

DESIGN • BUILD • REMODEL



DESIGN  
BUILD



LOVE YOUR HOME AGAIN





# PR Design- Build

04 About Us

06 Our Commitment

08 Our Process

10 Project  
Development  
Phases

12 Concept to  
Completion

18 Customer Story

20 Meet Our Team

24 Contact Information



# ABOUT PR DESIGN BUILD: TRANSFORMING SPACES BUILDING DREAMS

**Who We Are:** At PR Design Build, we are more than just a general contractor; we are a licensed, insured, and dedicated team committed to transforming homes in West Michigan and the lakeshore area. Our unique design-build approach simplifies the renovation process, offering homeowners a seamless, efficient, and enjoyable experience. We manage every aspect of construction, from architecture and design to post-construction services, ensuring that every project is a masterpiece of functionality and aesthetics.

**Our Mission:** Our journey at PR Design Build is not just about constructing spaces; it's about building lasting relationships. With a foundation of integrity, exceptional work ethic, and meticulous attention to detail, we strive to deliver unparalleled customer service and superior workmanship. Our mission extends beyond the walls we build; it's about nurturing connections with our clients, employees, tradepartners, vendors, and the vibrant West Michigan community. We embark on each project as a collaborative journey, transforming visions into reality with our unique expertise and creative solutions., vendors, and the vibrant West Michigan community. We embark on each project as a collaborative journey, transforming visions into reality with our unique expertise and creative solutions.

**Our Story:** The heart and soul of PR Design Build is our founder, Eric Payne. Eric's passion for real estate and construction began in childhood, working alongside his father. Today, Eric's vision has culminated in a team of expert tradesmen, designers, and architects, all driven to provide exceptional service in home renovation. As a licensed general contractor and real estate agent with an MBA in Finance, Eric's comprehensive approach addresses every aspect of the renovation process, including financing, valuation, and permits. With over 1,000 homes transformed and an A+ rating from the BBB, PR Design Build stands as a testament to our commitment to excellence and the fulfillment of our clients' dreams.



## OUR COMMITMENT

Established in 2006, previously known as Payne Restoration, LLC, our business is anchored in the principle of ethical excellence. We instill in every team member a sense of pride in our collective identity and a personal commitment to upholding superior workmanship and ethical integrity. At PR Design Build, we pride ourselves on the trust and esteem we've earned as one of Michigan's premier residential construction companies, and we staunchly enforce a policy of zero tolerance towards any form of unethical business behavior.







## General Timeline Breakdown

**2-8 Weeks: Initial consultation, measure space, begin the design phase**

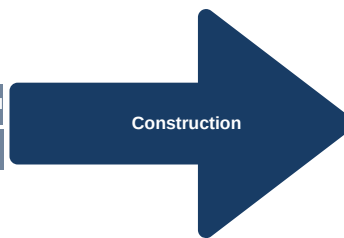
**4-8 Weeks: Detailed design, product selections, contract development**

**3-8 Weeks: Submit permits, order materials, assign crews**

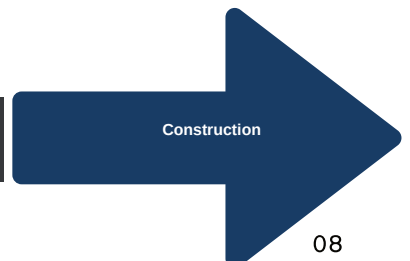
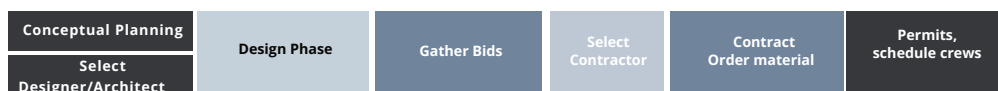
**8-16 Weeks: Construction of new space**

**Our Process:** Home renovation is a multi-phase process that sparks excitement for homeowners, offering fresh perspective with each milestone. While it's challenging to provide specific timelines initially due to various influencing factors, planning and permitting can be as time-consuming as construction itself. Clients are advised to initiate discussions about 6 to 7 months before their desired completion date, especially if coordinating with significant events, like hosting family. The preparation period is critical, despite not involving actual construction.

