

“We’re building hurricane-resistant homes that will not be wiped away.”

CHARLES ROSE, PRESIDENT AND CEO



RBG Design-Build is dedicated to producing luxury homes that satisfy all customer requirements.

Weather the Storm

RBG Design-Build rebuilds the Jersey Shore with hurricane-resistant homes in partnership with all stakeholders. **BY STEPHANIE CRETS**

PROFILE

RBG DESIGN-BUILD INC.

www.rbgdesignbuild.com / Revenue: \$75 million /

Employees: 18 / **Location:** New Paltz, N.Y. /

Specialty: Luxury custom homes

Construction sometimes has a reputation for high costs and, from a customer standpoint, not delivering on what was promised. But RBG Design-Build Inc. wants to do everything right the first time, building the highest-quality luxury homes in New York and New Jersey. And, according to President and CEO Charles Rose, quality doesn’t mean the most expensive home amenities and products; it means producing homes according to the customer’s requirements.

Because of that, RBG Design-Build relies on the design-build process to bring all parties – owners, architects, engineers, builders and interior designers – together in a more efficient and cooperative spirit of partnership. This can offer a plethora of benefits such as cost savings, more efficient communications and higher rates of customer satisfaction.

“I believe design-build is the best process,” Rose says. “If anything goes wrong, we look to each other and absorb the cost of that and make it right for the customer. High-end buyers are busier



RBG Design-Build wants to rebuild the community on the Jersey Shore with its hurricane-resistant homes.

than ever and they don't have a lot of time to work on their homes. We believe design-build better fits today's market where people are very busy."

RBG Design-Build is looking to utilize this process on its newest slate of projects across the Jersey Shore. The market in the area significantly changed after Hurricane Sandy hit in 2012, and Rose believes the demand for rebuilding the area is higher than ever. The company saw it as an opportunity to help restore the community, especially the resort community. Most people who have homes on the shore only spend two to three months out of the year there, so they want to ensure their homes are structurally sound during

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The Jersey Shore homes feature luxurious interiors and hurricane-compliant windows. These features help property values in the area to rise after the devastation of Hurricane Sandy in 2012.



the months they're not around. "We're there because we want to go after the luxury high-end home buyer who needs to replace and upgrade what's been damaged," he says.

Rose emphasizes that the design-build process can alleviate a lot of worry and stress for homeowners by developing a unique working relationship with clients that ensures requirements are properly identified, clearly communicated and accurately fulfilled during the entire course of the project. "I bring houses into the future to make life more enjoyable for them," Rose says. "People want the bells and whistles. We know better how to do that than anyone."

HURRICANE RESISTANT

Property values in the Jersey Shore are down because of the devastation of the storm, but the area is gradually coming back. "People are learning we're building hurricane-resistant homes that will not be wiped away," Rose says. "Ours will not go away. We may have to replant a few shrubs in the yard, but ours will not be destroyed."

To assuage the fears of new homeowners, RBG Design-Build has upped the ante on its products. The new homes use hurricane-compliant windows, which can receive an impact from a flying 2x4 without breaking the glass and can also withstand the

/Huber Engineered Woods/ The Secret of a Solid Subfloor

An important part of designing long-lasting floors for RBG Design-Build is choosing the right subfloors. Charles Rose uses AdvanTech® subfloor panels for their superior strength and above-code ESR-documented performance values. "AdvanTech panels hold up so much better in wet conditions than other subfloor alternatives like plywood and traditional OSB," Rose says. "It never expands and never requires leveling before installing finished flooring."

The moisture resistance of AdvanTech subfloors is especially important for coastal rebuilds like those Rose and his team at RBG Design-Build are working on in New York and New Jersey. The panels withstand exposure to the elements without delaminating or swelling, which often causes costly delays in the construction schedule. "Homeowners on the Jersey Shore have expressed concerns about moisture from future hurricanes. We make it a point to explain the advantage of AdvanTech subfloor panels so they are reassured in the products we are putting into their home," he says.

