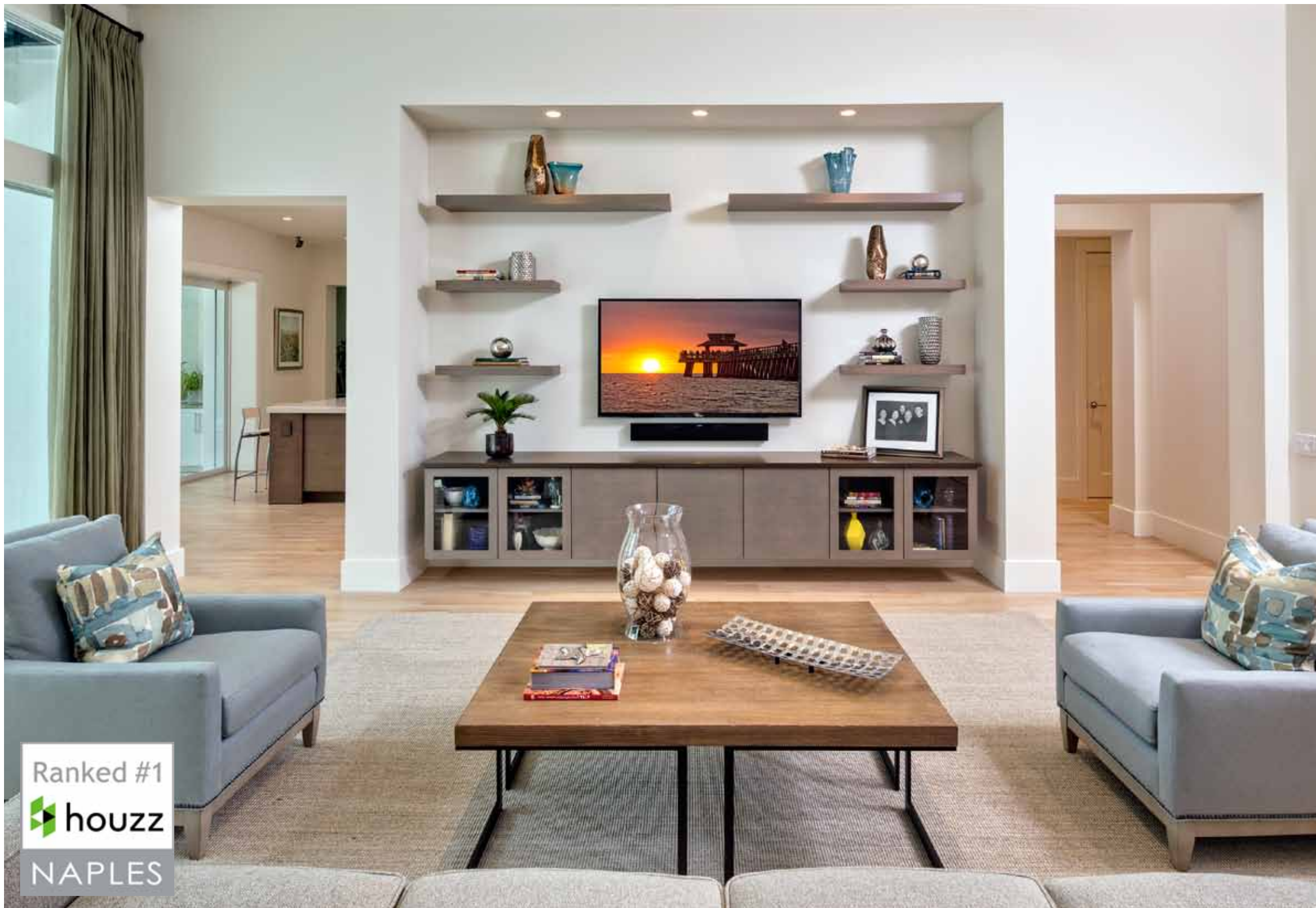


LUXURY HOME LIVING

NAPLES – BONITA BEACH – MARCO ISLAND



Naples – Port Royal



Ranked #1
houzz
NAPLES

Naples – Coquina Sands Custom Home

You'll love coming home™

REMODEL or REBUILD?

That is the question we hear most often from home owners in the luxury beachfront communities of Naples, Bonita Springs, and Marco Island. We will help you to evaluate your project to determine if remodeling or rebuilding is the best approach.

41 West has been building custom homes and remodeling luxury 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 Architects, and 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, and a 5-star client experience.