### Design-Build Method



### Traditional Method







# Project Development Phase

## **Project Assessment**

This initial phase is all about gathering essential information. We take the time to understand the project type, scope, budget, and timeline. This is critical to ensure that we can deliver the project within the client's needs and financial parameters.

## **Design and Relationship Building**

Our journey with the client truly begins here, where we lay the foundation of our professional relationship. Through direct communication, we start to identify the detailed scope and budget. We compile this information to craft a design agreement, complete with detailed drawings or 3D renderings as required. For more extensive projects, we may also need to engage in engineering and architectural planning.

## **Material Selection**

Following client approval of the design, we proceed to the selection phase. We provide a comprehensive list of materials that align with the project's scope, offering a variety of choices for each element. It's important to note that final project pricing can only be determined once all selections are finalized due to significant price variations, especially with major items.

## **Approval and Project Commencement**

With selections confirmed, we prepare a final estimate for approval. Once agreed upon, we formalize our contract and proceed with permitting and ordering the necessary materials. Then, it's time to start bringing the vision to life – let's build!

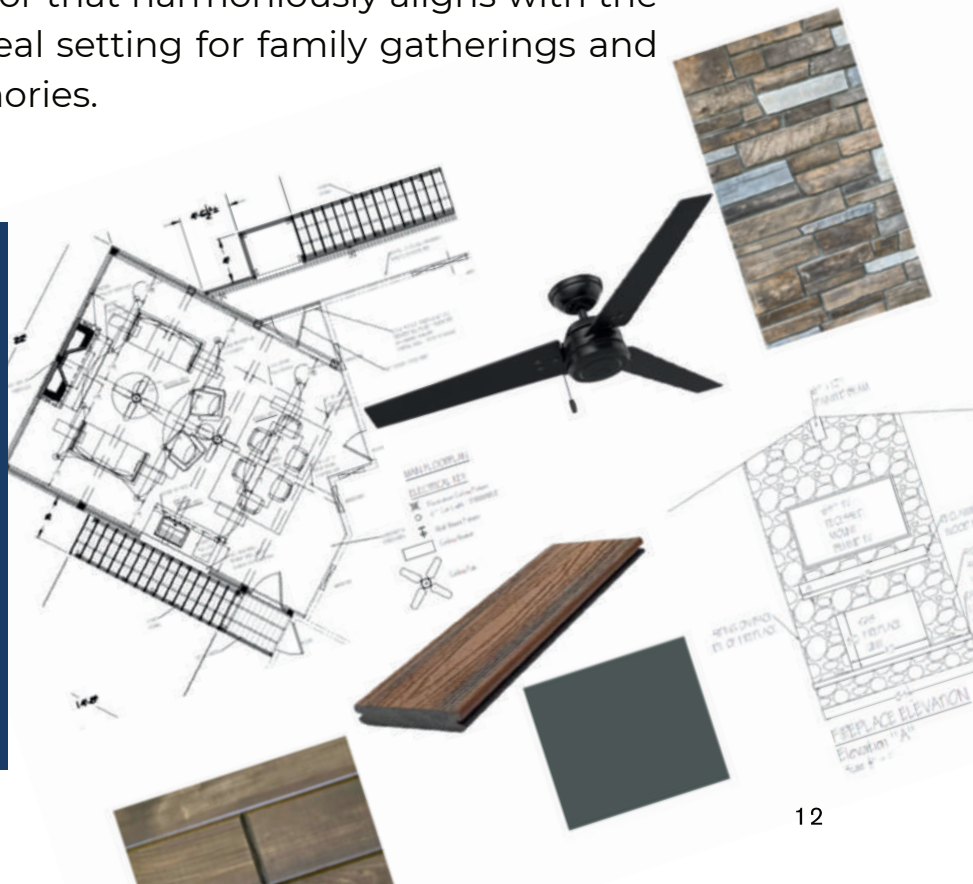


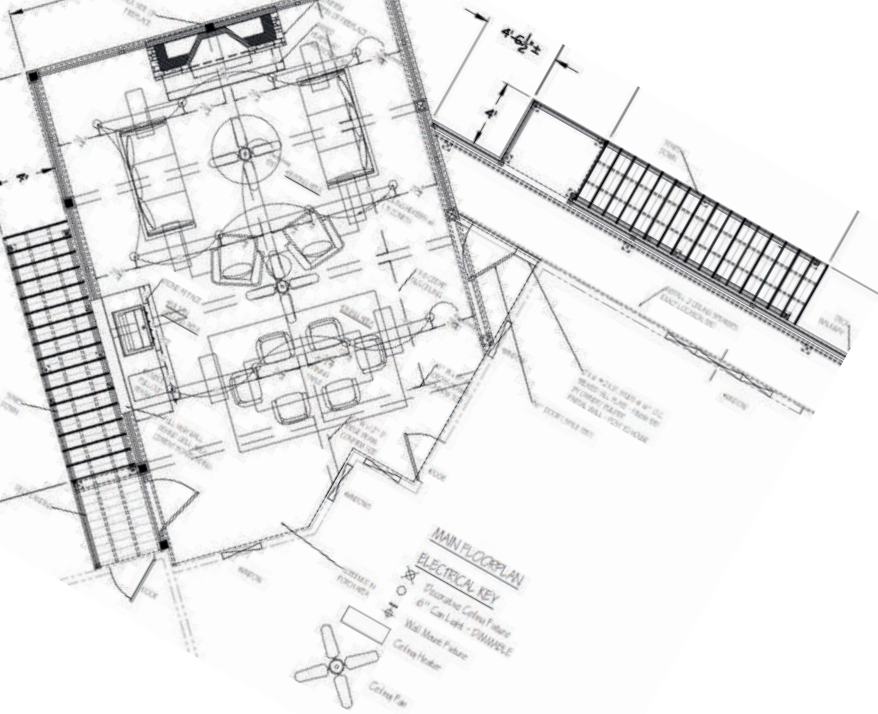


# Concept to Completion: Byron Center Covered Deck

In Byron Center, MI, a family embarked on a project to blend nature and comfort in their outdoor space. They envisioned building a covered deck equipped with an outdoor kitchen, advanced composite decking, and a grand fireplace. However, the task of incorporating new design elements while ensuring they complemented the home's existing architectural materials posed significant challenges. Through the exceptional skills and innovative approach of our team, this vision was realized. The result is a seamlessly integrated covered deck that extends the home's outdoor living space. This welcoming area, marked by a cozy fireplace and an exterior that harmoniously aligns with the house, now serves as an ideal setting for family gatherings and the creation of lasting memories.

