

The New Buzz Word in Custom Luxury Real Estate – Timing, Timing, Timing!

U.S. TOP 50 REMODELING COMPANY – KEATING-MOORE CONSTRUCTION IS THE TEAM

by Gregory T. DuBose, Bella Group, Inc.

AFFLUENT | May 2008 – For more than a decade, Keating-Moore Construction has been listed as one of the nation's Big50 remodeling companies by industry publication REMODELING Magazine. This year marks the company's 25th anniversary. Known



Surgically precise demolition was necessary to prepare old foundation for new construction.

throughout South Florida for excellence in new construction, a somewhat little known fact about Keating-Moore Construction is that the company has evolved over the years from its primary core beginning as a remodeling company. Joe Keating states, "From day one we've loved the prospect of going in to an existing home, taking an owner's vision and turning it into reality." He continued, "Over time the size and scope of the projects we undertook grew and grew. We've been doing this a long, long time. What's unique about the market currently is the fact that the housing slowdown has really turned into a boon for our remodeling clients."

Not in recent history has so much skilled labor sat idle. Keating-Moore Construction has used the housing slump as its own draft lottery. Joe Keating commented, "It has been a great time for our team to pick up some unbelievably skilled and experienced players. In the past

these people would've been untouchable." Just two years ago Florida was faced with a severe shortage of skilled labor. But times have changed. Real estate's downturn has put a lot of good people back on the market.

Along with the increase in available workers has come the stabilization of material costs. From framing lumber to concrete, drywall, exotic stones and appliances, almost every component of a high-end remodeling project has leveled in price. In the simplest terms, the decrease in demand has created predictable, stable supply costs. Tim Moore states, "During the boom days material prices were a moving target." He continued, "Now the cost of materials is relatively static. This is a great aid in our ability to optimally value engineer a project."

Just as the housing market slowdown has made it easier for builders such as Keating-Moore Construction to obtain materials and labor it has also freed up architects, designers and engineers. The cold, hard fact is that during the heady days of 2005 and 2006 many of the area's best construction design and engineering professionals were off limits to the comparatively smaller remodeling cus-



Mid-point of project shows all interior and exterior walls complete and roof ready for tiling.



Completion. The new 10,000 square foot home is spectacular.

tomers. Now, for many contractors the remodeling customer is the only game in town. This is true even for the bigger firms. Tim Moore commented, "Don't confuse the glut of talent and their ability with a lack of quality. No one understands better than commissioned workers how important each project is in terms of later becoming a referral mechanism. The market is going to come back. Just like our team, these professionals put their very best foot forward, knowing the projects they complete today are the gateway to the projects they'll receive tomorrow."

Choosing the right team is essential to a successful remodeling project. Not every contractor understands the nuance of a remodeling project versus a new construction project. Keating-Moore Construction has worked on a varied scale and scope of projects. From the very large to the not-so-

large projects, the firm has continually flexed their construction muscle with extremely innovative techniques. An excellent example of a signature remodeling project is an existing 6,000 square foot home that was expanded to 10,000 square feet. Keating-Moore completed the addition utilizing only the original foundation. This was done in order to meet the mandates of Florida's complicated coastal construction laws.

In another project, Keating-Moore demolished two residences to facilitate an 11,000 square foot project. Completed on a fast-track schedule in record time, the residence's total project lifecycle was an astounding one year and one week. The timeframe included demolition, construction and all associated site work. Joe Keating commented, *"The owner had a deadline. We see nothing extraordinary about meeting it!"*

Keating-Moore's experience allows the company to overcome challenges simply.

It all comes back to timing. And now is a great time to remodel. Joe Keating and Tim Moore take great pride in being one of the nation's Big50 remodeling companies. Even more important to this duo are the countless times South Florida residents have thought the time right to hire their team.

"The time to repair the roof is when the sun is shining."

-John F. Kennedy

Okay, but what about the pool, loggia and kitchen???

If you wish to receive Keating-Moore Construction's Newsletter Dream Works, contact **Patricia** at **561-775-5882**.

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