



Case Study

Design-Build in Action:

BRINGING A FIRST-FLOOR VISION TO LIFE

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PROJECT OVERVIEW

This in-progress first-floor renovation demonstrates how FineCraft's design-build approach helps homeowners turn a long-held vision into a coordinated, well-executed reality. By integrating architectural planning, interior design, selections, and construction under one cohesive team, FineCraft provided clarity, structure, and confidence from the earliest concepts through the build phase.

Through a highly collaborative design process, guided material selections, and consistent communication, the homeowners were able to finalize key decisions before construction began—reducing stress, avoiding guesswork, and ensuring the finished spaces align with their lifestyle and aesthetic goals. As the project progresses, the benefits of this approach are already evident in the quality, flow, and execution of the work.

This case study highlights why FineCraft's design-build model is often the preferred path for homeowners seeking a smoother renovation experience and a result that reflects both thoughtful planning and precise craftsmanship.

This in-progress first-floor renovation reflects how FineCraft's design-build approach helps homeowners move from vision to execution with clarity, coordination, and confidence. The goal of the project is to transform the primary living level into a more open, functional, and welcoming space for daily life and large family gatherings—while creating a cohesive design that flows seamlessly from indoors to outdoors.

After more than two decades in their home, the homeowners were ready to reimagine how the first floor could better support their lifestyle. The result is a thoughtfully planned renovation that balances modern coastal design, improved layout, and long-term livability—guided by FineCraft's fully integrated design and construction team.



THE VISION

A Forever Home Built for Gathering

The homeowners' priority was clear from the start: this house is their forever home, and the first floor is where life happens every day. The existing layout felt constrained—especially during holidays, birthdays, and summer gatherings with extended family. The kitchen, family room, and outdoor living areas simply did not support how the home was meant to be used.

Beyond space, there was a strong aesthetic vision. Inspired by coastal California roots, the homeowners wanted open, breathable interiors filled with natural light, seamless transitions between rooms, and a calm, modern feel throughout. Additional goals included creating a dedicated wine room, refreshing formal living and dining spaces, and improving flow between interior and exterior living areas.



Why Design-Build Was the Right Choice

The homeowners were specifically drawn to FineCraft's design-build model because it offered a single, coordinated team guiding the project from concept through construction.

Rather than separating architectural design, interior design, selections, and building into disconnected phases, FineCraft provided a unified process. This ensured that everyone—from the architect and designer to the project manager and construction team—shared the same vision and worked from a common set of goals.

This level of coordination proved especially valuable as the project evolved. Questions, refinements, and details were handled efficiently because multiple team members understood both the big picture and the finer points of the design intent.

Collaborating with the Design Team

During the early planning phase, the homeowners worked closely with FineCraft's architect and interior designer to shape the layout, flow, and look of the space. The experience was highly collaborative. Just as important as technical expertise was the design team's ability to listen. The homeowners' ideas, preferences, and lifestyle needs were carefully translated into a design that felt both functional and personal. At the same time, the team brought forward alternative concepts and refinements—ideas the homeowners had not initially considered but ultimately embraced.

This balance of listening and leadership helped strengthen the design and ensured that the final plan truly reflected how the space would be used.

A Structured, Stress-Reducing Selections Process

Selections are often one of the most overwhelming parts of a renovation. In this case, the homeowners described the experience as smooth, organized, and well-supported.

FineCraft guided the selections process through trusted vendors while maintaining flexibility. Samples were provided when decisions required comparison, and the interior designer accompanied the homeowners on many selection visits, offering real-time guidance and design perspective.

Behind the scenes, FineCraft's selections manager coordinated sourcing, pricing, ordering, and delivery—removing logistical stress from the homeowner's plate and keeping the project moving forward.

FineCraft strongly recommends completing design and selections before construction begins. Doing so creates a clear roadmap for the build phase and allows the construction team to consistently reference design renderings alongside construction drawings. This alignment helps ensure that what's being built matches the original vision in both form and detail.

Reducing Stress Through Communication and Planning

While any renovation carries some level of disruption—especially when homeowners remain in the home—FineCraft's process helped minimize uncertainty.

Clear explanations of each project phase, realistic timelines, and proactive communication reduced anxiety around what was happening and why. The team was mindful of the homeowner's experience, respectful of the property, and sensitive to common renovation concerns.

FineCraft's use of Buildertrend provided ongoing visibility into schedules, costs, and payments, while direct communication through group text and regular check-ins made it easy to ask questions and receive timely answers.

The homeowners noted that the glue holding everything together was the project manager—ensuring coordination between teams and maintaining momentum throughout the build.



THE BUILD PHASE:

Professional, Organized, and Collaborative

Although the project is still underway, communication and execution have been consistent and professional. The project manager and site foreman remain closely involved, checking progress regularly and remaining accessible by phone or text when offsite.

The construction team operates with a clear rhythm—arriving on time, maintaining a clean jobsite, and working respectfully within the neighborhood. Decisions are made collaboratively, with the homeowners informed and included as the project progresses.

The family-owned nature of FineCraft is evident in the way the team works together. Years of shared experience have created a culture of accountability, respect, and coordination that carries through every phase of the project.

Early Results and What's Ahead

As the renovation continues, the homeowners can already see the various elements coming together. The space is taking on the open, modern, and refreshed character they envisioned from the start.

They are especially excited about how the transformed first floor will function as a welcoming environment for friends and family—supporting everyday life as well as large gatherings with ease.

Why Design-Build Works

The homeowners strongly recommend FineCraft's design-build approach. The seamless coordination across phases, the depth of professional expertise, and the shared commitment to realizing the original vision have made a meaningful difference in their experience.

By aligning design, selections, and construction under one cohesive team, FineCraft created a process that feels organized, transparent, and ultimately more enjoyable—proving why design-build is often the preferred path for complex renovations.



FINECRAFT AS A DESIGN-BUILD (OR BUILD-ONLY) PARTNER

FineCraft is a design + build residential contracting company who, aside from the build, provides architectural drawings done by architects (not draftsmen) as well as an interior design service that includes selections services. If you have plans from an architect we welcome the opportunity to bid on your project and look forward to being your contractor of choice. Architects FineCraft has worked with (not design-build): Muse | Kirwan Architects | Donald Lococo Architects | Christian Zapatka | Runningdog Architects | GTM Architects | Manion Architects | CACAO Studio | Lyons Architecture | Bennett Frank McCarthy Architects | Brennan & Company | Moser Architects.



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