

The Best *in* Home Builders

ASK THE EXPERT

The following **special section** showcases some of the best home builders in Central Iowa who have shown their interest in serving *dsm* magazine readers by sharing more information about their expertise, homebuilding philosophy, and industry trends. Use this guide as a resource to discover what's new in homebuilding and who is responsible for creating some of Central Iowa's most beautiful custom homes and stunning renovations.

2 0 1 8



Grand Homes & Renovations

How do I know a renovation is right for me?

We first encourage our clients to take a step back and evaluate their location. If they love their neighborhood, are close to preferred schools, have mature trees and have good access to work and recreation, then it's a right thing to stay put. We also ask our clients to fast forward and evaluate what their life is like in 10 years. We want to transform their home so they are still in love with it as their lives develop, change and grow. As home's change, the functionality changes so, we pride ourselves on cultivating a design that will continue to work for our clients.

There are so many renovation companies, why Grand Homes & Renovations?

At Grand Homes we bring a male and female perspective. We are also excited to share pricing

with our clients. We are transparent which means you know exactly what individual items are costing so you can have control of that final number. Lastly, we love what we do and are excited to create your perfect home, so we do not charge for designs. We will meet with you, take measurements, then give you some of our thoughts and designs for your project.

Is it okay to be trendy?

Yes, absolutely! We encourage clients to design a home they will love for years to come. However be trendy with your décor, paint and accessories that are cost effective and easy to change down the road. Bigger items such as cabinets, counter tops and flooring are always more expensive to change out. You can always go trendy with cabinet pulls, tile back splashes or light fixtures.

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K & V Homes



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What do you recommend splurging on and what do you recommend saving on?

Quality building materials, mechanicals and energy efficiency are always worthwhile investments when building your dream home. Cutting corners on these items will only lead to headaches down the road. As far as cost saving, that usually tends to reflect the personality of the homeowner and what their priorities are in a home.

What is the most over the top detail you've done in a home?

We've done a few indoor basketball courts, complete with team logos and parquet floors. Families are incorporating their love of the sport into their lower level family game rooms.

What is a top home trend you are anticipating in 2018?

We're expecting simplified layouts and design plans in 2018. Styles are starting to feature more industrial and contemporary elements. Clean lines and simple, open floor plans are what we're seeing in our upcoming building projects.


If you were building your dream home, what are the top 5 must-have's you would include?

This is a tough list to compile as your imagination is the limit when building a custom home. If it was up to us though, we wouldn't want to live without a large drop zone/mud room, walk in tile shower, covered deck with outdoor entertaining area, large walk-in pantry and a big garage.



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What do you recommend splurging on and what do you recommend saving on?

Go big with a statement making kitchen sink and faucet. Invest in your master bathroom suite with a freestanding tub and custom shower package. Powder rooms are also a great place to splurge. Cut costs in secondary bathrooms by keeping to the basics.

What is the most over the top detail you have done in a home?

Digital showering systems that control showerheads, body sprays, steamers, lighting and music through your mobile device offer the ultimate over the top shower.

What is a top home trend you are anticipating in 2018?

Kitchens featuring semi-pro faucets will continue to be hot for 2018. Faucet and accessory finishes like Rose Gold and Matte Black will also be popular in 2018.

If you were building your dream home – what are the top five must-haves you would include?

My dream home would include:

- An apron front sink with a semi-pro faucet for the kitchen.
- A vessel sink with a wall mount faucet in the powder room.
- An engineered stone, freestanding tub as the centerpiece in the master bath.
- Digital controls in the master shower for a fully customizable spa-like experience.
- A towel warmer for the master suite.



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From top left, Veridian Credit Union's Josh Dunham, mortgage lending sales supervisor, and mortgage loan originators Jake Arends, Karla Caffrey, Donnell Clemenson, Kathy Demsky, Gary Ellwood, John Moore, Tom Nelson and Jon Wolken.

Veridian Credit Union

What are the main reasons to choose a credit union to finance your mortgage?

Josh Dunham, mortgage lending: Credit unions are not-for-profit cooperatives owned by their members. A volunteer board of directors, who are also members, oversee the strategic direction of the credit union. When a credit union like Veridian makes money, that profit goes back to our member-owners in the form of better rates and lower fees.

What sets Veridian apart from other mortgage lenders?

