

southbay

# HOMIE

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PHOTOGRAPHED BY NICOLE LEONE



## ARCHER BUILDING GROUP, INC.

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### DESCRIBE THE FEATURED PROJECT.

This Manhattan Beach project was the result of a great collaboration between the homeowners, the architect and our construction team. The homeowners had impeccable taste in design and a very clear vision. They were looking for a complete interior overhaul, two downstairs additions and a second-story addition. The goal with the new second story was to seamlessly integrate it into the existing structure and keep the single-story "bungalow" look from the street. The owners also wanted to entertain their huge family for the holidays. To accomplish this, we installed stackable doors that allowed them to define interior space or bring the outdoors inside. We gutted the entire interior (kitchen, bathrooms, bedrooms and living spaces) and installed new shingle siding to the exterior. We imported reclaimed lumber to install new ceiling beams, plastered each interior wall and created a master suite. It was essentially a new home. This finished project is one of our favorites.

### YOU PRIDE YOURSELVES ON BEING DETAIL-ORIENTED. HOW DOES THAT ENHANCE YOUR WORK?

Attention to detail in construction makes or breaks a build. Meeting code requirements and ensuring safe construction is only the first step. We ensure that each of our homes is built with quality materials by capable tradespeople with an eye toward precision. Someone from our team walks through each job on a daily basis to ensure that construction—foundation, framing, roofing, woodwork,

finishes, etc.—is exemplary. Archer Building Group's attention to detail extends to our office operations as well. Every detail, from door hinge finishes to tile thickness, is discussed and planned in advance to streamline our schedule.

### WHAT TYPES OF PERSONAL ASSISTANCE DOES YOUR COMPANY PROVIDE CLIENTS?

It is our job to ensure that each detail of a homeowner's vision is executed with quality, precision and efficiency. In order to do that, we have to coordinate and communicate ... a lot. We specialize in project management where our job is to bring together various trades like architects, engineers, designers, subcontractors and materialmen. Clients receive constant updates about their project and access to the entire Archer Building team. We also invested in a smartphone application that allows clients instant access to photos, specifications, schedule updates and design requests.

### WHAT IS THE MOST VALUABLE SERVICE YOU OFFER CLIENTS?

Communication and more communication. I graduated from USC with a bachelor's degree in English. That education taught me the value of both written and oral communication with clients. Phone calls, emails, texts and in-person meetings are key to keeping clients in the loop about the progression of the job and the schedule. Our value shines through when problems arise. We face issues head-on by talking with our clients early and often.