Call today to arrange a tour of one of our custom homes. Contact BJ Barone:

239-236-4842 / BJB@41West.com
www.41West.com





YOU'LL LOVE COMING HOME

Our area 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.

We have 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 building a new custom home, or remodeling an existing home, new buyers want to make their home special.

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: Naples – Old Naples Custom Home

Inset: Naples – Aqualane Shores Custom Home

4 REASONS TO CUSTOM BUILD

There are 4 main reasons to build a custom home from scratch with 41 West:

1- Location: Will your current address work? Do you want to change your neighborhood or location?

2- Size: How many rooms and what size is best for your lifestyle? 1-story or 2-story? Have a custom floor plan made that works for you and your family, now and in the future.

3- Style: What design style do you like? Traditional, Mediterranean, Beach Classic, Modern, or Coastal Contemporary?

4- Savings: Building a custom home with 41 West will save you \$500K to over \$1M when compared to the price of buying a spec home that wasn't custom built for you.

For over 23 years, our homes have been enjoyed by our clients who are happy to share with you their experience with our 5-star service before, during, and long after their custom homes were built. Prices for a 4Br/4Ba 3,200 sq. ft. custom home start at \$1,000,000.

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Opposite page: Naples – Aqualane Shores Custom Home

Insets: Custom Home Plans

5 Minutes...

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

by BJ Barone

Many owners feel building or remodeling a home can be overwhelming. Where do you start? Are there budget considerations? What about the style, design, and plans? If purchasing a new home, is it in the right neighborhood or location? Are there restrictions that may impact your design or plans?

Others wonder if there is a professional that they can trust who will take full responsibility for the entire project? 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 home 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 home 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 competitive 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 may sometimes result in the lowest price, but not the best contractor or finished 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 design team 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, experienced subs.

Clients receive detailed bid information and material and sub selection are made by the general contractor that they trust.

The Collaborative Method results in a project that is on time, on budget, and at a higher quality than the Competitive Bid Method. The general contractor is selected based on trust, experience, integrity, customer service, and value, versus being the lowest bidder.



Naples – Coquina Sands Custom Home



Naples – Coquina Sands Custom Home

3 Reasons Why

Over the last 23 years, 41 West has perfected the Collaborative Method. We have the honor of being ranked #1 in Naples by Houzz.com.

There are 3 reasons why.

- 1- Process
- 2- Team
- 3- Execution

Our Process: 41 West understands that you want your own special place that reflects your personal style and taste. Our process allows you to describe what you want, the design team draws it, you approve it, and we build it.

Our Team: 41 West assembles a customized team for each project, based on trust, in collaboration with architects and interior designers. We use top sub-contractors and suppliers in order to guarantee the highest quality building standards and a 5-star client experience.

Execution: Our clients expect the best and refuse to take unknown risks to cut costs. Close attention is paid to the requirements of time, budget, design, and craftsmanship. Years of experience have increased our expertise and capacity to integrate state-of-the-art systems and value engineering, as well as practical solutions to unique, and common design challenges.



Naples – Old Naples Custom Home



Naples – Pelican Bay Villa Remodel

The 5 Simple Steps

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, are all 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 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.



Naples – Park Shore Home Remodel



Naples – Park Shore Home Remodel



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, full construction plans, 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, on budget, and 41 West has earned your 5-star review.

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™

Pelican Bay • Park Shore • Vanderbilt Beach • Bonita Bay • Moorings
 Sea Gate • Olde Naples • Coquina Sands • Royal Harbor • Port Royal
 Pine Ridge Estates • Marco Island • Pelican Marsh • Hideaway Beach
 Aqualane Shores • Grey Oaks • Isle of Capri • Bay Colony
 Tiburon • Quail West • Colliers Reserve • OldeCypress • Kensington
 Wyndemere • Villages of Monterey • Vineyards • Lely Resort • Fiddlers
 Creek • Windstar • Lely Barefoot Beach • Audubon • Bonita Shores

41 West Single Family Projects

Olde Naples:

185 8th Avenue South
 508 Central Avenue

Aqualane Shores:

640 17th Ave. S.

