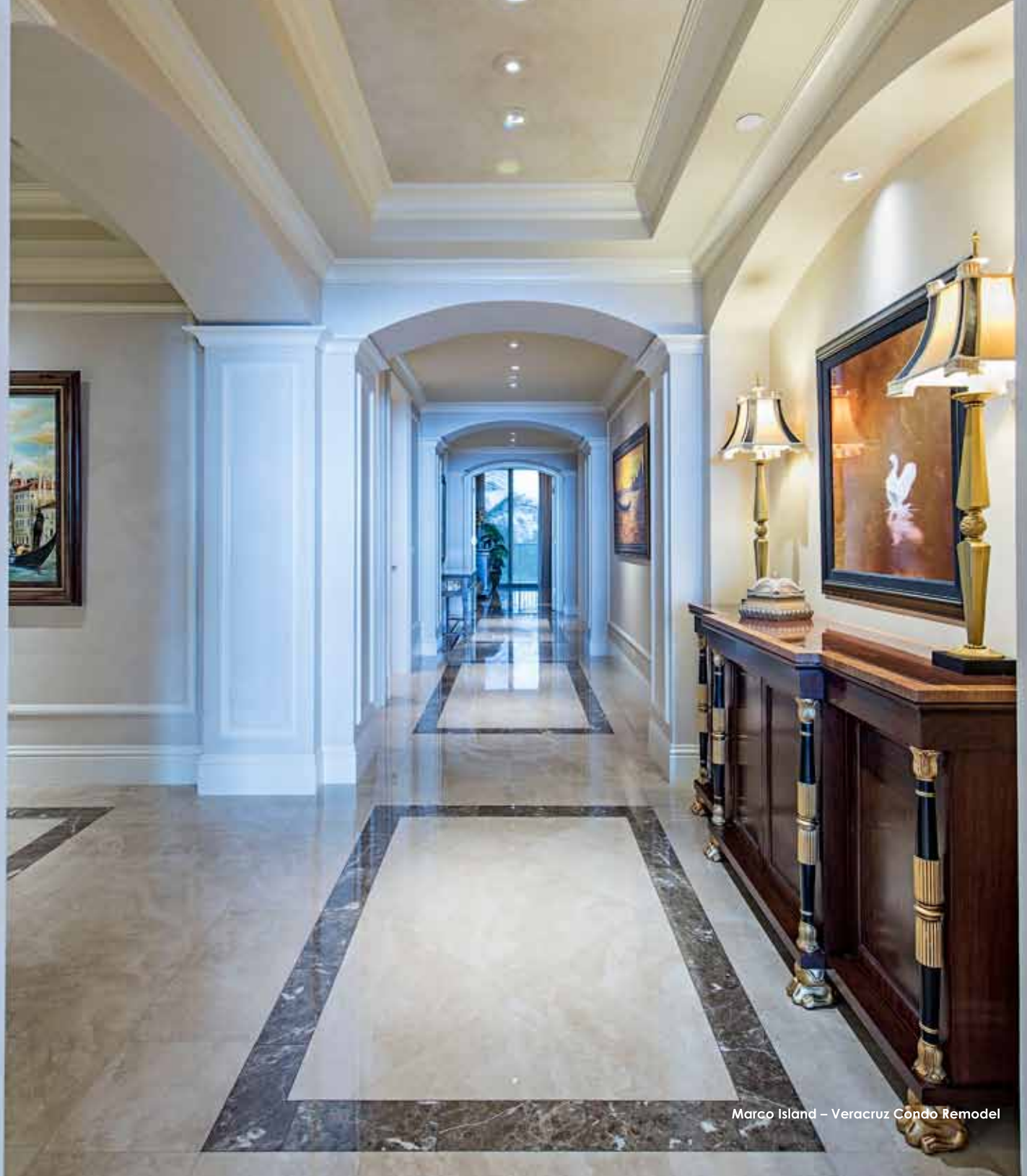


LUXURY CONDO REMODELING





Naples-Pelican Bay Villa Remodel

READY to REMODEL?

Considering a new look for your condo, kitchen, or bath? Where do you start? These are the questions we hear most often from condo owners in the luxury high-rise buildings of Naples, Marco Island, and Bonita Beach.