Josh: Veridian's mortgage lending team consistently delivers on service. We asked people to rate us after they closed their mortgages, and members gave us an average of 4.89 out of 5 in 2017.

Why do members rate you so highly?

Josh: Our mortgage team offers advice and guidance through the entire process of obtaining a loan. They can talk you through the variety of mortgages Veridian offers to find the one that suits your unique needs, whether you're building your dream home, downsizing, upsizing or anywhere in between.

What advice do you have for first steps in financing a home?

Josh: Learn about your options. We have a series of short videos that clearly explains the home-buying process on our YouTube channel and website. More importantly, schedule a free consultation with a mortgage loan originator from Veridian at a Des Moines-area branch by calling (515) 289-1822 or visiting veridiancu.org/appointments. You will receive advice and guidance that is tailored to you.



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Barnum Floors

What do you recommend splurging on in a new home or remodel?

Real wood floors are all about the wood itself. What part of the country did the wood grow, how was it milled and did the mill practice stringent kiln drying practices. The wood species chosen for the home, the grading for mineral & sap content, length & width of the board and the way the wood is cut from the tree are all critical in the decision making process. These details are essential for enhancing the design of the home, as well as providing longevity. Riftsawn, Quartersawn & Livesawn cuts provide added stability for the broad fluctuation in humidity levels we experience in Iowa. Trowel setting the boards in adhesive is important for any width over 4" - even if the wood is engineered. Spending those extra dollars on the perfect wood will assure your flooring is a "forever" choice for your home rather than just a floor covering.



(515) 270-2211
barnumfloors.com

The Mansion

Ask the Expert: What do you recommend splurging on and what do you recommend saving on?

We recommend investing in quality pieces for the places in your home that are used most frequently, such as your bedroom and family room. Splurge on your master bedroom; after all, it is where you start and end your day! Invest in quality bedroom furniture that will hold up and linens that have lasting aesthetics. The main family living room area is another place to invest in. Of particular importance is selecting a sofa with a good quality base that will withstand the wear and tear of everyday life. Pick a classic sofa style that can serve as your canvas for the room for years to come. Save on items you can easily change out from season to season or from trend to trend, such as pillows, accents and accessories.



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Deborah Phillips Interiors

Any home project brings with it all sorts of opportunities to live with what you love. As a full-service designer, I'm often involved from the beginning of construction to the last accessory on the shelf - that's a lot to budget for so here's how I prioritize it.

When consulting on new construction and remodels for clients I go straight to the millwork, lighting and fireplace wall. Those areas generally say the most about a home and the level of its customization.

When furnishing and accessorizing, I want items that have the most authentic appearance. Hand-sewn window treatments, framed art and photography and a mixture of metal finishes, fabric textures and patterns top the list.

Great design is for everyone. A healthy budget certainly helps but well considered and executed decisions can go a long way.



(515) 491-1478

deborahphillipsinteriors.com

Fine Line Woodworks

Why should a homeowner choose custom cabinetry over mass manufacturers?

The most common reason to choose custom cabinetry is quality that far surpasses manufactured cabinetry. Consumers are growing weary of poor quality materials used in today's manufacturing. Homeowners are looking for longevity in kitchens, built-ins and vanities for new homes and remodels.

Another element that leads all ages of today's homeowners to custom cabinetry is utilization of space. They're visualizing space to hide the odds and ends that are so necessary but, hard to place. As experienced cabinetmakers in truly custom cabinetry *"We have seen it all."* Innovation is a large part of our lives. Helping and guiding clients to create and design their dream space is exciting when our answer is *"Yes, we can do that."*

Last but not least... *The Wow Factor...* when you choose *Truly Custom Cabinetry.*



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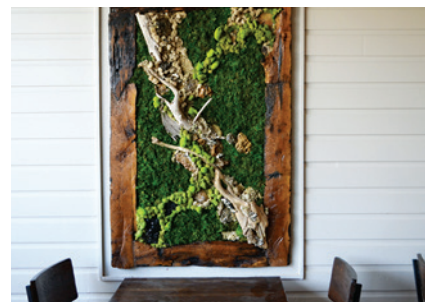


Drawers below microwave are refrigerator drawers and cabinets next to the pantry house office and computer accessories.



