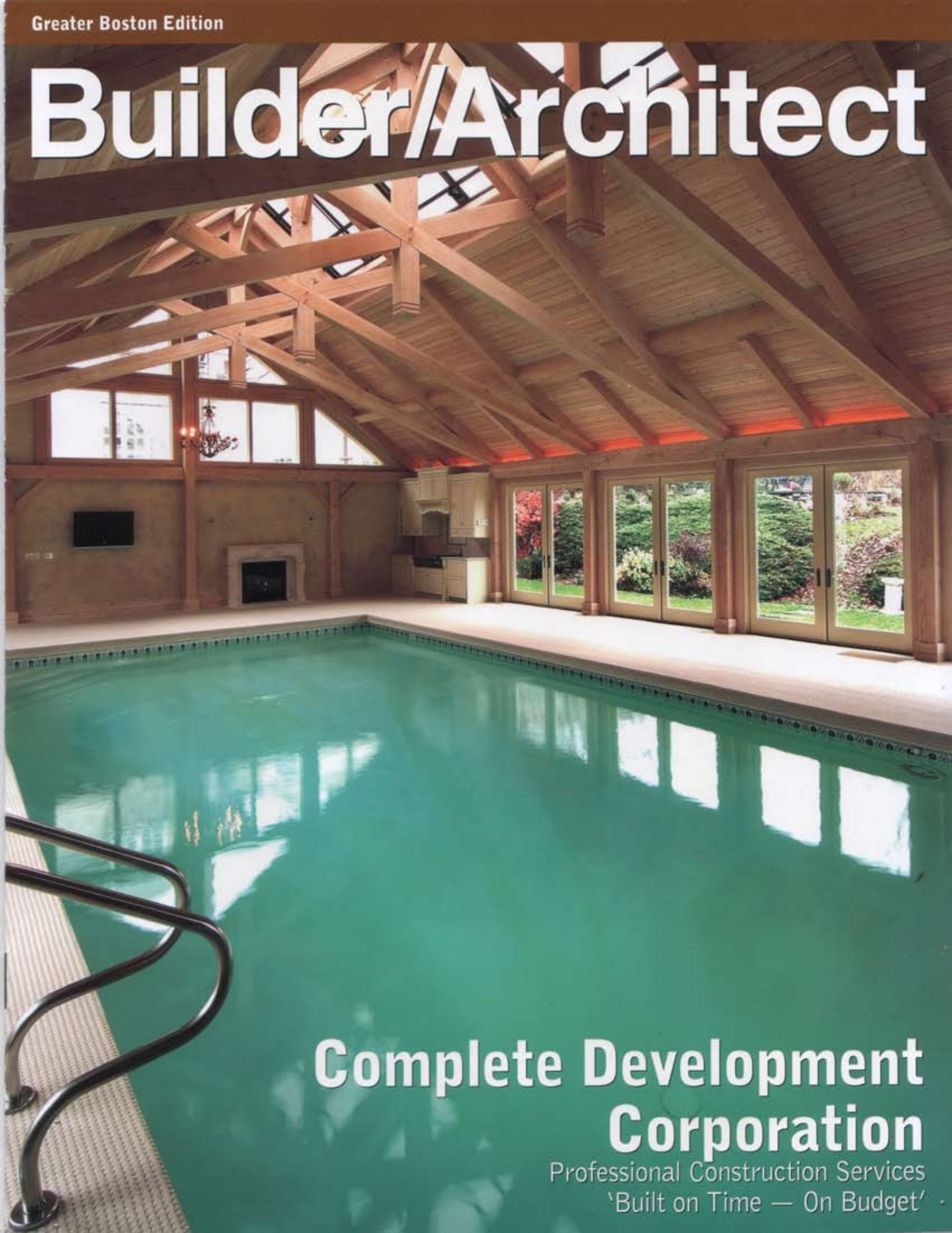


Greater Boston Edition

Builder/Architect



**Complete Development
Corporation**

Professional Construction Services
'Built on Time — On Budget'

Complete Development Corporation

Professional Construction Services — 'Built on Time — On Budget'

As you step into the conference room of Complete Development Corporation in its new location in Wrentham, MA, it is obvious that you are in the presence of a professional general contracting firm. White boards covered in task lists, marketing and new business development strategies, blueprints with notes hung on the project boards and numerous before and after photos of their completed projects adorn the walls. Right away, you have a sense of assurance that you will be treated with individual attention as if you were their only customer. Attention to details, communication and organization are apparent throughout the office area, immediately illustrating to the client of the level of focus and customer service that the company prides itself on.



