

PLASKOFF

constructionnews

Season's Greetings & Happy New Year!

With the burst of the subprime mortgage bubble and the large home builders going into hibernation, the economic landscape might look a bit barren.

Well, the adage "One man's loss is another man's gain" was never more true. After 25 years in the remodeling and custom home building business, I've seen times like this and quite frankly, I like them. Why?

In contrast to "crazy money flying all over the place" times, the workers and suppliers actually have time to respond. This means, timely call backs, showing up on time and adequate staffing.

In addition, there is a glut of workers who have great skills. These workers tend to push the quality level of the average worker per dollar UP. What does that mean to someone who is interested in remodeling or building? Better prices for high quality work. It's no secret. Craftsmen are looking for work to feed their families and are willing to work for a reasonable rate to do so.

Finally, the overall price of goods and services is dropping. It's simple supply and demand. More workers. More inventory. Less projects.

So rather than wait and see what the economy does, why not take advantage of these times? Why wait until things are safe and busy again? Eventually, this will stabilize. It always does. If you're not in need of remodeling or building services, why not share this with a friend. They'll thank you!



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PROJECT SPOTLIGHT



When Phil and Marcia Ringstrom contacted us, they had been dreaming about the transformation of their 1950's Encino ranch home for some time. Phil is incredibly creative and in his off time sculpts and paints. He has fantastic vision for what is not there and clearly enjoys the creative process. At our first meeting he shared that he had already put on paper what he believed would be the solution to his family's needs and was excited to see it come to fruition.

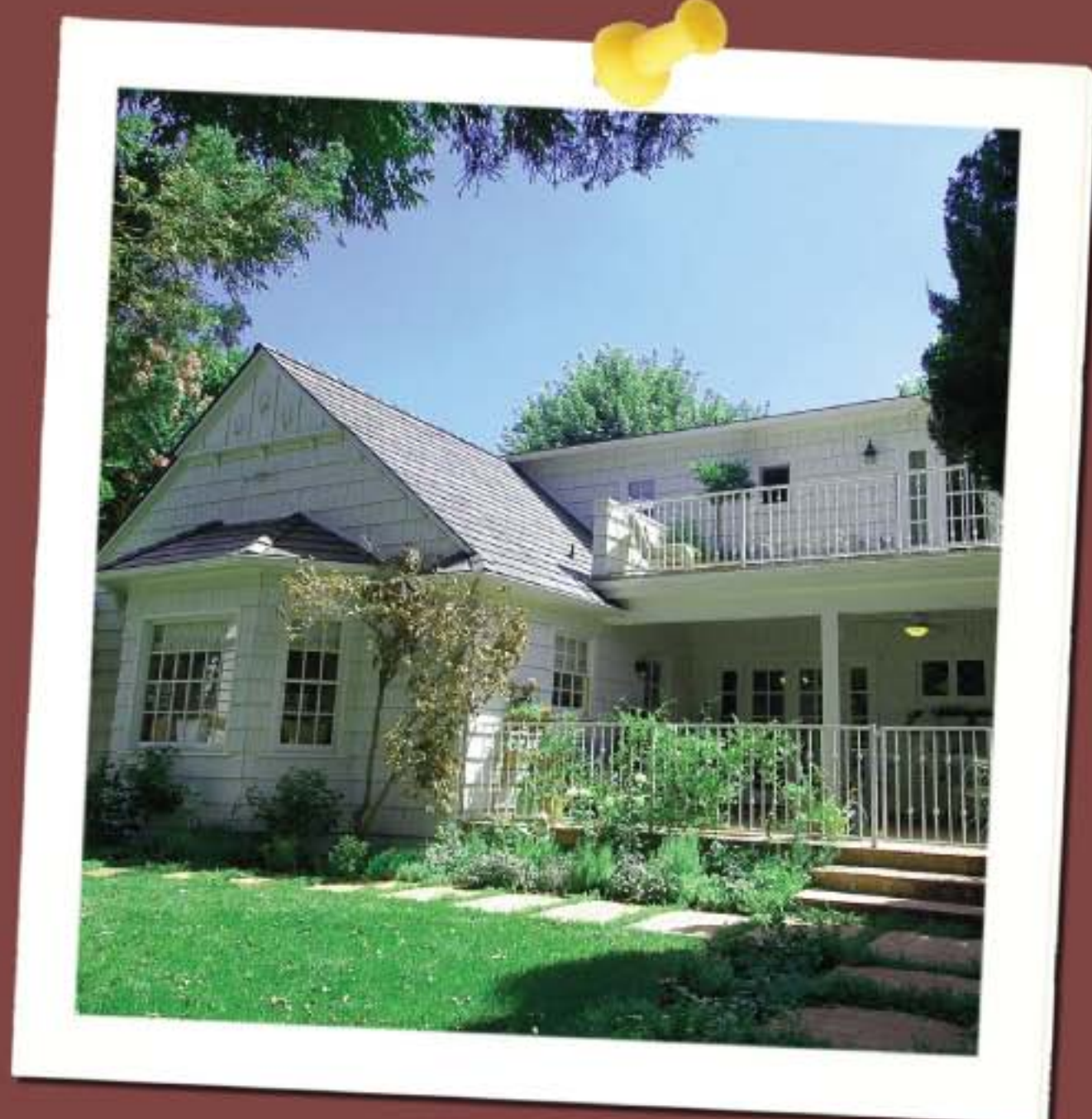
Knowing Phil as well as she did, Marcia trusted his vision and they were ready to embark on the journey which would include adding a new kitchen and a complete second story which would house the new master suite and office. The catch was that Phil and Marcia didn't want to see the addition from the street.