41 West has been building custom homes and remodeling luxury condos and homes since 1995, and is honored to be ranked as the #1 General Contractor in Naples by Houzz.com. 41 West creates inspired residences in collaboration with nationally recognized AIA Architects, and ASID Interior Designers from New York to Chicago, and Boston to Naples.

41 West understands that you want your own special place that reflects your style and taste. So we created our trademark system, "The 5 Simple Steps"™. It allows you to describe what you want, the design team draws it, you approve it, and 41 West builds it.

41 West uses a collaborative design/construction team approach for each project. The 41 West project managers and skilled in-house tradesmen play an active role in each project. This guarantees the highest level of quality building standards, including a 41 West, industry leading, 5-year warranty.

41 West invites you to join our exclusive client community. Contact BJ Barone:

239-208-6530 / BJB@41West.com

www.41West.com



You'll love coming home™



YOU'LL LOVE COMING HOME

Naples is home to some of the most luxurious beach and waterfront communities in the country. As times change, so do the styles and tastes of people.

Naples has seen a transition in the last 10 years from the classical Mediterranean theme to the more traditional, and now, a casual, elegant, contemporary beach look.

Whether remodeling a bath, kitchen, or a complete condo unit, new buyers want to freshen up their new Naples residences.

41 West understands that you want your own special place that reflects your style and taste. With this in mind, "The 5 Simple Steps"™ process was created. By following this process, You'll love coming home™.



Opposite page: Pelican Bay, St. Raphael Beachfront High-rise Remodel - Living room

Inset: Pelican Bay, St. Raphael Beachfront High-rise Remodel - Master Bath

Since 1995, 41 West has been building custom homes and remodeling luxury condos and homes, and is honored to be ranked #1 in Naples by Houzz.com.

41 West creates inspired residences and builds a team for each project, based on trust, in collaboration with nationally recognized AIA Architects, and ASID Interior Designers from New York to Chicago, and Boston to Naples.

41 West supervisors and skilled in-house tradesman actively participate in each project. This guarantees the highest of quality building standards, and a 5-Star client experience.

41 West has a trademark system that allows you to describe what you want, the design team draws it, you approve it, and 41 West builds it. By following this process, You'll love coming home™.

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Opposite page: Pelican Bay, St. Raphael Beachfront High-rise Remodel - Kitchen

Inset: Pelican Bay, Cap Ferrat Beachfront High-rise Remodel - Living room

5 Minutes...

to help save time and money, and give you peace of mind.

by BJ Barone

Many owners feel remodeling a luxury condo can be overwhelming. Where do you start? Are there budget considerations? What about the style, design, and plans? If purchasing a new condo, is it in the right neighborhood or building? Are there restrictions that may affect what you would like to do?

Others wonder if there is a professional who will take full responsibility for the entire project that they can trust? Should you form a team? Which professionals do you need, and how do you select them? These are all valid questions and concerns.

So how do you make major decisions like these? Do you have a clear strategy or plan, or do you make a decision based on feelings, or instincts?

After 25 years of working with condo owners, we have found that the best results are achieved when there is a clearly defined objective, an effective strategy, and a workable plan to follow.

The two methods used for luxury condo remodel projects are known as the Competitive Bid Method and the Collaborative Method.

The Competitive Bid Method is a closed book arrangement where design professionals are selected first to create plans and specs. A general contractor is then selected based on lowest price bids.

The bidding process often produces discrepancies and typically yields bids that are not comparable. As a method based on fear, this can lead to misunderstandings, and even adversarial relationships due to unexpected surprises.

The Competitive Bid Method might sometimes result in the lowest price, but usually doesn't lead to the best contractor, quality, or end result for the project.

The second method is known as the Collaborative Method.

This is a transparent arrangement with a team approach founded on trust. The general contractor is selected up front to collaborate with the client and design team, and is often chosen to be the leader.

Early input helps prevent design flaws saving time and money. The general contractor can provide value engineering for additional savings potential. Once plans and specs are approved, competitive bids can be requested of qualified subs.

Clients receive detailed bid information and can participate in sub selection guided by the general contractor that they trust.