Timber-frame Timberpeg pool house built by Complete Development Corp., Southborough, MA. When the client wanted to upgrade the existing pool house enclosure, post and beam was the choice for the project. Directly connected to the main home, this 36x58 enclosure creates an exceptional indoor recreational area, taking the outdoor-living concept to the highest level. With a retractable glass-roof system and atrium doors throughout, the Timberpeg post and beam structure will offer the natural beauty of being outdoors year round.



Left to right: Kevin Matthews, Project Foreman; John Desmond, Owner, General Manager; Jennifer Pasquarosa, Office Manager; Nicholas Pasquarosa, General Carpenter; Rena Desmond, Owner, President, Director of Operations; Mark Leger, Director of Design Development.

When Complete Development Corporation's John and Rena Desmond began their general contracting firm in 2002, they had each just finished out their corporate careers; John ended his 15-year career as the associate director of facilities engineering for a biopharmaceutical company and Rena completed her 12-year career in office management as the operations manager of a computer technology services company. Although they had their hands in a half-dozen real estate and building ventures outside of their corporate careers, and Rena utilized her real estate sales license on a part-time basis, they felt it was time to direct their talents full time and give it a go on their own. They started with a small condo subdivision and then a six-lot custom home subdivision. By end of 2003, they had expanded their operations to include general contracting in additions and remodeling for both commercial and residential. By the end of 2005, the business had grown to become a \$4.5 million-plus company in annual gross sales, with full-time staff including office manager, general contractor, field supervisor/foreman, general carpenter and their own in-house designer. Adding the staff enabled them to handle the increased volume and maintain the level of customer service that is so critical to stay competitive. Today, Complete Development Corporation is recognized as a reputable general contracting firm that can offer you in-house design services and project management right on through to occupancy for almost any size project. The main office is based out

The pool house features a gas fireplace, an Omega kitchen supplied by Cape Cod Lumber, and a chandelier the homeowner purchased in New York and had it converted to electric from gas.



Built by Complete Development Corp.
this timber-frame Timberpeg pool house
connects to the main home.



of Wrentham, MA, and they service all of Eastern Massachusetts.

John's background in commercial and residential construction began in the mid-1980s. With a Bachelor of Science degree in Electrical Technology, John's corporate career included a combination of facilities management and construction management positions. In these positions, John focused on the construction management and financial controls of developing medical device facilities and pharmaceutical manufacturing facilities throughout the United States and Ireland. In the past decade, John worked for two major players in the health care industry. First, John spent eight years with Johnson & Johnson as their plant engineering manager. And most recently, John furthered his commercial construction experience by transitioning to the biopharmaceutical industry as the associate director of facilities engineering for Wyeth Pharmaceuticals in West Greenwich, RI, in the fall of 1999. In this capacity, John was responsible for the site planning and the facilities construction activities for the development of this site. This recently completed manufacturing center includes 260,000 square feet of manufacturing area for the production of a bulk drug substance, as well as several adjoining buildings on an 80-acre campus. In its time, it was considered the single largest privately funded construction site in all of Rhode Island, as well as the third largest in all of New England.

Rena's background in real estate began in the early 1980s working as an office manager for a construction company in Walpole, MA. In this capacity Rena became proficient in the various aspects of custom home construction, as well as residential and commercial property management. In 1986, she became a licensed salesperson in the state of

The sunroom addition by Complete Development has a skylight to allow more sun to make the room cozy.



PHOTOS BY ROSEMARY FLETCHER



Residential addition/remodel, Franklin, MA, by Complete Development Corp. Architect: Konosky Associates, Inc. This existing Colonial was expanded to include a larger attached family room, a larger updated kitchen, three-season porch, mahogany deck, as well as several floor plan modifications to the existing first floor. This created an additional 800 square feet of living space, and the updated look offered the family the additional space they needed, as well as a fresh new feel to their home. Due to abutting wetlands on the property, it was necessary to obtain special permits through the town of Franklin and a new order of conditions to make this addition possible.

Massachusetts and went on to complete a Bachelor of Science degree in Business Management. She spent the next 10 years working as an operations manager for Sears Roebuck and also at ENTEX Corporation (a computer integrations company). This experience greatly enhanced her business operations skills and management capabilities. In the fall of 2000, Rena furthered her real estate license and became a broker working on her own behalf.

As a licensed broker, Rena manages the listings and sales of the properties which they develop and also helps clients determine the value added to their homes when considering a remodel or addition. As the Director of Operations, Rena manages the marketing, accounting, legal and human resources areas for CDC.

