

CAPITAL QUALITY

Builders in the
Washington, D.C.,
area have much to
teach the nation.

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MODERN HOME BUILDER

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PERSONAL STYLE

Ashton Woods'
teams take pride in
delivering expertly
crafted homes.

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MASTERFUL BUILDS

MK Development specializes in the true design/build
of contemporary and traditional homes. **PAGE 18**

“I don’t build houses; I work on building a business that builds houses, which is a huge difference to my competitors.” **ANDREW PATTERSON, OWNER**



Patterson Custom Homes has grown to become the largest independent homebuilding company in the Newport Beach area.

Building a Business

Patterson Custom Homes develops relationships with clients that go beyond the completed project. **BY STEPHANIE CRETS**

PROFILE

PATTERSON CUSTOM HOMES

www.pattersoncustomhomes.com / Revenue: \$36 million /

Employees: 20 / Location: Newport Beach, Calif.

As the largest independent builder of custom homes in Orange County, Calif., Patterson Custom Homes has built more than 165 homes since its founding 16 years ago. Led by Founder and President Andrew Patterson, the company built its reputation through the quality of its homes, construction expertise and high level of satisfaction expressed by clients.

Patterson began his career in commercial construction in the San Francisco area, building cleanroom manufacturing plants and office buildings. Working his way through that company, he rose from fieldwork to upper management. Eventually he became a licensed real estate agent and broker, selling residential homes for a period of time and learning the complexities of the construction and real estate industries. But the construction industry hit hard times when the economy took a downturn and Patterson had to find another thriving area on which to focus.



Armed with only a pick-up truck and his industry knowledge, Patterson drove to southern California, bought a house, fixed it up and sold it. Then, he began building homes for other people and Patterson Custom Homes was born.

"I'm grateful for the opportunity to do what I love: make people's dream homes a reality," Patterson says. "The trust my clients have placed in my team and me to create a home for their family and loved ones is truly inspiring. I'm humbled that their belief in Patterson Custom Homes has allowed us to become the largest independent homebuilding company in the area."

/Churchill Design/ Churchill Design congratulates Patterson Custom Homes on their rising success building quality unique custom homes. There's never a one-size-fits-all approach. Andrew Patterson is a passionate and committed builder and leaves his creative and innovative thumbprint on every home. We work in conjunction with Andrew at weekly client on-site meetings ensuring that every building and design detail is covered. We are proud to have worked with Patterson Custom Homes for the past 5 years. We are a strong team and work well together.

Churchill Design is a 16 year old Interior Design firm based in Newport Beach. We create custom Life Style Interiors tailored to our clients' needs. We share Andrew's method - we take a very custom approach and listen carefully to our clients. We provide full service - from the Initial Architect Rendering meetings, through the entire building process and finally to a fully furnished, beautiful, inviting and comfortable home.



From changing lightbulbs and replacing air filters regularly, a home is maintained long after it is finished being built with Patterson Custom Homes' maintenance program.

STANDARDS MATTER

Part of the appeal of Patterson Custom Homes is the long-term relationships it develops with its clients, even long after the home has been completed. The company isn't done once the home is built; it maintains every home by changing light bulbs, adjusting water heaters and changing air filters. "We have more than 100 items we do every year for every home through our revolutionary, one-stop-shop home maintenance program," Patterson says. "We take great pride in the integrity of our brand and understand the importance of home maintenance. We take this stress off of the client's shoulders and keep their home in the same pristine condition in which it was built for generations to come."

While most of its homebuilding projects are completed within a year of breaking ground, the company doesn't skimp on quality. Each home is built to a certain standard that Patterson Custom Homes strives to maintain from inception to completion and beyond. "We only use the best building materials in every single trade, such as the best plywood and all cast-iron materials," Patterson says. "We're so successful in our marketplace every single step of the way because every trade is as high as you can possibly go. If a client can prove to me that what they want is better than mine, then that becomes the new standard."

Thanks to the fixed-cost basis platform on which the company operates, clients can maximize their construction investment and be sure the standards are the highest possible in the marketplace. Plus, Patterson Custom Homes purchases all of the appliances, tiles, carpeting and fixtures ahead of time, so there's no installation delay once the main construction is completed.

"We don't feel changes in the market because what we offer to build is so much higher than what else is out there," Patterson explains. "Our standard is so high and everyone knows it. We're

the lowest-price, highest-quality builder in town. We're always on schedule and under budget. Our staff ensures that every single decision is tracked, defined, organized and completed all the way through the process."

Patterson notices the trends his customers have been requesting lately and says that brass fixtures, furnishings, hardware and casings are coming back in a big way. "At first, I thought that was funny but now that I see the brass everywhere, it looks good," he says.

More importantly, he's noticed home design is becoming more contemporary, modern and clean. Reclaimed wood is out; clean antique finishes without knots in the wood are in. Patterson Custom Homes is also implementing smart technology into its home builds with automation, including an operating system for the entire home. As with everything else the company does, this system is custom built for the needs of the home and homeowner. Owners of a Patterson Custom Home can control hundreds of devices including the thermostat, door locks, shades, security cameras, lights, garage doors, irrigation systems, bathtubs, music systems and televisions, all from a touch-screen controller.

TEAM EFFORT

While the company grew from nothing to \$50 million in annual gross revenue, Patterson says the company is as big as it wants to be. The staff is a very tight group that spends much time outside of work together. They do team-building exercises, such as driving NASCAR cars together and enjoying days at the spa, and the group gets together to surf on Newport Beach every Thursday.

"We're a very diverse group," Patterson says. "There's no bad energy from anyone. No one's got a bad mood or a temper. We're all good solid people that work well together. Every person is a sprocket in the wheel to make the whole thing spin."

Patterson finds that being around both his staff and clients influences him in a positive way. Despite the fact that there may be other builders building faster than he or striving for even higher quality standards than Patterson Custom Homes achieves, Patterson says he is not deterred.

"I don't build houses; I work on building a business that builds houses, which is a huge difference to my competitors," he says. "I understand every single aspect of the process: find the design, the land, the right subs, the right players, get the house done and finally, long-term customer care with the client jointly so that the house looks good forever." ■

AWARDS

- Best of Houzz Design 2013, 2014, 2015 and 2016
- Best of Houzz Service 2013, 2014, 2015 and 2016
- Luxe Magazine's 2016 Gold List



Every home is built to the highest standard and Patterson Custom Homes is dedicated to never skimping on quality.

