

## **Reference for Trademark Builders**

### **Where do ideas exist before they are born?**

Existing only in the imagination for at least ten years or more, patiently it waited for the right time. Little pictures ripped from magazines, snapshots from Fallingwater, Seth Peterson, Kentuck Knob stuffed in an envelope of dreams and possibilities. Transforming fantasy into reality takes a team, the Trademark Builders Team.

### **Do you know how to dream with your eyes open?**

For me, selecting the team with which to work depended on three criteria: honesty, experience and artistry. Honesty begins with the estimate, and it's not about pressure, price, or persuasion. Unrealistic, deceptively low estimates, hidden costs, poor quality materials eventually add up to repairs, long-term financial hardship and dissatisfaction. Personally, I would rather sit with my builder and together discuss the reality of cost saving decisions with the least long-term impact. It's dreaming with your eyes open.

### **Where do you draw the line between possible and impossible?**

Experience is where you draw the line between possible and impossible. Experience looks at the architect's plans and decides whether what's on paper works in real life construction. Instead of saying, "No way", experience looks at the torn picture and says, "Maybe, there's a way". Trademark Builders literally custom created materials in the construction for the walls of my house replicating the artistry of Frank Lloyd Wright.

### **What makes something beautiful?**

Artistry. Trademark Builders are artists disguised as carpenters, tile setters and builders. Watching them lay the hardwood or tile floors was no less than watching artists. Moving pieces of wood around to create a visually pleasing pattern, creating designs with tile, and understanding the limits of the materials takes time and a good eye for detail.

### **If not now, when?**

I highly recommend Trademark Builders for any construction. It is truly unusual to come to the end of a project, and become teary-eyed when the signs are taken down signaling the completion. Building this house was one of the most enjoyable experiences of my life.

Jeanette Martinek, homeowner

January 28, 2009