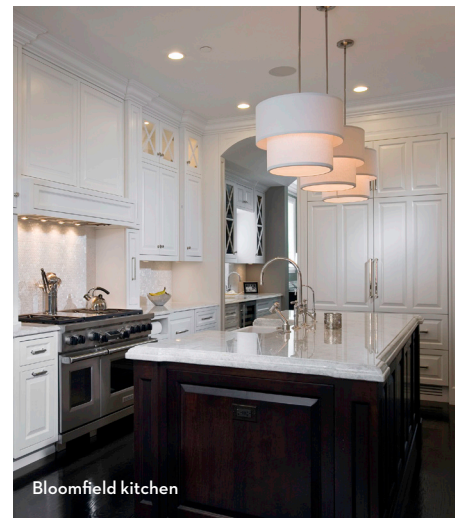


High-End Homes

Bloomfield Development Offers Custom Designs, Personal Service



Building a reputation for high-end luxury home design, Bloomfield Development helps private homeowners design, build and renovate their homes throughout the Chicago area. The firm specializes in new construction and historical restoration, allowing homeowners to choose and maintain various architectural styles.

"We are primarily custom homebuilders for private clients, and sometimes that involves ground-up construction, tearing down an old house and building a new house in its place," says James Schueller, President of Bloomfield. "Sometimes, if the home is architecturally significant or historical, then we'll renovate it. On the North Shore of Chicago, there are a lot of homes that are older that need a lot of work, but they're [by] famous architects, and they have a lot of character."

Bloomfield Development has also committed itself to using high-end, quality materials and finishes for its homes, not only for the sake of style but also to support healthy and eco-friendly practices. The company's efforts are typically requested and completed in Chicago's lakefront suburbs such as Winnetka and Wilmette, as well as Chicago's trendy Lincoln Park and Lakeview neighborhoods—very desirable residential locations.

ELEMENTS OF LUXURY

Many factors go into constructing high-end homes, and Bloomfield Development's most recent developments have been valued at more than \$3 million. Currently, the firm is building a home in Lakeview that features brick and limestone construction, locally handcrafted cabinetry, Walnut flooring, multiple patios and decks and radiant heat. These finishes provide luxury style, although Bloomfield also focuses on the materials that go into the other elements of construction and property value.

"The old adage is still true: location, location, location. We build a lot in Lincoln Park, which is one of the best neighborhoods in Chicago, and

Bloomfield
Development

PRESIDENT
James Schueller

LOCATION
Chicago, Illinois

Winnetka, which is one of the best suburbs of Chicago's North Shore. That greatly factors into the value of the property," Schueller says. "The homes are very large (about 8,000 to 10,000 square-foot homes), and I like to think of my work as being very quality, high-end craftsmanship with very good materials and high-end fixtures that, together with location, increase the value of the home."

A great amount of detail is associated with these high-end finishes and construction, and the firm's clients also receive personal attention and customized designs, allowing the clients to truly create their dream homes. Although this degree of customization requires additional time and interaction, Schueller says that he controls his project portfolio to enhance the level of service he can offer.

"To make a client happy, the best thing to do is give them what they want," he says. "When working with a custom home situation with a private client, you try to make their dreams reality. I execute their vision. Whether it's a modern home, Cape Cod, traditional, gothic, it doesn't matter."

HEALTHY PRACTICES


As part of the company's goals, Bloomfield Development has committed to building practices that align with eco-friendly practices and provide for superior air quality.

"Luxury home construction and healthy building go hand-in-hand because oftentimes, it costs more money to follow green or healthy building practices—and one distinction is between green and healthy," Schueller says. "People often call it green construction because they're worried about the environment. That's great, but there's also human health and indoor air quality, which is oftentimes missed. There are energy-efficient elements, like furnaces and insulation, but builders should still keep an eye on human health and indoor air quality, as well."

Much of Bloomfield Development's commitment to healthy building practices was recently demonstrated in the Healthy Child Healthy World (HCHW) showcase home, which the firm built in Lincoln Park. HCHW, a nonprofit organization, recently expanded its campaign to the building industry. The Chicago showcase home premiered in 2012, and took advantage of innovative practices such as formaldehyde-free drywall, low-flow plumbing, low-VOC paints, stains and glues, AirKrete insulation certified by GreenGuard and more.

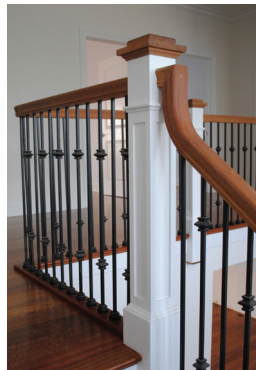
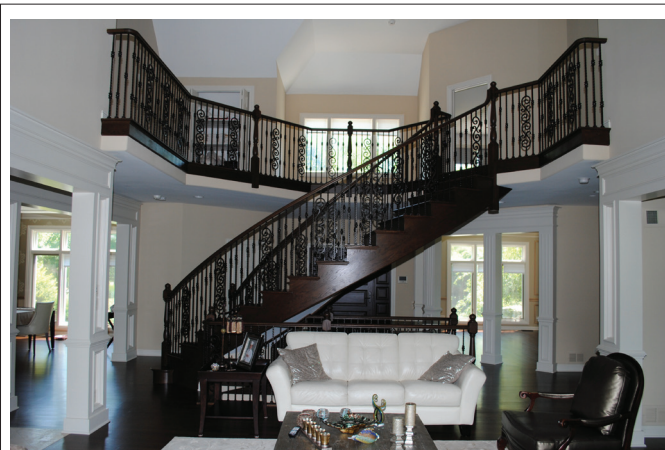
"We spent a good year and a half designing and building that house and having Healthy Child Healthy World advisors help us select materials that were healthier alternatives than what a builder would normally just go and grab," Schueller says. "It took more time and a lot more thought, and I learned a lot. Healthy building materials cost more money because they're not easily obtained at this time and they're typically not standard building materials, but it really is all about raising awareness."

With Bloomfield Development's current portfolio, Schueller is able to meet weekly with his clients. This might limit the number of clients he is able to take on, but he hopes to continue offering this level of personal attention.

My private clients are all referrals, and I'd like to continue that," Schueller says. "As the economy corrects itself and the recession seems like it's winding down, things are getting better. I'm hoping that the housing market continues to improve, and I will be able to grow my business while upholding my high standards of quality and service." 

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