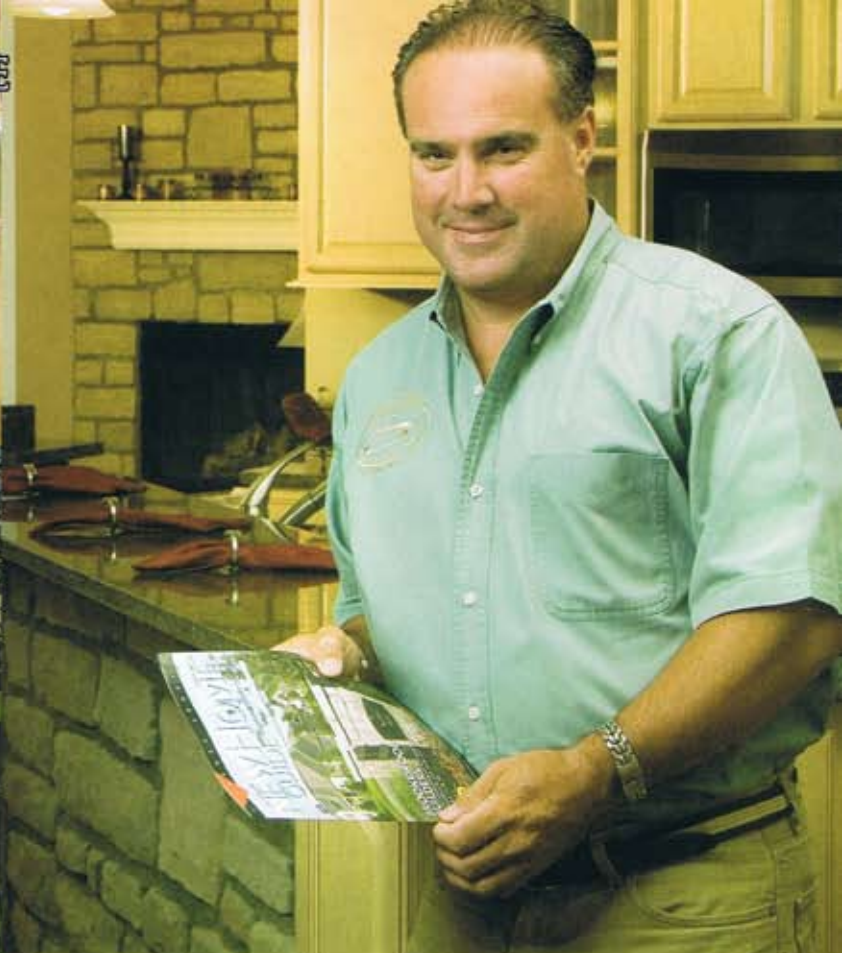


BUILDER PROFILE



Doug Maddy

Buyer-first Attitude

It's a built-in advantage for every small builder – and Brookwood Builders makes the most of it: with fewer projects to focus on, they can work especially closely with buyers. Brookwood has nine talented employees and a philosophy centered on delivering prime service to their clients.

"We like to give our homebuyers a lot of personal attention in every step of the process," says Doug Maddy, president and founder of Brookwood Builders. "They're a valuable customer to us, they're not just a number. We literally develop a personal relationship with each one of our buyers."

Thoughtful and candid, Maddy makes it a company fundamental to avoid any mass-production mindset. As part of his customer commitment, Maddy says Brookwood staff are never too busy to talk with buyers about their new homes and their wants and needs.

Brookwood's anti-assembly line approach helps them manage every

detail in the homebuilding process. With quality a top concern, they use a step-by-step system to ensure that all i's are dotted and t's are crossed. This strategy also ensures that Brookwood's building process is surprise-free and smooth running for buyers.

Maddy says that Brookwood's emphasis on quality and personal attention is why the Gahanna-based company usually builds on the northeast and eastside of town. "Because we are a small firm we just can't cover a lot of town in one day and get our job done and get it done correctly so we try to stay in Gahanna, Jefferson Township, Reynoldsburg and Pickerington," he says. "We can get to those areas within 20 minutes of Gahanna and do our jobs the way our customers expect us to do them."

A semi-custom builder, Brookwood builds a range of products that include single family homes, condos and

commercial buildings. Their single family homes are usually priced from \$450,000 to \$600,000, although the company has built homes costing a million-plus. Brookwood builds approximately 20 homes per year.

With 18 years of experience, Brookwood has a detailed understanding of every phase of homebuilding – and they capitalize on this understanding by developing the land they build on.