The main benefit is that the contractor is selected based on trust, quality, integrity, customer service and value, as opposed to solely on price. The Collaborative Method often results in a lower final cost and higher quality than the Competitive Bid Method.



Marco Island-Veracruz Condo Remodel



Naples-The Dunes Villa Remodel

41 West has perfected the Collaborative Method over the last 20 years and has the honor of being ranked #1 in Naples by Houzz.com, the world's largest online platform for home remodeling and design.

41 West puts together a design and construction team for each project, including nationally recognized AIA Architects, and ASID Interior Designers from New York to Chicago, and Boston to Naples.

41 West understands that you want your own special place that reflects your style, and taste. With this in mind, “The 5 Simple Steps™” process was created.

This trademark system allows you to describe what you want, the design team draws it, you approve it, and 41 West builds it.

In addition to our employees, we treat all of our subcontractors, suppliers, affiliates, and clients as members of our team. By applying the highest level of quality building standards, we're able to ensure that everyone who has contact with our brand shares in the predictable excellence of a 41 West 5-Star experience.

By following our process, You'll love coming home.™



Naples – Cap Ferrat Condo Remodel



Naples – Pelican Bay Villa Remodel

The first step is called **Let's Talk™**. This is a listening and idea session to establish the scope and estimated budget range for your project. Your space needs, design preferences, and personal details, will all be identified.

The second step, the **Storyboard Process™**, is when your design team is selected and ideas are transformed into a preliminary schematic floor plan. Your estimated budget range is revised to reflect the accepted plan and a chart of allowances is created for the selection process that follows. Specific code or structural issues will be assessed and resolved at this stage.

The **Rendering to Scale™** stage, or step three, is where selections and specifications are finalized to complete the bid process. A full set of permit ready construction plans are created to maximize design, innovation, and value engineering to meet your budget. Upon completion, a final construction agreement is presented for your approval.

During step four, **The Big Event™**, the 41 West Construction Team transforms your plans into reality. Your plans are built to specifications.

The final and fifth step is **Happily Ever After™**. Your project has been completed, on time, on budget, and 41 West has earned your 5-Star review.



The 5 Simple Steps™

41 West understands that you want your own special place that reflects your style and taste.

“The 5 Simple Steps” process was created to allow you to describe what you want, the design team draws it, you approve it, and 41 West builds it.

1. Let’s Talk™

An idea session to identify the scope and estimated budget range of your project.

2. Storyboard Process™

The Design Team is selected and ideas are transformed into a preliminary schematic floor plan.

3. Rendering to Scale™

Design selections, specifications, plans for permitting, and bids are submitted for final pricing.

4. The Big Event™

The 41 West Construction Team transforms your plans into reality.

5. Happily Ever After™

The project is completed, on time, and on budget.

On-Call Services™

A system for asset protection, maintenance, and support of the 41 West 5 year warranty.

By following “The 5 Simple Steps,”

You'll love coming home™

St. Raphael • Aqua • **41 West Condominium Projects** • Aria • Seasons • Mad

Moraya Bay • Le Parc • Belize • Grande Phoenician • Toscana • Brighton • Azure

Windsor • La Scala • Brittany • Salerno • Le Jardin • Enclave • Sancerre

Bonita Springs: Pelican Isle Residences I, II, III • Grande Excelsior • Provence • Le Rivage •

Bonita Bay: Azure: Units 2202, 1501 **Esperia:** Unit PH 102 **Estancia:** PH 202 **Horizons:** PH 102

The Colony at Pelican Landing: Unit 3401

The Palermo: Units 1904, 304, Lobby Cinema

Windsor • Trieste • Regent • Horizons • Montenero • Seapoint • Carlisle

Naples: Remington • Via Delfino • Veracruz • The Vanderbilt • Pelican Isle Residences

The Dunes: Sancerre • La Scala • Brittany • Salerno • Le Jardin • St. Raphael • Horizons

Grande Phoenician: Unit 1502 **Grande Excelsior:** Unit 1001 **Sea Grove:** Unit 201