AdvanTech panels have a unique combination of advanced moisture resistance along with high wood-density that helps grip fasteners in place and keep floors flat. So AdvanTech subfloors not only eliminate moisture-related delays for sanding or replacement on the jobsite, but they help prevent squeaky, bouncy floors for the life of the home. "AdvanTech is part of the silent floor assembly we use, and our homeowners enjoy quiet, peaceful homes," Rose says.

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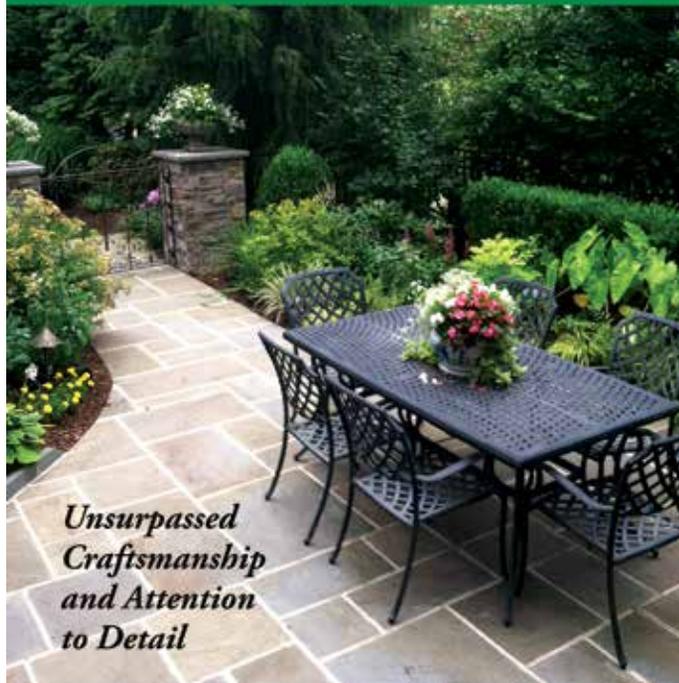
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RBG DESIGN-BUILD INC.



RBG Design-Build's homes are built with elevated and reinforced concrete foundations to prevent movement from raging floodwaters and strong winds.



strong winds of hurricanes. The ZIP sheathing system is used to seal the entire envelope of the house and prevent any water from leaking inside, along with using water-resistant roofing, insulation and siding. Additionally, RBG Design-Build elevates the foundation of homes to prevent flood damage and uses reinforced concrete foundations to prevent movement from raging floodwater and strong winds.

“We build with high-tech products that will not wear out and will stand up to the winds and driving rain that could come from hurricanes,” Rose explains. “That fear is unwarranted, and I think time heals all wounds. We’ve gone overboard on our weather-resistant and compliant features to sell against that fear.”

Along with highly customized exteriors, RBG Design-Build even outfits the interior of the home with technologically customized systems, which is Rose’s specialty given his background in



engineering. He designs the home so that all audio-visual, lighting, heating and air-conditioning systems can be controlled from the owner's smartphone, which includes lowering the shutters in an effort to protect the home from the elements.

"You can lower your shutters from China," Rose says. "You can

"We've gone overboard on our weather-resistant and compliant features to sell against that fear."

CHARLES ROSE, PRESIDENT and CEO

change your house's temperature from China, answer the front doorbell and see who's there, turn lights on and off, control security and much more. You don't need remotes for your TVs or any other devices as everything is controlled with smartphones. This way, you don't have to find the remote buried in your couch. The quality and innovation in our homes is the best." ■

/Birch Lumber/ RBG-Design Build has the approach to all of their projects that quality comes first. Every detail is carefully researched to ensure the final product is appealing to the eye and flows well with its surroundings. From the conception of each project to the completion of each home, they look at how to build it better, stronger and with more appeal. They don't just build houses—they build homes.

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