**BUDGET:  
\$200-250K**



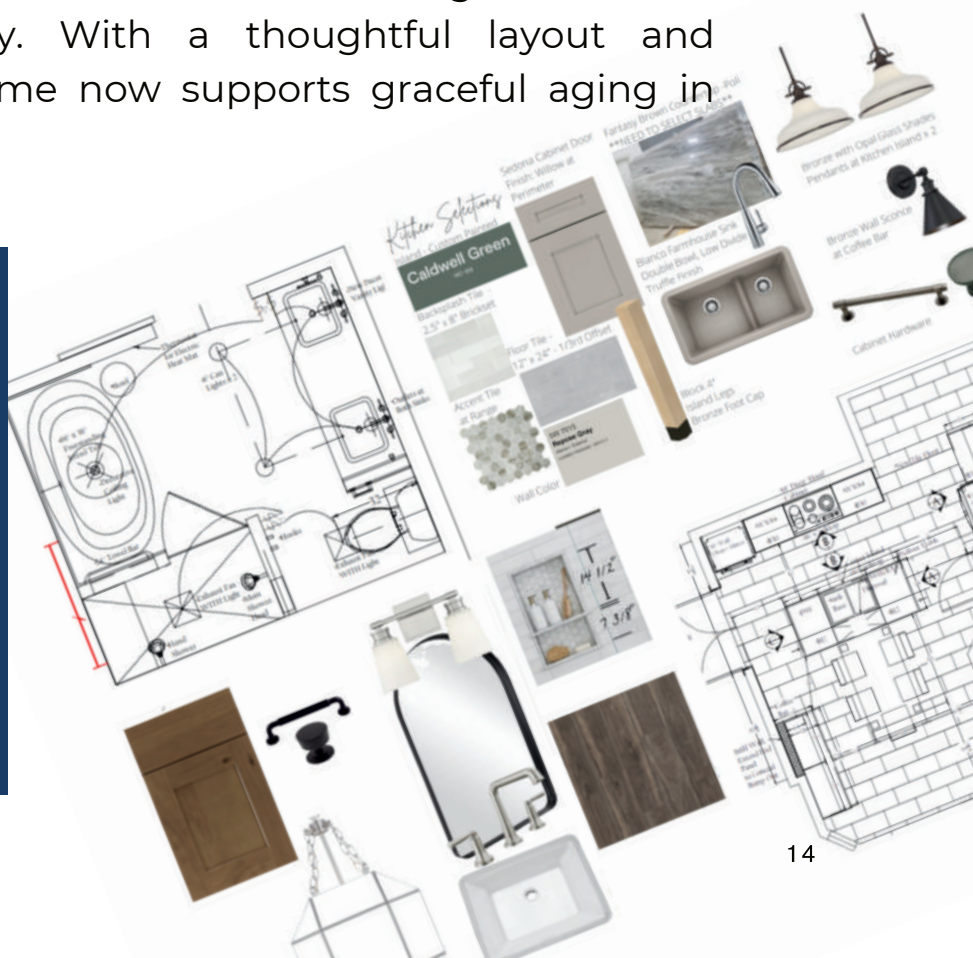


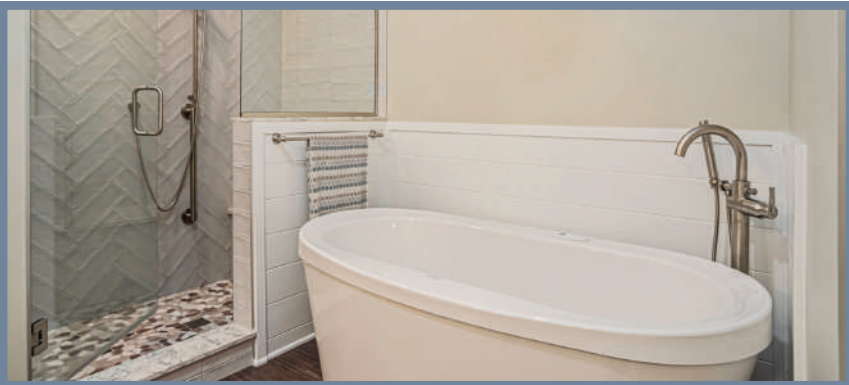
# AGE-FRIENDLY ALLENDALE HOME REVAMP

Aging in place was a priority for this Allendale, MI home. The goal was to create a user-friendly layout and upgrade the master bathroom and kitchen. The challenge was to combine accessibility with contemporary design, ensuring a seamless transition into the future.

Our expertise in design transformed this home into a haven for comfortable living. The kitchen redesign effortlessly blends style with functionality, accommodating the homeowners' needs. The master bathroom exudes elegance while accommodating mobility. With a thoughtful layout and modern touches, the home now supports graceful aging in place.

