



Case Study

REBUILDING CONFIDENCE AFTER A MAJOR SETBACK

finecraftcontractors.com

In 2020, a homeowner purchased a 1970s property on the coast with plans to renovate. What began as a straightforward remodel quickly shifted into a full rebuild after considering storm risks and updated building codes.

The vision: a three-level home with breakaway walls on the first floor for storm protection, modern living space above, and durable finishes throughout.

But early progress stalled—and soon collapsed—under a previous contractor.



Phase 1: A Broken Contract

The homeowner initially hired that contractor based on referrals, online research, and a promise to accommodate remote communication. At first, everything seemed to be moving in the right direction. Then delays began to stack up. Materials charged for were allegedly ordered but never delivered. Scheduled work failed to happen. Excuses were common—and increasingly unclear.

After hundreds of thousands were paid with little to show for it, the homeowner ended the relationship. The original contractor is now facing criminal charges.

Enter FineCraft Contractors

With trust shaken, finding a reliable builder became critical. After speaking with the FineCraft team and reviewing an extensive portfolio of past projects, the homeowner saw something different: a company that listened, cared, communicated clearly, and brought structure to a disorganized situation.

Even before officially being selected as the builder, FineCraft's President proposed an urgent plan to secure the foundation ahead of hurricane season—recognizing the immediate risk to the property. This proactive recommendation stood out, showing genuine concern for both the project and the homeowner's long-term investment. The decision to move forward with FineCraft came shortly after.

One key request was immediately honored—breaking the project into two distinct phases:

- 1 Completing the foundation and securing the site before hurricane season.
- 2 Moving forward with full construction once that milestone was complete.

FineCraft agreed without hesitation.

Measurable Progress, Step by Step

The foundation was brought up to code and made setback-compliant, then completed and secured just ahead of peak storm season. From there, construction advanced rapidly. Within six months, the home was framed, roofed, and fully closed in. Windows and stucco were installed, and the project progressed into mechanical systems and interior work—including specialty features like double drywall for sound control. All inspections were passed, despite delays from the city caused by the aftermath of Hurricanes Helene and Milton.

Communication That Made the Difference

Throughout the process, FineCraft maintained consistent, responsive communication. Daily group text updates kept the homeowner informed in real-time. More complex decisions were handled via Zoom or Teams. Project milestones, photos, and billing were all managed through BuilderTrend, giving full visibility—even from out of state.

Every question received a detailed, thoughtful explanation. Even design selections were made easier—FineCraft sourced materials from suppliers with showrooms near the client's primary residence out of state so they could inspect items in person before finalizing.

Fixing What Was Left Behind

FineCraft inherited a job site that had been partially demolished and left in disarray. Instead of making excuses, they stepped in, corrected the foundation issues, and coordinated with prior subcontractors when needed to stabilize the build and keep things moving.

Mistakes from the previous contractor were identified and addressed—including critical slab work that, if left unresolved, would have jeopardized the entire home's structure and timeline. FineCraft also worked to protect the homeowner from potential legal exposure, stepping in to resolve outstanding issues with unpaid subcontractors—despite the fact that the homeowner had already paid the original general contractor. By doing so, FineCraft helped prevent lien filings and ensured the project could move forward cleanly and without further risk.

Building Back Trust

With FineCraft, payment terms were adjusted to smaller, milestone-based installments tied to actual deliverables—something the client emphasized as a crucial improvement over their first experience. Change orders were very rare and clearly communicated, with most stemming from client requested upgrades, not surprises.

Final Thoughts

The biggest difference? Clarity, consistency and accountability.



“FineCraft over-communicates—and that’s a good thing. Issues were resolved quickly, work moved forward steadily, and I always knew what was happening and why.”

After a failed first attempt, the project is now on solid ground—literally and figuratively—thanks to a contractor who prioritized structure, communication, and accountability at every step.

Contact FineCraft Contractors to find out if we are the right fit for your project.

Visit finecraftcontractors.com/fl or call (727) 591-3929 for a free consultation.

This case study is based entirely on a real turnaround project on Florida’s Gulf Coast—where promises fell short with a prior contractor and FineCraft Contractors delivered.