

CHARLOTTE URBAN

# HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



CUSTOM HOMES



# IT'S ALL *Personal*

By Brandy Snow



THE ECONOMY HAS STABILIZED and interest rates are still low, and you're thinking now might be the perfect time to take the plunge in building that custom home of your dreams. An investment property, a home in which to raise your family, a haven in which to enjoy your retirement years – no matter which home best suits your needs, it's crucial to enter into the building process thoughtfully and slowly, realizing that jumping in headfirst without proper preparation could leave you high and dry.

Russell Zavatsky, owner/president at Zar Custom Homes, says he's seen this more than once. "We've had clients come in with plans drawn up by an architect they've hired prior to contacting us. Too often we find that these plans, though beautiful, do not fit into the budget parameters required by the client. Consequently, they're out thousands of dollars on plans they can't use. Communication between the builder and the architect is essential to ensuring the client's needs are fulfilled completely."

Zar Custom Homes offers clients a one-stop-shop experience, partnering with them at initial contact and walking together throughout the process, bringing in resources such as architects, lenders, and more as part of the total construction package. Zavatsky's wife, Lisa, vice president/design consultant, is key in total home customization by collaborating with clients on exterior and interior design, from stonework and masonry to textiles and textures within. The company's construction expertise and value-added services give clients the biggest bang for their buck, and because the entire project team is working as a cohesive group, clients can rest assured their experience will be easy and rewarding. "With personalized interaction a hallmark of our process from day one, our clients enjoy transparency throughout the process and find peace of mind in being fully integrated into the project."

You're taking your dream home into reality – where should you start?

Zavatsky says the first step in the Zar Custom Home process is to set up an initial consultation.

This meeting will set the tone for the entire experience and is the best opportunity to not only establish rapport but also to assess design must-haves, brainstorm and explore construction possibilities, and address budgetary concerns. Secondly, prepare yourself for the meeting by conducting a self-appraisal, answering key questions such as: Do I have a desired location? How long will I stay in this home? What are my current and future needs? Is financial support in order? Thirdly, maintain frequent communication within the construction team to ensure everyone is on the same page. These key points are paramount in establishing a unified vision that will create a custom home you will love today *and* tomorrow.❖

For more information on Zar Custom Homes, call 704-843-8447 or email [lisa.zavatsky@zarcustomhomes.com](mailto:lisa.zavatsky@zarcustomhomes.com). You may also visit [www.zarcustomhomes.com](http://www.zarcustomhomes.com).

## A Truly Custom Design Idea

A design idea that stretches the imagination? A conversation piece to amaze your friends? You think, "no, it can't be done," but Russell Zavatsky says, "Yes!"

He enjoys the thrill of a good creative design project, recently creating a collection of wall pockets that enabled a client to interchange stained glass window panels to coordinate with different occasions. The homeowners' favorite panels featured Halloween-inspired themes, which Zavatsky took to an even higher level by backfilling custom designed electronics and LED lighting into each pocket to bring the stained glass scenes alive.

That project wasn't just custom – it was personal. Don't be afraid to imagine the unimagined in your design. What better way to make a house your *home*?