



# great rooms

## GREAT EXPERIENCE

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“Great Rooms did a complete house renovation for us. We got a new roof, new windows, siding, a huge great room, a new kitchen, and a master suite on the second floor. All top quality, all in 18 weeks, and for a very fair price.”

—Lake Forest client.

Loaded with talent and fresh ideas but not the burden of substantial overhead, Great Rooms Designers & Builders, Inc. is quickly turning the North Shore custom home building and high-end remodeling industry on its head. The design-and-build boutique helps make the process of creating your new custom home or remodeling your current home an elevating experience.

“We work quickly and efficiently. The last thing we want is for our clients to be inconvenienced by the building phase. But what truly sets us apart from the competition is our process,” says Craig Wolski, President of Great Rooms. The Great Rooms process specifically tracks the project schedule to the day and the budget to the dollar while empowering clients to make their own decisions and control the projects along the way. “It’s your choices, your decision, your project,” Craig says.

Schedule and budget can be huge gray areas with most contractors—but not at Great Rooms. The staff stays on top of the progress and is in constant communication with their client. “It’s not just a process,” says Craig, “it’s more of a business philosophy. We call it ‘value-building.’ We empower our clients to make the decisions and selec-

tions that matter most to them—the things that add personal value to their projects. We then provide them with the highest quality product and material options that help them get the most for their project dollar in order to stay on budget.”

There are three aspects to the Great Room process. These include comprehensive scheduling and specifications, full disclosure, and open-book pricing. The comprehensive schedule Great Rooms creates for the client includes how long each subcontractor’s work will take and lead times. As the design-and-build boutique also places great emphasis on full disclosure, Great Rooms stresses the importance of the client’s comfort with the process that’s used—including the cost margin. Since the staff is extremely organized and efficient, it’s able to maintain margins that are substantially lower than industry standards. This means the client’s project dollar goes further. Builders’ pricing and project costs are often a mystery to the client; however, at Great Rooms, clients are provided a detailed breakdown of every cost line item in the project.

Quality construction and materials are only half of what makes a project a success. In the end, functionality, aesthetics, and the feeling of

comfort and security are what make a home or remodeling project truly great. “It’s hard to put a price tag on emotional appeal,” says Craig. “Our goal is to optimize any given space to the fullest in visual appeal, comfort, and most importantly, functionality. And at the end of it all, the increase in value for the client far exceeds the cost of the project itself.”

Great Rooms excels at meeting specific needs and challenges of each and every client’s project. “One current innovative concept we’re in the process of doing for a client is a homework room. The parents devote as much time and energy as possible to their kids. To allow for the most efficient use of the family’s time and space, we incorporated a “learning center” complete with computer network, into the kitchen and family room area. With cabinets and desks designed for optimum storage and to hide the computer equipment and schoolwork when not in use, the family can go right from dinner to homework time without having to relocate to another part of the house.”

From custom homes, multi-room, and multi-level home remodeling to smaller projects, the highest level of service and attention to detail is the same for each and every client. “Our success



is founded on relationship building and delivering the best service possible. And a big part of that is having senior-level staff managing each project from start to finish.”

But don't take Great Rooms' word for it. Prospective clients are encouraged to contact their references and the references of competitors before making a decision. Great Rooms even has a list of eight questions they urge prospects to ask each reference they talk to. When asked to elaborate, Craig states, "Our list is by no means trick questions. They're things that every good design-and-build company should be doing. For us, they aren't really questions at all. It's our checklist to make sure we're doing our job right on every project, every day. It keeps our level of service as high as possible." It's no wonder they have a 100% client referral rate.

The value in choosing Great Rooms can be seen immediately in the amount of detail used in the estimating and budgeting process. Clients have said that choosing Great Rooms for their project was made simple by the fact that all the costs and numbers were included in the initial pricing. "When we compared the Great Rooms estimate with another we'd gotten, it was clear that Great Rooms understood the scope of the project and could do the job right. The other company hadn't even included costs for some of the items. How were we to know what we would be spending down the road?"

If you're considering starting a custom home, remodeling project, home addition, kitchen, or custom built-in, contact Great Rooms Designers & Builders, Inc. at 847-549-9960 or e-mail them at [info@greatrms.com](mailto:info@greatrms.com) so they can prove that your next new project can be an elevating experience.

For more information on their process and examples of their work, visit Great Rooms on the Web at [www.greatrms.com](http://www.greatrms.com). F&B

*We really want to hear  
how you are feeling----*

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