

CRESCENT ROCK

Real Estate Development

1323 N. Mohawk
Chicago, IL 60610
www.crescentrock.com

For Immediate Release:

Local Chicago Builders Work to Build Quality Homes and Quality Relationships with Clients

Crescent Rock, Inc takes collaborative approach to housing projects

(Chicago, IL) Building a custom home in a Chicago neighborhood takes time. It begins with a dream and a great piece of land. Then they must navigate a design process where their goals and dreams will be subjected to zoning, engineering, permits and “value engineering.” After what may seem like a lifetime, but is typically several months to two years, their home will be completed and their lives can continue.

Wouldn't it be nice if there was a builder willing to participate in every step of the process from start to finish – including the management of the integrity and quality of a homebuilding project? How about a builder invested in working with the client to create a house that fits both dreams and budgetary realities?

Chicago-based Crescent Rock, Inc. takes this unique approach with each of its clients. Involved from the earliest stages of homebuilding - ideally even before the acquisition of property - Crescent Rock works with homeowners to ensure that a clear understanding of what is and is not possible is shared by all parties.

Traditionally, the first stop for someone hoping to build a custom home is with an architect. Together, the prospective homeowner and the architect will shape the homeowner's ideas into a design on paper.

Hoping to manage that client's expectations and make sure the design can be turned into a reality; Crescent Rock encourages clients to bring them on board at the beginning. The design collaboration produces a plan that includes the client's priorities, the architect's talent and Crescent Rock's building experience. This way the clients understand all of the options when it comes to materials, cost-effective solutions and best practices. Crescent Rock will not only help the client to find an architect, they will also then build and manage a suitable team of engineers and consultants who will ensure that the design, permit and build process proceed smoothly.

Crescent Rock strongly believes in customer service. They work to build trust and form a relationship that will continue for years after the home is completed. During the process the clients are up to date on progress and informed on decisions throughout.

Each project builds on Crescent Rock's combined experience of more than 30 years of work. The homes include refinements and best practices and the latest technology and materials learned from previous projects, consultants and other building professionals.

Continuing to stay on the cutting edge of the new aspects of building, their latest project will earn them a three star rating in the City of Chicago's Green Home Program. This renovation of a large 100 year - old school house features the extensive use of Green practices, site reclaimed material and will be heated using Geo and Solar thermal energy.

Founded in 1995 by brothers Chris and Roc Roney, Crescent Rock specializes in high-end residential custom homes in North Chicago neighborhoods including Old Town, River North, Lincoln Park and Wicker Park. Homes range in size from approximately 3500 – 12000 square feet and are customized with features that include home theatres, outdoor living spaces, Geo and solar thermal energy and the use of reclaimed materials. Home styles range from modernist Contemporary to Neo-classical, and from new construction to landmarked historic restoration.

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