

taking basements to

a **HIGHER** level



showcasing two family-focused,
family-fun projects!

Project A

Long-time followers of R&A Magazine will most likely recognize this edition's Spotlight builder, Pinnacle Building & Design. Over the years, we have showcased several of Pinnacle's spectacularly beautiful home transformations. Led by their founder Eric Weaver, this is an award-winning, design-build company that takes great pride in their work. And while most of Pinnacle's projects that we've showcased (actually all of them) have been rather large, dramatic home makeovers with amazing curb side pizzazz, what we are showing this time around isn't even visible from the street—or the back of the house for that matter—but the results are just as impressive!

Contrary to what we've done in the past, our cover story this time is featuring two beautiful Pinnacle basement projects. And based upon the comments we received from both sets of happy homeowners, it's obvious that Eric and his team at Pinnacle devote the same amount

of time, interest, energy, and passion to these smaller projects as we've come to expect on the larger ones.

From Eric's point of view, it just doesn't matter—smaller scale projects can be just as challenging as the larger ones and they are no less important. Regardless of size or scope, each and every Pinnacle project receives the same degree of high level attention in both the design and construction phases.

To be successful in the home improvement industry Eric understands that client satisfaction is critical to his company's long-term success. He demands that level of performance from both his staff as well as the trade partners that they team with. Comments from his clients over the years, as well as those in this piece, are testimony to that commitment.

As for planning a basement project, some of you may

remember a *Feature* article that Eric wrote for us in our Summer 2014 edition. In that article, Eric talked about the merits of expanding your family's livable space by finishing off or remodeling the basement. As Eric described, basements don't need to be dark and dingy. Instead of using the basement for storage (as many of us do), think of its potential to become a hub for family entertainment—the preferred spot in the house.

Not only does remodeling a basement add value to your home but it is a great investment for your family's quality time. Through vision and thoughtful design, a basement can be transformed into an exciting and inviting place for the whole family. Imagine the possibilities...a bar area, a home theater, a kids play area, a spare bedroom, a home office, another bath, a game room, or maybe an exercise area. Maybe all of the above.

As this edition's happy homeowners can attest, finishing/remodeling your basement to the level of quality that you would for rooms above ground will pay dividends. Your underutilized basement could very well end up being the most popular spot in the house—for a lot less than the cost of adding an addition!

The two basements on the following pages (Project A and Project B) are presented in no particular order. They are equally beautiful and impressive. Perhaps the photos you are about to see will provide some inspiration.



Project B

At Pinnacle Building & Design Inc., our designs are tailored to meet your needs and accommodate your lifestyle. Our professional staff works with you from concept to construction and our experience and insight will aid in making your building process one of ease and confidence.

Adding Dimension To Your Dreams isn't just our tag-line, we can provide a 3D rendering to help you visualize your project *before* any workers set foot in your home. Another aspect that makes Pinnacle unique is our assistance with color and material selections and our availability for consulting, guidance, or simply reassurance with your selections. Our On-

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Site Supervisors are available to answer questions and discuss points of interest along the way.

We provide the highest quality in remodeling and new construction with an emphasis on detail and perfection. Whatever you're looking for, a "wow-factor" or simply storage, each project

is handled with as much attention to detail as the other. Pinnacle's reputation is one of distinction, reliability, quality, and trust, and we utilize experienced trade partners with the same quality conscious standards in both craftsmanship and building materials used.

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is Worth it*



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What you can expect from us

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- We will guide you with selections
- We will personally manage your project
- We will respect your home and your time



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Project A - Description

A new home with an unfinished basement sounds like an easy remodel, but there are always challenges with mechanicals, HVAC ductwork, staircase, support beams, etc. One big challenge was fitting the 7 distinct areas requested by the homeowners within the basement's L-shaped footprint.

A big plus in this daylight basement were the 9' ceilings that help this be anything but your typical dreary boxed-in basement. The high ceilings allowed for a grand entrance into the basement at the bottom of the stairs with a single door converted to a double glass door with side lights and decorative grid transom. This unique area simulates a foyer you'd find at the

base of the stairs on the first floor of a home. The stairway opening from the first floor does not have a door so this acts as a sound barrier—reducing the noise level traveling to the first floor.

Entering through the double doors you are greeted with an inviting kitchen/bar area. A stylish, but functional area with a built-in drawer microwave in the island, sink, and a full size-refrigerator with wood panels is hidden among custom in-lay door cabinetry. The beautiful granite countertops are hard to believe such stone comes from under the ground. Glass tile backsplash is illuminated by under-counter lighting. The unique color cabinetry and woodwork is

featured in the bar area, island, and carries over to the handmade banquette seating area created to allow more seating around the table. The accent chandelier at the eating area demands attention.

