

## New Luxury Homes

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### Expert Advice on Building a Luxury Custom Home: An Interview with Alan S. Macken of VCM Builders

By *Alan S. Macken*

**Please tell us a little bit about your company and the services you offer.**



We are a hybrid of a development/construction firm. Over the years we have developed and/or constructed a variety of projects, ranging from single-family residential, multi-family communities, townhomes, planned-unit developments (PUDs); and commercial office buildings, tenant interiors and shopping centers. We have a relatively unusual business model, because we offer third-party construction and construction management to a select group of private individuals and developers, but an equal volume of our construction activities are dedicated to our own projects.

**What are some of the misconceptions that people in Florida have about building a new home when you first meet with them?**

That it has to be a miserable experience.

**Can you briefly talk about the major choices that prospective homeowners will need to make?**

The most important choice begins when selecting the professionals that will be attached to the project. From that point forward a clear track and plan must be determined for project budgets and milestones.

**What are some of the luxury features that Florida homeowners want to have?**

Smart technologies, low-e glass and energy-efficient components.



**What do you think is one of the most challenging parts of the building process for homeowners?**

Maintaining a project's predetermined goals and objectives. In the event that there is more than one homeowner, it is critical that they determine who will be the decision maker and clear, agreed-upon directives must be delivered.

**What tips do you have for homeowners to help them prepare and avoid stress while their home is being built?**

Don't necessarily pick the cheapest bidder. Select a contractor whose work you have reviewed and take the extra time to spend time together to ensure that a certain synergy exists and that you enjoy the time spent together. A good working relationship and regular communication is critical.

**What's the best way for people to contact your company?**

Call (844) 617-8500 or visit [www.vcmbuilders.com](http://www.vcmbuilders.com). We can also be found on Facebook at <https://www.facebook.com/vcmbuilders>.