John says, "Project Foreman/Supervisor Kevin Matthews has been in construction and general carpentry for 21 years. Out of his 21 years' experience in the industry, he spent 17 years as a business owner. He has mastered his finish carpentry skills and general knowledge of the construction industry. Kevin excels in customer relations, with his ability to effectively manage projects as well as getting jobs to come in on time and on budget. Kevin also has an exceptional customer satisfaction track record."

Prior to joining CDC, General Carpenter Nicholas Pasquarosa had spent over seven years in the flooring industry. Along with his experience in the flooring trade, Nick had a proven track record of handling customer relations, running jobs independently and an output of a perfectionist's level of work. As a general carpenter, Nick demonstrates quality craftsmanship in his work.

Office Manager Jennifer Pasquarosa is a recent graduate from Lasell College and has been with the company for the past two years. She is a key team member and maintains the office running seamlessly with



Cherry kitchen features state-of-the-art appliances from A & D Appliances.



PHOTOS BY ROSEMARY FLETCHER

efficiency.

In 2006, Complete decided to become an authorized independent rep of Timberpeg, the Artisans of Post and Beam. As they head into year-end of 2006 and reflect on their beginnings, they are both excited and amazed on where they have brought the company from its infancy stages. "We have achieved name recognition within both commercial and residential, and continue to grow the business more in the commercial direction," says owner John Desmond.

Do you still build custom homes?

"Yes, of course, this is a staple in our services that we offer. In the past 24 months, we have completed six custom homes throughout Norfolk County. Although we do not currently have any subdivisions that we own, we established a strong reputation as a quality custom home builder and are consistently being hired by folks who already own their land to handle the design right on through to occupancy. Many clients already have relationships with architects and have their plans in hand. This is always an exciting prospect because it enhances our experience to build from plans that came from professional architecture firms," says John.

Tell us about your In-house Design and Drafting Services. How does that work?

"Having a design/draftsman on our staff is an incredible asset to our portfolio of services. Mark Leger joined Complete in January of 2006. His background in design/development began in 1988 after graduating with a B.S. in Industrial Science with a focus in design engineering. Mark launched a successful 18-year engineering career with another company. Since joining CDC, we have turned out a dozen-plus residential and commercial additions/remodels using a software plan that is top in the industry. We have also designed two custom homes this way. We can offer this service to the client

saving us both time in getting the project started, gives them direct one-on-one involvement in the design phase and this helps them make choices up front which will help keep them within their budget. Of course, we still use architects depending on the size of project, and some clients already have their plans drawn and ready to go right into the permitting phase. We are limited to a maximum square footage (for commercial work) of what we can design. Those drawings have to be done by an architectural firm by law, so we do have limitations on what we can produce. I would say that right now we use a mix of 60% professional architectural drawings and 40% in house," says Rena M. Desmond.

What makes your company different from other builders or remodelers in the area?

There are several defining criteria that differentiate us from the competition. Let's just start by saying that customers have three common fears when they are about to embark on a major investment into their home or business:

1. Will they build it on time?
2. Will they build it on budget?
3. Will they build it correctly?

"We have a proven formula that helps put the customer at ease and addresses all of these fears from the initial meetings when we provide them with an estimate/proposal for their job. The single most common piece of feedback we receive is that our proposals are unlike any others [the client] have received. We are a professional construction services firm, and as such we present a polished, detailed proposal based on the design concept that the client has given us. Once the final design is achieved, all specific details including fixtures, construction materials, including finish selections are documented in full prior to the project commencing. All changes in scope that occur after the project commences are done in writing through a



PHOTO BY RJA STAFF



When Franklin Veterinary Clinic decided to expand their operation, CDC was awarded this commercial project based on their historical expertise in the commercial sector. Located on Route 140, East Central Street in Franklin, MA, this veterinary hospital has been expanded to include an additional 2,000 square feet. Within the scope of the project is an extensive site development, a new reception area, and additional exam, surgical and X-ray rooms. CDC needed to raze an old building located on the property to accommodate the new expansion.

written change-order process before being implemented; there are no surprises," says John.

EFFICIENT: deliver on time and on budget: Complete Development is different from other general contractors. They are customer focused, providing you with frequent communications that keep you on top of your project. They conduct bi-weekly project meetings, and they provide monthly budget reporting tools that inform you of your costs to date. "The single largest cause of increases to the original price and schedule to our original estimate is decisions to upgrade or add scope to the project after it has been quoted. Customer changes during construction are a normal part of the process. OUR JOB is to keep you informed of your choices and how they will ultimately affect your costs and delivery schedule for the completed project," says John.