A 3-sided gas fireplace creates division between the family room and kitchen. The natural stone surround matches exterior stonework to give continuity and make the wall appear to have been part of the home's existing structure. The spacious family room boasts wonderful natural light through the windows and Marvin slider. The tray ceiling of this area features faux wood beams on the ceiling to add character. Custom built-in shelving and cabinetry surround a

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“We selected Pinnacle because of Eric Weaver. We appreciated his prompt and professional communications and were very impressed with his portfolio of past projects. Equally important, his design ideas were top shelf!

Homeowners, Russ & Mattie



Appliances: MARTIN APPLIANCE

Project A - Description (continued from previous page)

wall-mount TV viewable from the gaming area as well.

The gaming area was designed with specific pieces in mind, such as two pinball machines, a long wall for a shuffleboard table and a custom niche to house the skee-ball machine.

A full bath is convenient for those coming inside from the adjacent pool to rinse off. Custom cabinetry with a Cambria quartz top, towel warmer, herringbone faux wood floor tiles, and an accent wallpapered wall and beautiful décor make this basement bathroom as lovely as some master baths.

An exercise room with rubber flooring and a wall-mounted TV sits adjacent to the prime area of the basement and the large theater room.

The grand theater room boasts a 100" screen and has tiered seating with 9 luxury reclining leather seats that are illuminated underneath with accent lighting. The step down has low-voltage lighting strip as does the tray ceiling's color changing up-lighting to help visibility when the theater is dark. Custom wood raised panels tie into the cabinetry surrounding the screen. Modern patterned carpet and one-of-a-kind sconce lights bring even more fun to the room. Spray foam insulation was used for sound deadening so their favorite movies could be enjoyed with less interruption to other areas of the house.

All this and yet there was still ample storage and mechanicals in the basement. Pinnacle has mastered the design of underutilized basements to bring them to a higher level of living with style, fun, and practicality.



Marvin Windows & Doors: GR MITCHELL, INC.

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“ It's great hosting parties in our beautiful new basement. The game room area especially has been a big hit.

Homeowners,
Russ & Mattie



Cabinetry: CONESTOGA COUNTRY KITCHENS

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“mpromptu movie nights have become a family favorite.
 Homeowners, Russ & Mattie

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“innacle’s performance
 and that of their team of
 trade partners was simply
 outstanding – they all take great
 pride in their work. Eric was
 on top of things throughout the
 project and made sure we were
 happy with the end result. And
 are we ever – we couldn’t be
 happier!
 Homeowners, Russ & Mattie





Pinnacle has always had a great reputation. They did some work for us about 10 years ago and we were very pleased with what they did. Given our history with them, their excellent work, and how easy they are to work with – they were the only builder we called.

Homeowners, Jeff & Kathy



Project B - Description

It's not unusual for Pinnacle to have requests to remodel a basement based on a theme, hobby or sports enthusiast. The goal of this project was to bring a daylight basement to a higher level. A level of comfortable living and up-to-date style while showcasing their love for their alma mater—THE Ohio State University. The basement meets the approval of

the whole family and boasts memorabilia in a sophisticated way. Special built-in shelves were framed and dry walled as a cost-effective way to extend the entertainment wall's cabinetry—ideal to house OSU memorabilia. The creative radius tray ceilings were custom designed to showcase a vintage sports pennant collection. Carpet lined ceiling allows pennants to be positioned with Velcro so as not to damage the ceiling or the pennants themselves. Radius crown molding houses lighting to illuminate the pennants on display.

The homeowners desired a new area large enough to host televised sporting events. The multi-media area with room for a large sofa and plush floor seating is typical, but Pinnacle takes the viewing area one step further with an observation bar seating area boasting beautiful granite, natural stone, and rustic barn boards for an added element of texture. This area allows for socializ-

ing with those in the bar area or facing into the TV viewing area. The bar front also boasts the hand selected reclaimed barn boards from Chester County that were custom stained to match the décor. The two-tiered bar counter also features granite tops and custom cabinetry locally hand-crafted. An icemaker, refrigerator and sink make this a functional area

with another TV to play a simultaneous feed. Plug molding housed under the cabinetry allows the beautiful glass tile to be continuous and free of standard outlet receptacles. Accent lighting is always key in a Pinnacle project. Various options and dimensions of lighting are optimized throughout, as well as frosted glass pendant lights hanging above the bar for a stylish touch. Beside the bar a gas stove sits on an elevated

hearth of granite and is surrounded by beautiful natural stacked stone from floor to the coffered ceiling. The stone work on the basement's covered steel support columns and up the stairs bring continuity to the living space. The stairs are refinished, vaunt wrought iron spindles, and the wood newel post matches the cabinetry. Opposite the stairs is a gaming area and the OSU Buckeye's commemorative wall of custom built-in shelves to showcase the alumnus' collectibles. New sliders and window allow natural light to fill the room and

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Project B - Description (continued from previous page)

takes away any feel of a dreary basement. Durable composite wood flooring was chosen to remedy wear from the family's numerous pets and the foot traffic they expect with the large gatherings they hope to host in their new space.

