

Today's CUSTOM HOME

CHARLOTTE'S RESOURCE FOR BUILDING, REMODELING, AND LIVING IN YOUR CUSTOM HOME

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Cover Feature

Patrick Joseph & Associates

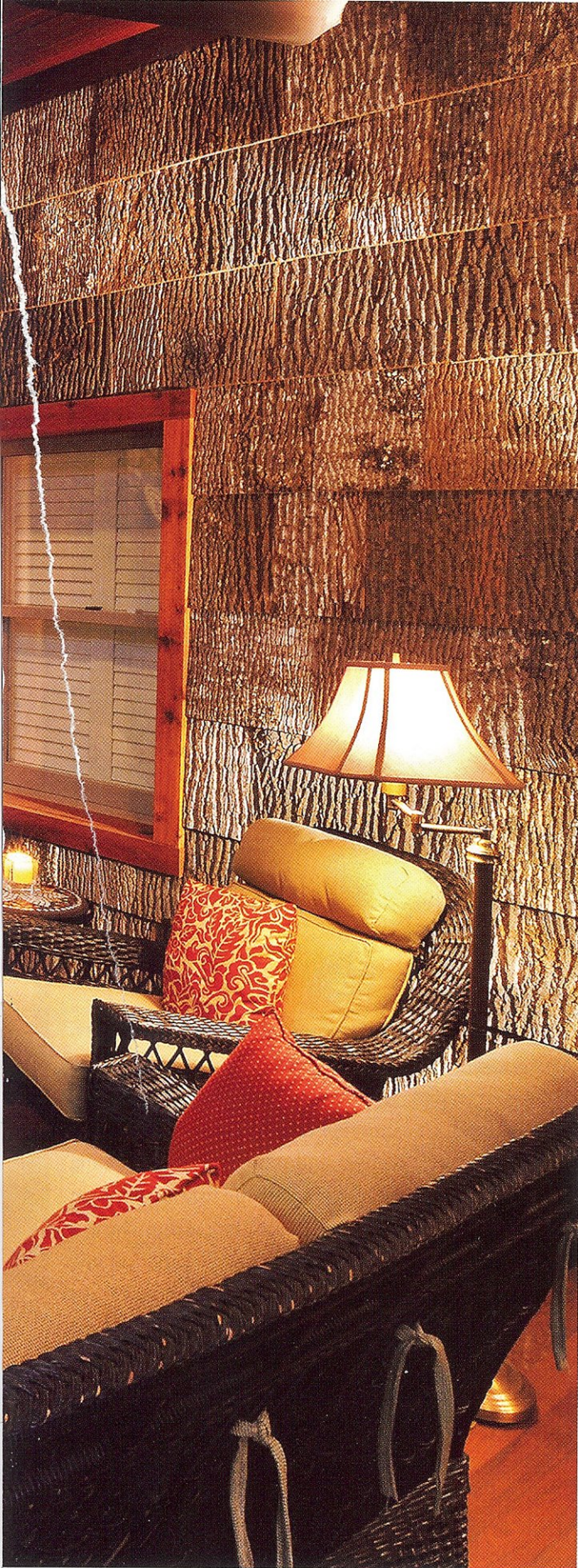
Carolina Coastal

Nuances Create Two Vastly Different Estates

REMODELING/REORGANIZING ISSUE



This new screened porch trimmed in rough Poplar bark siding reflects its owners' love of the mountains.



Advanced Renovations has been noticing a change in the way people view renovation projects: More of their clients are letting their passions be their guide instead of following the latest trend, as this elegant design by Pippin Home Designs demonstrates.



Your Way

Latest Trend is Ignoring Fickle Fashions

Photography courtesy of Advanced Renovations, Inc.

Since he and Roger Ketchum founded Advanced Renovations, Inc. in 1997, co-owner Duane Johns has seen a marked change in the motivation behind clients' projects. "We're noticing a real trend of people starting to do what they want to do, instead of doing what they feel they have to do, because of what they see as the latest trends reflected in showcase homes, in magazines or on television. I'm not certain what it's attributable to, but their attitude has been, 'I want to do what I want to do,'" he says.

Perhaps it's a reflection of the fact that people are planning to stay in their homes longer than they did just a short time ago. Maybe it stems from the desire to create a true sanctuary in these uncertain times. Most likely, it's also a reflection of the manner in which Advanced Renovations is organized. As a full-service general contractor that creates designs in-house or teams with clients' designers or architects, the firm set out to become a premier resource for ensuring that their clients' visions become an enduring reality.