The Marquesa: 1202

The Montenero: Units 1506, 1201, 1106, 605, 506, 108

The Coronado: Units, PH-2203, 1601, 405, 302

Cap Ferrat: Units 2006, 1506, 904, 903 (2X), 706, 705, 704

St. Laurent: Units 2104, 1805

St. Raphael: Units 1504, 403

Aria: Unit 803

The Brittany: Units 1401, 904

Le Ciel Park Tower: PH 101 **Le Ciel Venetian Tower:** PH 101

Le Parc: Unit 1003

Provence: Unit 1403

Admiralty Point: Units 101, 105

Windstar: Unit 504

Hammock Bay – Aversana: PH 2101, 1704 **Lesina:** 1904

Gulfside: Unit 701

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Marco Island: Remington • Via Delfino • Veracruz • The Vanderbilt • Pelican Isle Residences

Cape Marco: Sancerre • La Scala • Brittany • Salerno • Le Jardin • St. Raphael • Horizons

Belize: Units 2305, 2303, 2205, 2108, 2102, 2005, 908, 707

Veracruz: Units 2503, 2501, 2402, 2401, 2306, 2304, 2206, 2201, 2102, 1905, 1802, 1701, 1702, 1606,

1602, 1502, 1405, 1404, 1403, 1202, 1201, 1104, 901, 906, 801, 701, 501

Monterrey: Units 405, 1505 **Tampico:** Unit 1202

Madeira: Unit 505A

Hideaway Beach: 5000 & 6000 Royal Marco Way

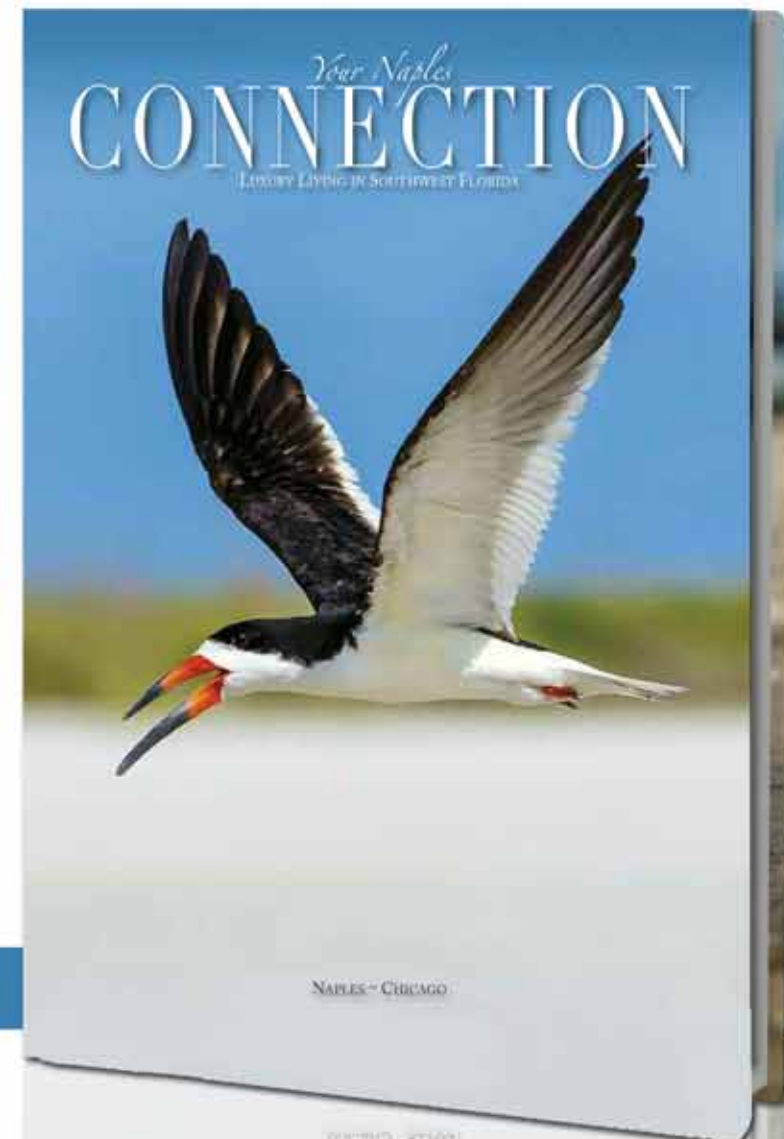
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– BJ Barone,
Publisher

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