**BUDGET:  
\$150-200K**





# HOLLAND LAKE RETREAT TRANSFORMATION

In 2021, PR Design Build skillfully remodeled an entryway, laundry room, and fireplace, which paved the way for an exquisite master bathroom makeover. The following year, they embarked on an ambitious project: a striking addition designed not just for storage, but as a serene haven for relaxation and enjoying the lake's tranquility.

The project faced challenges, notably integrating the old and new siding harmoniously and ensuring the addition stayed within legal size constraints. However, PR Design Build's innovative design-build strategy transformed these challenges into successes. The final result is a seamless blend of the old and new, mirroring the calmness of the adjacent lake. This beautiful transformation creates a space that effortlessly unites the indoor and outdoor environments, offering a peaceful retreat that is both functional and aesthetically pleasing.

**BUDGET:**  
**Addition**  
**(\$75-100k)**







# Breaking Walls, Building Connections: The Dallos' Story of Home Renewal

In the serene suburbs of Michigan, where the landscape blooms under the Midwestern sky, the Dallos family embarked on a home transformation journey with PR Design Build that has since become the talk of the town.

"We scrutinized four different companies," Bob Dallos recounts, remembering satisfaction of a project well-executed. "But it takes a rare breed of company to carve new spaces into your home." And carve they did. With precision and care, PR Design Build cut through the walls of the Dallos residence, installing wooden slats that now frame a breathtaking living space. The new extension features expansive windows that provide a clear and uninterrupted view of Terri Dallos' magnificent garden. This living scene beautifully captures the essence of Michigan's changing seasons.

The project, however, was more than a mere structural addition. It was a symphony of respect, skill, and collaboration. "Every worker who stepped through our door was the epitome of respect," Bob, an engineer with a keen eye for detail, appreciates the craftsmanship that went into his home. His own expertise lent him a deeper appreciation for the construction process—a process he was invited to witness up close. "The guys were welcoming, letting me linger to watch them work, which you seldom get with other companies."

Even when unforeseen challenges arose, such as supply chain snarls that threatened to derail the timeline, PR Design Build's proactive approach shone through. Blake, the project manager for this project, stepped in with a solution that circumvented the winter rush, keeping the project on track.





The end result? A living space not just filled with light, but also a room that resonates with the Dallos' lifestyle, embracing Michigan's seasons and the artistry of outdoor space. This addition has become a haven for the family, a place where inside meets outside in a seamless expanse of beauty and functionality.

Bob, with a seasoned background in trades and a network that includes his eldest son, a skilled plumber, knows the industry well. "I can't name another company that stays as on schedule and on task as PR Design Build," he asserts. The project was not just a success; it was a benchmark for future endeavors. PR Design Build now tops the Dallos' list for any upcoming home projects.

But perhaps the most telling testament to the success of this partnership is the bond formed between the Dallos family and the PR team. "They're more than a team; they're friends," Bob says warmly. "They're welcome to drop by anytime." The staff's connection with the family was palpable, transforming the professional into the personal.

As the story of the Dallos' home spreads through glossy magazine spreads, it's clear that PR Design Build hasn't just constructed a living space—they've built a sanctuary, a testament to shared respect, and a beacon of industry excellence. This is not just a story of renovation; it's a narrative of community, craftsmanship, and the creation of a space that captures the essence of home.

# Meet Our Team:



## **ERIC PAYNE**

CEO/Sales Manager

In 2006, Eric Payne launched Payne Restoration, which evolved into PR Design Build by 2020. With an MBA from Davenport University, he is a licensed builder and real estate salesperson in Michigan, and a certified remodeler. Eric thrives on guiding customers from concept to concrete plans. When not at work, he relishes the great outdoors, engaging in tree planting, hunting, fishing, and exploring new places.

