings*

Team Member Spotlight:  
Dutch Shaffer



At one time, we subcontracted with Dutch in many areas of construction. He impressed us so much that we brought him on board as a Carrell Group team member. As our Warranty Service Manager, we've already received numerous compliments about Dutch's construction talents and professionalism. He visits all of our homes within a week prior to closing to ensure that it's turned over in pristine condition. Then, he works with homeowners for our One Year Warranty Period to make sure that they are completely satisfied. Dutch is a great new asset to our Carrell Group team!

Carrell is now finishing its second complete remodel of an older home in the last 6 months. The most recent remodel is in the Dunes Club community of Myrtle Beach. We completely "gutted" an older home purchased at a steal, but one that needed a lot of updates and rearranging. Within a couple of weeks of planning, Carrell Group visited the home, designed and priced a complete renovation of the home. 6 months later, the home's interior is unrecognizable, and that's a good thing! All flooring, ceilings, walls, and mechanicals are brand new. Without spending the money of disturbing a sound brick exterior, we gave the client a brand new home interior with refreshments to the outside. As a 25 year builder in the Carolinas, Carrell Group understands there are mature communities and great older homes that just need some TLC! If you're interested in larger renovations and need help with design, contact us for an appointment!

-Grant DuBose

## Remodeling is Still Thriving!



"After"

"Before"

### The Carrell Group Builds Anywhere in the Carolinas!

We are excited to be starting two new projects outside of the Grand Strand area. First, we are beginning a 10,000 SF Medical Complex in Florence, South Carolina, near McLeod Hospital. Second, we are starting our third home in the last two years in Chapel Hill, North Carolina. Both clients achieved unique services in design capabilities and construction expertise, not offered by most construction companies in their area. Please let us know if we can help you anywhere in North or South Carolina.

*Let us show you how to save time and money using our in-house residential and commercial design-build services!*



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visit our new website!  
[www.carrellgroup.com](http://www.carrellgroup.com)

~Or Current Resident~