

FROM *Landscaper* TO HOME BUILDER

Written by Elaine Sisko

Unparallel customer service and well-honed communication skills have always been a hallmark of the Reynolds family of businesses. Service departments established in response to the wants and needs of a loyal customer base have resulted in a full-service Garden Center as well as landscape maintenance, low-voltage outdoor lighting design, women's clothing, interior design, floral and bridal divisions and, most recently, the Café at Reynolds and The Reynolds Group, their real-estate division affiliated with G. Anderson Group. So, too, did the evolution of Mark Reynolds Project Management, the design-build construction division of Reynolds, result from this innate ability to listen, identify and satisfy—filling a void and expanding essential services.

According to Mark Reynolds—owner of Reynolds Landscaping—it was unique, custom-built and highly personalized outdoor showers that ushered Reynolds into the sphere of construction management. Outdoor showers, typically built during a new home installation, were once considered a simple functional necessity—required only to wash off sand and chlorine after a day in the water. However, as new homes expanded and became personalized, homeowners sought to develop their showers into an extension of the primary residence—complementing architectural and aesthetics features in the home and creating a spa environment rather than a simple wash-off station.

Listening to client priorities and referencing all unique attributes of the residence, Reynolds designed and installed multi-room cabana-like structures complete with luxurious changing rooms and over-sized shower stalls. High quality materials and hardware featuring IPE, mahogany and cedar wood treatments and natural rock facade walls and floors along with inset benches, select shelving and cabinetry, high quality plumbing fixtures

Photo by John Martinelli





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and low-voltage lighting became synonymous with a Reynolds-built outdoor shower. These innovative design features added panache to an otherwise functional accessory, bridging the gap between interior and exterior living.

The success of their outdoor showers, led to further exploration of additional design-built possibilities in the outdoor living environment. Homeowners sought to maximize the livability of their property, including under-utilized garage and utility areas. Creating a cohesive connection between interior and exterior living became a specialty of Reynolds Landscaping. By replacing standard garage doors with glass doors and removing garage walls to create open-air al fresco rooms—Reynolds utilized innovative design solutions to infuse light, air and warmth into inhospitable spaces and expand the possibilities for all-weather outdoor entertainment well into evening hours.

Experience gained from each new design-build outdoor project prompted Reynolds to expand further into home renovations, both interior and exterior. Kitchen and bathroom makeovers, master bedroom suite, ensuite, and living room renovations, screened-in porches and raised outdoor decks became the new line of ser-

vices available from Reynolds. Loyal customers already familiar with their emphasis on high quality craftsmanship, innovative ideas and unparalleled customer service did not hesitate to engage Reynolds Landscaping. As requests for design-build services expanded, Reynolds augmented an already established crew of highly trained carpenters, stoneworkers and quality specialty sub-contractors—eager to contribute their expertise to these innovative and challenging projects.

Quality craftsmanship matched by an innate ability to look beyond the box to tackle complex design challenges raised the bar for homeowner expectations. As word of mouth from satisfied clients grew, a decision was made to create a separate division devoted exclusively to highly personalized and inventive design-build projects. The result was the creation of Mark Reynolds Project Management (MRPM).

The target group pursued by MRPM was the established Reynolds patron already familiar with the professionalism, unrivaled work ethic, open lines of communication and creative design solutions provided by Reynolds Landscaping—a select group of homeowners looking for and expecting a one-on-one personal connection with their Builder. The intention of



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MRPM was to cultivate an exclusive relationship with their client—a collaborative partnership with open and constant communication from the start of the design process through and beyond final Township approval process.

Not long after its inception, MRPM received its first design-build contract for a new home construction—an impressive bay-front property in Loveladies, designed by Jay Madden, with commanding grand views over Barnegat Bay. The homeowners were already long-term clients of Reynolds Landscaping and knew firsthand, from previous outdoor projects, their focus on customer satisfaction, quality craftsmanship and design aesthetics. They were also aware from the interconnection with Reynolds Landscaping that a cohesive connection from interior to exterior living would be ensured. Despite change orders and design challenges, their new dream home resulted from a successful collaboration with their builder—true to the homeowner’s original aesthetic vision without compromise to functionality and livability.

Always attentive to the wants and needs of their loyal patrons, the Reynolds family of businesses continues to evolve and expand upon values established long ago—unparalleled customer service, impeccable craftsmanship, innovative design and open communication.