## **BENJAMIN ANDERSEN**

Project Estimator

Benjamin Andersen brings over two decades of construction expertise to the table. A Michigan local with roots in Wisconsin, he has risen through the ranks from humble beginnings to project estimator. At PR Design Build, he values the shared ethical standards and commitment to quality. Benjamin is also an auto enthusiast, enjoys DIY projects, and treasures family time outdoors in Michigan's pleasant months.



## **DENVER DYKSTRA**

Project Manager

Denver Dykstra, a specialist in finish carpentry and custom building, joined PR Design Build in 2016. He finds joy in turning raw ideas into fully fleshed-out projects, celebrating the transformation journey. Denver, promoted to project manager in 2021, takes pride in PR Design Build's dedication to detail and superior service. He integrates his field knowledge into management, ensuring project components merge seamlessly.



## **AUSTIN DYKSTRA**

Project Manager

With nearly a decade of experience, Austin manages and executes diverse construction projects with precision and enthusiasm. He began his carpentry career in 2014, enhancing his skills through practical experience, OSHA safety courses, and advanced training in Lead Renovation and Framing. Outside of work, Austin enjoys hunting, fishing, and boating, activities that connect him with nature and provide relaxation. His dedication, innovative problem-solving, and attention to detail ensure the success of PR Design Build's projects.



## **KENNETH FIGURSKI**

Lead Carpenter

Kenneth Figurski's 30-year journey in carpentry and cabinetry blends with a keen sense for project management. His pursuit of detail and service excellence is unmatched. Ken indulges in fine art and photography, capturing life beyond the build. With his extensive industry knowledge, unwavering precision, and artistic flair, Kenneth Figurski consistently enhances PR Design Build's reputation for delivering excellence in every project.

## **SUE SCHAAFSMA**

Office Manager

Sue Schaafsma, a West Michigan native since 1984, wields over three decades of office management expertise. She revels in the design-build aspect of PR Design Build, fostering visions into reality. For Sue, the company is an extension of family. Away from the office, she enjoys water aerobics, lakeside relaxation, and the spirited game of pickleball, alongside cherished moments with her family, especially her granddaughters.





**BLAKE LEDGER**

Sales/Project Manager

Blake combines 6 years in the building industry and a sales background. Influenced by his father, he started his career in 2013, gaining expertise in carpentry, finishing work, and sales. Known for problem-solving and collaboration, Blake excels in creating vibrant living spaces.

Beyond work, Blake is passionate about the outdoors, enjoying hunting, fishing, and golf, reflecting his upbeat nature. His professionalism and dedication to innovation make him a reliable asset for turning visions into reality at PR Design Build.

**ADAM COVER**

Lead Carpenter

Adam started his career working with his father and developed a passion for the craft, especially enjoying the transformation of spaces during remodels. He excels in trim work and cabinet installations, known for his meticulous attention to detail and commitment to high-quality results.

Outside work, Adam loves engaging in activities like hunting and fishing, and often takes walks with his wife and their two Great Danes.



**SYDNEY MURLEY**

Marketing Coordinator

Sydney holds a passion for the creative aspects of marketing, particularly in building brand identities.

Her education has equipped her with innovative marketing strategies. Now in Grand Rapids, she manages social media, contributes to marketing campaigns, and is involved in event planning.

In her free time, Sydney enjoys outdoor activities with her dog Charlie, hiking in Grand Rapids, and exploring local thrift shops.



## JOSH TAYLOR

Lead Carpenter

With nearly a decade of expertise in carpentry, Josh's journey began immediately after graduating high school in 2015. His passion for this craft was ignited in high school, where his first encounter with a woodworking shop class led to advanced courses in woodwork and building trades, culminating in an OSHA certification. Beyond professional commitments, Josh is deeply engaged in woodworking as a personal hobby, often assisting friends and family with various carpentry projects. His love for nature extends to hunting and hiking, exploring the tranquility of the woods.





## LET'S GET IN TOUCH

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