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Renderings Above:
 (Top) New Construction home in Norwalk,
 designed by RRD, built by **Artisan Crest**;
 (Bottom-Left) New Construction home in
 Norwalk, designed by RRD, built by
Artisan Crest;
 (Bottom-Right) Master Suite remodel in
 Urbandale, designed by RRD, built by
Modern Touches;

RRD - Residential + Remodeling Designs

About Us

RRD is the place for your **new construction and remodeling design** needs. In the building and remodeling industry, consumers want to experience the details, layouts and materials exactly how the finished construction project will look. RRD has the technology to place real products, showcase finishes and render realistic photographs to help clients visualize their space. RRD will then take those images and create a 3D walkable virtual experience to allow consumers to truly experience the space. This process allows the client to accurately feel the scale and layout of their project.

RRD's diverse team is comprised of design and construction professionals who are experts in their fields. From the moment you walk through the doors, you'll notice you're working with the very best — a team that values honesty and integrity, and is passionate about designing the highest quality of spaces. RRD believes that the homeowner's satisfaction is the cornerstone to our long-term success.

Dream it – Design it – Love it

Dream It:

Dreaming starts the process - the team at RRD works with the client, utilizes technology and virtual reality to bring those dreams to life while keeping the client's goals in mind.

Design It:

In today's construction environment, clients are often steered toward the builder's process. The question to ask is "do you want this project to be yours?" Designing with RRD allows you to incorporate your own style exactly the way you want it.

Love It:

One thing RRD hears frequently is "where were you five years ago?" The reason this question continually pops up is due to the lack of understanding for how their project would look and feel. RRD works with you to diminish those doubts and have you love your project long before construction starts.



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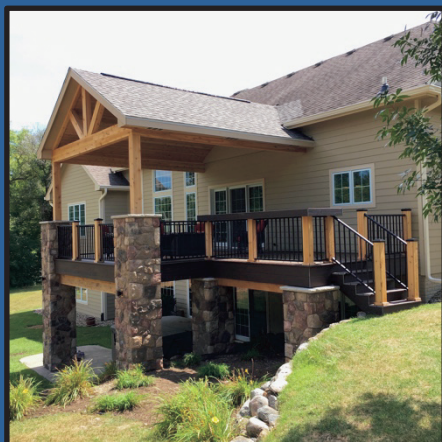
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We purchased a lot to build on, and now just needed the floor plan and a builder to execute. Much time was spent attending new construction open houses and online researching. We weren't focused on style when we hit an open house, but more the overall quality of the product. A builder can change their style from house to house, but the quality of the construction is something that will remain constant. We toured many homes in the Des Moines area, constructed by various builders, but nothing stood out. The first time we walked inside a QB Home, we saw both the quality we desired and a style we loved. So we went to work on a house plan and Nick was there to help along the way and spent a lot of time with us before we ever committed to him for the build. Another thing that stood out was how he always answered his phone and promptly returned emails. He provided us a detailed bid for the construction costs and walked us through all the questions we had before we signed on the dotted line. The build process requires a lot of choices to be made and Nick attended all the meetings with us to either provide guidance or just be a sounding board for ideas. We completed our build in the estimated timeframe and are living happily in our QB Home! ”

Josh and Melanie J





PLUM DESIGN SERVICES is honored to have worked with **FRAMPTON HOMES** on the design of their **AWARD-WINNING** home for **HOMESHOWEXPO 2017!**

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Spectrum Lighting & Interiors

What do you recommend splurging on and what do you recommend saving on?

When building a new home, we recommend splurging on the main areas of the home. The focus should be on the entry, great room, dining, kitchen, and master suite. Pantries, closets, mud rooms, and lower level bedrooms are areas to save money on.

What is a lighting trend you are seeing now or anticipating in 2018?

More customers are understanding the benefits of LED lighting and are wanting the latest technology in their homes. We are still seeing an eclectic mix of finishes and materials-lots of gray and gold. Retro Edison light bulbs also compliment both the farm house style homes and industrial lofts that are popular now.

If you were building your dream home-what are the top lighting must-haves you would include?

Sconces are a beautiful lighting accessory in the home but you need to remember to wire for them. Most remember to wire for kitchen under cabinet lighting, but don't forget accent lighting in coves, under bathroom vanities and along closet shelves. Landscape lighting adds both security and beauty to the exterior of the home. Custom color light switches and covers are available and can coordinate with your kitchen and bath tile.

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