PROFESSIONAL and CLEAN: "You are inviting us on to your property to enhance it. As such, we are guests during the construction process. It is OUR JOB to treat your property with the same respect and attention we would our own. Our staff and subcontractors will be neat, clean and professional at all times. Your construction site will be clean and organized at the end of every day. It is YOUR JOB to inform us if this is ever not the case. Our staff and subcontractors are a direct reflection of our business image and values; this is critical to maintain our high standards for both the client and our company."

SATISFACTION GUARANTEED: "Complete Development is confident we employ and utilize the absolute best tradesmen to work on your behalf. The quality and craftsmanship is superb which yields minimal corrections. However, we do not claim to be perfect, and with any new construction there are always adjustments required. We guarantee all of our work with a full-year builder's warranty and address any issues that may arise upon the completion of your project with timely responses."

COMMUNICATION: "We pride ourselves in effective communication between our clients and our team of professionals. We utilize a proven system of project meetings, monthly reports and on-site supervision to keep everyone informed of the pertinent project details. These documentation tools are not typical in the industry and



are what help differentiate us from the competition."

On the residential side, in addition to custom home building, they have completed various types of additions and remodels. Their projects range from the young Colonial that wants to add the attached family room and four-season porch to antique homes that need an addition that will maintain the character of the home or a full remodel of an antique that will transform the interior to completely modern living. The most common type of addition they encounter is the in-law apartment. They are in high demand, and CDC have a half-dozen different styles that they have built.

What is the new Timberpeg Authorized Representative piece of your business?

Rena says, "Timber frame construction is a beautiful and unique style of building. It has been a personal passion of John's for many years, and with our expanded crew and larger business portfolio we were able to sign on with the leader in the industry, Timberpeg, the Artisans of Post and Beam. If a client is interested in this type of construction, we are the direct contact for all of Norfolk and Plymouth County. We work with the client and Timberpeg (based out of

Reception area





Main Street Animal Hospital, Millis, MA. When the Main Street Veterinary Hospital decided to remodel and expand their existing facility, the contract was awarded to CDC based on other local veterinary hospital work, and their expertise in the commercial sector. The animal hospital has been expanded to include an additional 2,500 square feet. A larger parking lot, extensive site work, additional exam and treatment rooms, expanded reception area with future expansion options in the basement makes this clinic a state-of-the-art facility and more capable to handle its growing clientele.

Claremont, NH) and utilize the Timberpeg design team to design their project. Once it is delivered, Complete offers turnkey service: We can assemble the timber frame and complete the finish schedule to the point of moving in. We have already completed a 40x80 pool house timber frame addition to a home, and are halfway through a full custom home package of about 4,000 square feet in Medfield. This will put two in our portfolio in just our first year working with timber frames. We hope to expand on that next year. It is an exciting and dramatic product to work with; the results are indescribable. Other applications for this product are barns, churches and businesses. It is a more expensive way to frame a home, but it is a completely different look than traditional framing.”

What types of commercial work have you been involved in?

Rena says, “Last year (2005) commercial work made up approximately 75% of Complete Development’s business. Three of our largest projects in 2005 were the renovations of animal hospitals. Other projects included renovations of children’s facilities and office space fit up in downtown Boston.

“The veterinary clinic expansions and renovations have become an extensive part of our commercial portfolio. It is a very close community of colleagues, and they all draw off of one another’s experience. This has been to our advantage: as other veterinarians are seeking to expand or renovate their practices, we have received many referrals this way. Right now, we are working with three additional animal hospital clinics to determine scope and feasibility of expansion plans for their practices. John’s corporate career handling large-scale commercial work in the medical device industry and then biopharmaceutical all has played a large role in the success of these

projects. In two of the projects, work was completed while the practice remained in full operation. Not a single interruption in normal operating hours occurred during the construction, which made both client and contractor very pleased.”

With over 50 combined years of professional construction experience directing large-scale commercial projects as well as residential home building, Complete is the right choice for any project. With the customer’s ultimate satisfaction in mind, with timely, efficient responses and frequent interactions with their clients, Complete will collaborate with you to make your next project another professional construction project, “Built On Time — On Budget.”

You can review Complete’s extensive portfolio of projects online at www.Complete-Development.com or call (508) 520-8686 to schedule an initial project evaluation meeting.

Builder/Architect magazine is proud to feature Complete Development Corp. this month. Your philosophy to deliver exceptional service, combined with referrals from your clients and vendors have earned your company the highest respect. Your extensive experience in both residential and commercial sectors of building and construction has enabled you to provide consumers with professionalism and efficiency not normally seen in the industry. ■



Right: Custom cabinetry by Complete Development Corp

Below: Surgical Room



PHOTO BY BJA STAFF

PHOTOS BY ROSEMARY FLETCHER