

REAL ESTATE Communities

Naples Daily News | special advertising section



GRAND BAY

This award-winning Grand Bay home offers casual outdoor living overlooking an infinity-edge pool and a lake.

Clients define 'The Difference' in every Grand Bay home

By Scott Clair, SPECIALTY PRODUCTS WRITER

At Grand Bay Building and Development, the art of custom home building continues to evolve, fueled by an unusual dynamic that has been occurring between the company and its clients for more than 25 years.

Within any industry, it is well known that companies invest a significant amount of time and money in public relations and advertising. This investment is designed to develop a marketing message that a company hopes will represent and communicate its product and image to potential customers. For Grand Bay Building and Development, its clients have defined the company's message, "The Difference," for them.

As unique as the DNA of every individual, defining "The Difference" has been unique to every Grand Bay homeowner.

"Having listened to consistent feedback from both new and existing clients

FEATURED DEVELOPER

such as, 'The difference in your homes is....' 'The difference in your designs is....' 'The difference in your finishes and quality is....,' we built our company and our marketing message around these critical elements of building a custom home," said Art Canada, president of Grand Bay Building and Development.

The foundation of Grand Bay's successful relationships begins with an open dialogue from the outset. Often, the first challenge is the building site, where the goals are to maintain the integrity of the neighborhood, optimize the view and sun from every room, and create spacious, comfortable living spaces on various lot sizes, which sometimes measure 66 by 150 feet.

While Grand Bay consistently manages to strike a balance between its client's needs and maintaining a neighborhood's integrity, it is no simple feat. In fact,



A custom-designed staircase showcases the home from every room.

it requires contemplation over setbacks, light exposures, preserving trees and vegetation, as well as consideration for elevations that will emerge from the city's transition process. All of this effort by the Grand Bay team is to ensure they leave a stylish architectural legacy for many years to come.

Looking to build a custom home, Don Brown, a Naples resident for 10 years, met Canada through a mutual Realtor friend last year. "The vacant lot had been for sale for some time because it presented design challenges," Brown said. "It's hard for me to believe now that the two-corner setback has become a bonus.

"With a little input from my wife and I, Art, and the architect he recommended, Weber Design Group, came up with a great two-story design that offers an abundance of living space," Brown said. "This arrangement even gives my pool the best sun exposure."

Intending to make the home-building experience fun and enjoyable for everyone, Grand Bay encourages clients to lead the design process, regardless of their history with home building. Relaxed and casual client conferences vary



Extensive ceiling and molding detail enhances this master bedroom.

in nature from dealing with clients that know exactly what they want in their home to those who only have vague notions. Clients and designers bring pictures, visit previously built homes, and sketch out ideas to start the process.

"We don't believe in attempting to shape our clients vision by pre-disposing them to descriptions of existing homes or models," Canada said. "Rather, it is our responsibility to translate our client's vision into reality through the proper design and the finest materials, and ultimately deliver the feeling they want in the home."

Bob Senkarik, a longtime Naples resident, built his waterfront home with Grand Bay more than three years ago. "My wife and I contacted Grand Bay after one of its homes caught our attention," Senkarik said. "We found the homes so warm and appealing that it felt like we could have moved in with our toothbrushes."

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█ Elegant Charleston design with balconies and courtyards

Impressed with the quality and imagination that went into that home, Senkarik selected Grand Bay as the builder. "We had a wonderful experience that lasted about 18 months from design phase to completed construction," he said. "We feel Art and the team made what could have been a difficult task - our selection process - very smooth by showing us how everything, including all the details, would fit together."

Agreeing that a client's requests or ideas can frequently prompt the company to evolve, Grand Bay has recognized several emerging trends that have influenced the style and materials used to build future homes. "The majority of new custom homes are all about easy living, comfort and luxury in both the indoor and outdoor spaces," Canada said. "This, combined with the latest home automation integrated into the design, is a powerful combination."

Recently, a client contacted Grand Bay with a desire to build a home reflective of their respect and commitment to preserving the environment. This required the team to do extensive research and incorporate Florida Green Building standards into the home specifications.

Another recent client wanted the focus to be on low-maintenance materials while maintaining the appearance of an authentic historical home. The team quickly identified and partnered with leading-edge suppliers and trades that had successfully achieved the delicate balance in their products and craftsmanship.

"We may build right up against our edge and then leap into the future whenever our customers present us with ideas that can benefit themselves as well as other homeowners," Canada said. "This important difference means more than just providing customer service. It means we champion a customer's ideas."

The Grand Bay "difference" is easily visible in the company's 2004 and 2005 Sand Dollar Awards for Product Design of the Year for Single Family Residents in Port Royal and Olde Naples.

One can also see the Grand Bay "difference" in any of the inventory homes in Naples, including the completed homes located at 250 North Lake Drive, 366 Central Avenue and 2345 Lantern Lane West.

Groundbreaking is scheduled for several other custom homes located at 563 Third Street North, 175 Third Street South and 49 Sixth Street North, with completion anticipated in 2006.

A licensed real estate company, Grand Bay Building and Development is not limited to building custom homes. Canada Corporation, a management umbrella and real estate capital arm for Grand Bay Building



█ "The Retreat" is a southern plantation-style home design.

and Development, is involved with real estate purchases, land acquisition, as well as the listing, selling and construction of custom homes being built by Grand Bay for speculative investors.

The Grand Bay Building and Development Corporation and Canada Corporation are located at 350 Fifth Avenue South, suite 201 in Naples. For pricing and additional information, call 239-643-3349 or visit the company Web site at www.grandbaydev.com.