Park Shore:

750 Fountainhead Lane
 650 Fountainhead Lane
 513 Turtle Hatch Lane
 516 Turtle Hatch Lane
 311 Neapolitan Way

Moorings:

487 Devils Lane
 679 Binnacle Drive
 491 Bowline Drive
 445 Putter Point Drive
 452 Putter Point Drive
 441 Wedge Drive

Coquina Sands:

3265 Regatta Drive
 690 Regatta Court
 3110 Crayton Road

Pine Ridge:

780 Pine Court
 1510 Mandarin Road

Quail West:

196 Eugenia Drive
 181 Caribbean Road
 6084 Tamworth Ct.

Olde Cypress:

7535 Treeline Drive

Pelican Bay:

6919 Greentree Drive
 6978 Greentree Drive
 310 Carlton Place
 328 Carlton Place
 390 Carlton Place
 705 Turkey Oak Lane
 29 Las Brisas Way
 705 Pineside Lane

Pelican Marsh:

2488 Augusta Drive
 2496 Augusta Drive
 2513 Augusta Drive
 2517 Augusta Drive
 2521 Augusta Drive

Marco Island:

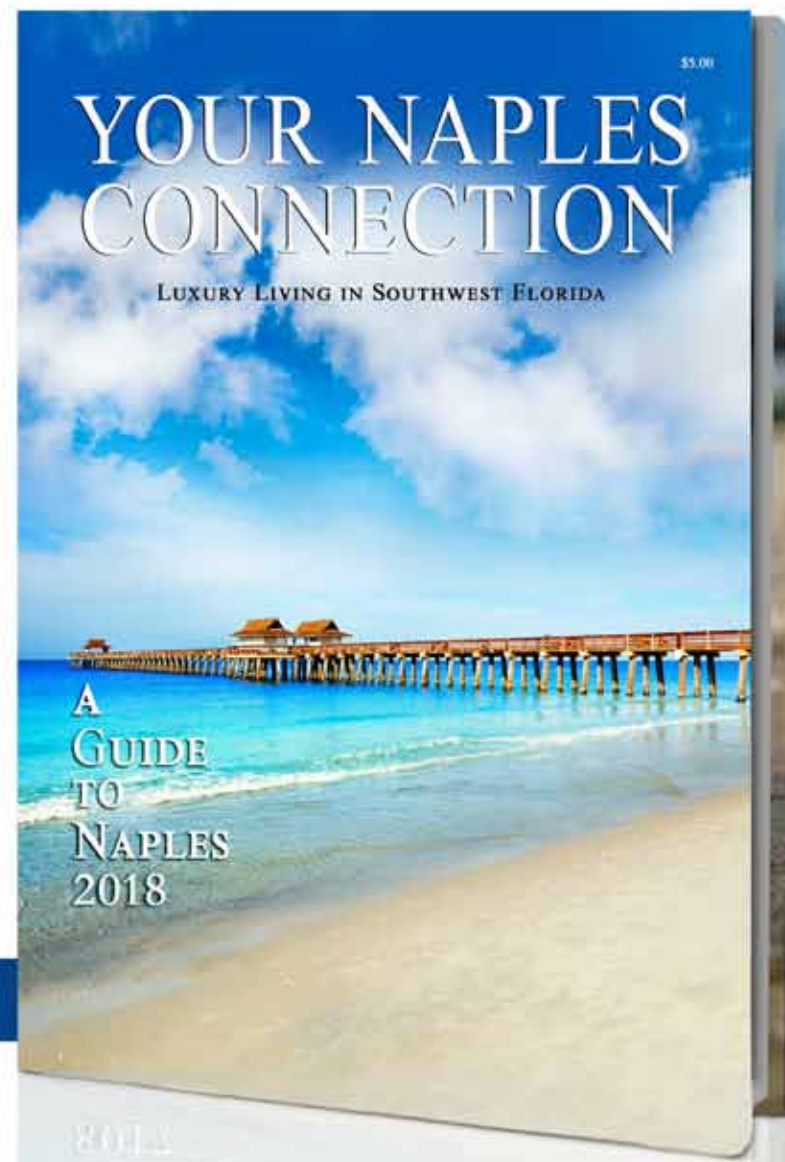
1625 Ludlow Road
at Hideaway Beach:
 1000 Royal Marco Way #6
 1000 Royal Marco Way #2
 1000 Royal Marco Way #3

Bonita Bay:

26052 Fanwood Court
 3430 Oak Hammock Court
 27170 Oak Knoll Drive
 4351 Sanctuary Way

Call today to receive your free copy

A GUIDE TO NAPLES



*Discover Naples;
 the white sand beaches and
 premier golf courses,
 world class dining, fun places
 to visit, unique cultural
 experiences, special events,
 exclusive shopping
 destinations, and more.*

*- BJ Barone,
 Publisher*

Call for your free copy

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Pelican Bay Home Remodel

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Veracruz Penthouse Remodel



Creating 5-Star Experiences since 1995

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