

Commissioned Artwork Doesn't Just Make a Home

WITH KEATING-MOORE CONSTRUCTION – IT IS THE HOME

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REVOLUTIONARY CONCEPT RESHAPING LUXURY RESIDENTIAL MARKET

Keating-Moore Construction has taken the concept of commissioned artwork to new heights with its commissioned luxury residential estates. Over the last 25 years Keating-Moore has built an indelible reputation as one of South Florida's most quality-conscious and highly sought after residential builders. Their custom waterfront and golf community estates are award-winning stunners.

Keating-Moore Construction has broken from the pack with a radical, new concept – commissioned residential real estate. This method of homebuilding is clearly not for everyone. Designed for the very uppermost tier of owners, this collaborative concept is ideal for owners with a clear vision of what the finished product will be and the means to make that vision a reality. The collaboration extends to the home's design, exterior and interior spaces, landscaping, energy efficiency, environmental impact and every other consideration of the owner. Not only does Keating-Moore create the roadmap for a successful project, they take the long journey from theory to fruition, moving in step with the owner.



Custom millwork, hand-hewn marble, walnut flooring and hand-painted silk valance lend a sophisticated European feel to this custom kitchen by Keating-Moore.

"When we are commissioned to construct a home, we begin the process at the point of concept. As we move through the process we make suggestions which save the owner both time and money. We increase value at no additional cost," states Joe Keating. The mindset



Pictured above is the third commissioned luxury estate Keating-Moore has built for one of their very satisfied customers.

behind commissioning a home is closely akin to commissioning a painting. Rather than reviewing a host of artists, completed works and mediums, the owner chooses the artist first.

Once selected, Keating-Moore looks at all the available colors for the palette. Joe Keating states, *"What we are really talking about is teamwork. We begin the process as a team—our professionals and the owner."* While Phase I of the commissioned product culminates with construction completion and final turnover, Phase II of the project never ends. *"Phase II is where we remain a vital part of a close-knit team tasked with care and maintenance of the home."*

Even in the ultra high-end marketplace, builders have been known to take a *laissez faire* attitude toward their own product after the first year to 18 months have passed. The thought being: *"We built it, you bought it,"* now everything having to do with care and maintenance falls to the owner. While this is certainly not true of all builders, it is true of far too many in the industry. Keating-Moore Construction's methodology couldn't be more different. *"When we complete a custom estate home we don't think this kid's all grown up and the work is done. No. We think our child has become an adult. And, while they leave home they are always our children and always in our care,"* stated Tim Moore.

The most significant advantage of Keating-Moore Construction's commissioned product model is the fact that the owner gets Joe Keating and Tim Moore every step of the way. *"We've made a conscious decision to build artistic, notable projects, not volume. The only way we can maintain the hands-on quality oversight our customers demand is by keeping our portfolio exclusively small,"* commented Moore.

Keating-Moore Construction works hand in hand with the owner. Because communication is direct, it's almost impossible to misconstrue what was said and to whom. *"We want to hear everything an owner has to say. We want to address it and act on it immediately. This is the only way we've done business for 25 years. It's truly all we know,"* stated Keating.

BENEFITS OF A COMMISSIONED PROJECT

- Change order reduction
- Collaboration
- Communication
- Control
- Economy of budget and schedule
- Expedited decision making
- Singular vision

From the moment the commissioned project begins, the owner and the artist – Keating-Moore Construction – work in concert. With commissioner and artist on the same canvas, a true *tour de force* is realized.