"We like to take our projects from the ground up," says Maddy. "We like to purchase the ground, take it through zoning, preconstruction, do the development work and build the houses."

The company's longevity in the marketplace also pays off in other ways. Over the years Brookwood has developed strong relationships with architects, banks, real estate agents and others in the building industry, as well as a skilled group of subcontractors.

Maddy's winning philosophy is to find



a market niche and play to it. "I think if you find the right location and put the right product on it, you can fill a niche that you see that needs to be met," he says.

To identify the right markets, Maddy seeks advice from expert zoning attorneys and Realtors. Their guidance has helped him make the sound decisions on land opportunities, product types and pricing that have contributed to Brookewood's success.

Over the last four years, Brookewood has opted for a new marketing strategy that is also based on obtaining as much quality input as possible – they use different real estate agents to sell their different projects. "That way we get a variety of information coming back from different Realtors," explains Maddy. "It works well for us."

Living large

Brookewood is flexible with their homebuyers, making the changes and adjustments they want. They are adept at working with buyers to create a home that meets their unique needs.

Clients building single family homes with Brookewood can choose to build on one of the company's attractive lots or on a location that they select themselves. Brookewood is intrigued rather than deterred by unusual or challenging sites.

Brookewood has been building condo communities for 15 years. The company currently offers upscale condos at McIntosh Village in Jefferson Township and Meadowbrook in Gahanna. They are also planning and building new communities that include Hamilton Park in Gahanna and The Reserve at Clark State in Jefferson Township.

McIntosh Village's 18 beautiful villa homes are located next to the second hole of the Jefferson Golf and Country Club. With a scenic pond and wooded setting, McIntosh Village is a corner of peace and tranquility just minutes from Easton, downtown Columbus and Gahanna, and the airport.

"You feel like you have a piece of the country here," observes Maddy.

Designed by George Parker, the newly-built McIntosh Village condos are especially spacious. "My philosophy with George when we sat down was, I wanted

the units to live big," says Maddy. "That was our motto and that's what we got."

At 2,735 square feet, McIntosh Village condos are roomy but they have many features like nine foot ceilings and an open floor plan that make them feel even larger.

The condos feature luxury touches like gourmet kitchens, granite countertops, lots of trim and a choice of Jacuzzis or hydrotherapy tubs in the master bath.

Details are critical to Brookewood – and the features in McIntosh Village's condos reflect this. A strikingly beautiful coffered ceiling in one unit's master bedroom is one example of how the company tries to give their buyers something special in every home.

"In each unit we've done something just a little bit different, so they have some different features inside," says Maddy. "Every unit has a little different appeal."

Engineering strength

Raised in Reynoldsburg, Maddy jokes that he hasn't strayed far from home by building his business in Gahanna.

An important part of Maddy's homebuilding background was the on-the-job training he picked up while he worked summers and after school, high school through college, at EMH&T Engineers and Surveyors. He learned the nuts and bolts of engineering – a strength that he later put to work in his own company.

"My engineering background helps me be a developer," Maddy says. "It exposed me to all of the elements that happen in the development process. It was invaluable."

After graduating from Franklin University with a degree in business management, Maddy took a job with Cardinal Industries as a construction supervisor. He oversaw construction on hotels, apartments and retirement centers in Nashville, Detroit, St. Louis and Pittsburgh.

In 1989 when Cardinal Industries went out of business, Maddy looked for another job. He was filling out employment applications the day his father, an engineer, dropped by with a surprising offer: he wanted to loan Maddy the money to start his own homebuilding and land development business.

The idea came together when Maddy found the right land to build houses on.

He purchased nine lots in a Gahanna subdivision owned by the late Irving Schottenstein.

"I didn't have exposure to a lot of money and I didn't have a lot of choices to buy lots. Irving Schottenstein forwarded me the opportunity," says Maddy. "I was in the right place at the right time."

Maddy built homes, sold them, turned the money back into his business to develop land and build more homes – and paid his father back.

Today Brookewood's offices are located in downtown Gahanna; however Maddy is currently planning to build a new office and warehouse complex on Jefferson-New Albany Road in Jefferson Township. The 4,000 square foot headquarters is slated to be move-in ready by fall 2008.

Although his company has grown, Maddy stays true to his core principle of listening to his buyers. "You need to hear what your customers are saying and what they want if you're going to continually try to upgrade your product," says Maddy. "Sometimes it's simple things, like they want a white cabinet instead of a stained cabinet or they want hardwood instead of tile. It changes all the time. The best way to stay on top of it is to listen to what your buyers are telling you, because they're pretty savvy."

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