Now the key to a successful remodel, in my opinion, is to create new space or remodel existing space without anyone being able to determine where the old ends and the new starts. This is especially important when you have a beautiful traditional home like the Ringstroms did.

The blending of new and old and the maintenance of character and charm is a talent that few builders possess. Fortunately, our team includes John Himes. John is a licensed architect and structural engineer. The beauty of his skill combination is that he is able to blend structural needs with architectural needs. This is infinitely more important when you are adding several thousand feet on top of an existing home that was built in the 50's and, for budget and beauty purposes, you have to maintain as much of the first floor intact as possible.

Working with Phil, John transformed Phil and Marcia's vision into a functional reality. Our construction team executed on the plan and our designer Lizzie McGraw put the finishing touches on the interior.

Shortly after completion, the Ringstroms celebrated their new home with a gourmet dinner for our entire team and, as I sat on the back patio and enjoyed the night, I realized that this is why I love to build. We transformed a home for a fantastic client and they love it! The home is beautiful and modernized yet its charm remains.





Tip of the Season

You wouldn't head off on a long expensive trip without a road map or plan of where you were going unless of course you were not concerned about the outcome and were excited about surprises along the way.

Well, in remodeling, the only surprises are disastrous ones. Figure out what you want BEFORE you start and put it on paper with your designer or contractor.

What is the layout? What are the exact products you want? What colors are you using? Answer and document all of these answers BEFORE a single hammer hits the wall.

Welcome to our New Clients

Steve and Darragh Danton
Kate Falberg
Jay Ginsberg
Jim Gortikov

Cindy Iser
Charles Keller
David Wadkins

Are you considering remodeling work in 2008? Contact us today at (818) 654-2737 to schedule a free consultation to discuss your project.

The Plaskoff Team

FOUNDER & PRESIDENT
Matt Plaskoff

**PROJECT COORDINATION
& ESTIMATING**
Matt Armato
Clint Whitman

DESIGN & ARCHITECTURE
John Himes
Pegi Miller

PRODUCTION
Jose Alcala
Raffa Castellanos
Jeremy Henson
Gary Herschel
Marc Monney
Rick Warren

ADMINISTRATION
Teddi Best



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