Pinnacle achieved a look that was anything other than lower-level living by giving new purpose to an underutilized area of the home that the family will be eager to spend time in. Pinnacle believes in the importance of family and realize a remodel project is a reflection of your family's personality while developing a comfortable space that meets the client's needs. Innovative design coupled with practicality is what sets Pinnacle apart from others.



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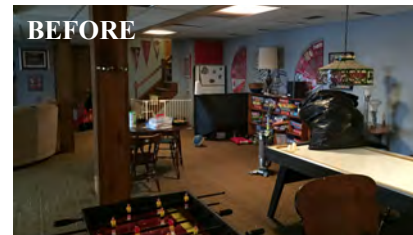
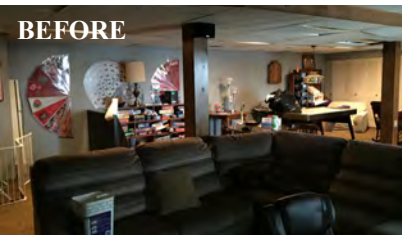
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Eric is very good at meeting with you and grasping your vision through pictures and ideas that you share. He also has his own vision for what will look great and he offers guidance and his opinion in a positive way. In our case we needed a little more guidance and we trusted him with many of the details. He added some fantastic features even after the project had started that did not really cost us more in many cases but really added to the remodel. You could tell he was thinking about it all the time and cared deeply about how the final result would look.

Homeowners, Jeff & Kathy



Audio and Video: HALLER ENTERPRISES, INC.
 Framing: J.R. HOME IMPROVEMENTS

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meet the team



Pictured left to right: Eric Weaver, Marie Weaver, Kyle Rehnberg, Jason Whitcraft, and Dave Gordon

Eric Weaver, Owner/President

Eric has been in the building industry for 26 years. His start was in the drywall trade and then in 1999 he and his wife, Marie, started Pinnacle where he is involved in the day-to-day functions of running the company, sales, project management, and creative design.

Marie Weaver, Owner/Chief Financial Officer

Marie Weaver has 25 years of construction industry experience including serving roles such as administrative assistant, accountant, event planner, and currently is Pinnacle's Chief Financial Officer as well as assisting with marketing and advertising.

Dave Gordon, Job Site Supervisor

Dave got his start in the building industry in the late '70's. Since then he has many years of hands-on experience. In the late '80's he started managing the construction of residential home building. Dave also has experience in commercial construction including restaurants, mall build outs, and multi-unit housing.

At Pinnacle for over two years, Dave has the integral role of handling communications between client, field, and office, as well as tradesmen and materials, overseeing construction, safety, and overall quality.

Jason Whitcraft, Sales/Project Manager

Jason has been with Pinnacle since 2012. Previously, he was a designer and project manager with another local high-end design and build firm from 2007-2012 where he specialized in space planning, tile layouts, finish selections, and project supervision. Jason is a 2002 graduate of Pennsylvania College of Art & Design with an Associate's Degree in Interior Design.

Kyle Rehnberg, 3D CAD Technician

Kyle has been in the construction industry for 13 years—11 of which with Pinnacle. Kyle has a key role in every project Pinnacle produces and has aided in the design and construction of many award-winning projects throughout tenure at Pinnacle. As a result of his attention to design, detail, and function, Kyle continues to excel at creating personalized projects.

Pinnacle Basements

Pinnacle basements are designed to make you feel like it is as much a part of your home as your main living areas. Our clients have commented that "it doesn't feel like a basement". The key is in the design, use of lighting, and in using similar selections as those throughout the existing home.

Our designs are not typical. Creative ceiling lines, wall angles, open-feel design, yet various designated areas. Basements often have structural and mechanical obstacles. Pinnacle's in-house design team focuses on designing a floor plan that incorporates aspects such as support structures or ductwork, blending them into the wall and ceiling lines through tray ceilings, arches and decorative columns.

Pinnacle will listen to your needs and design a special space resulting in a living area with practical flow and function that meets the needs of your lifestyle.

From simple storage and play areas to elaborate home theaters with social areas, gaming areas, exercising and crafting areas. Or perhaps a guest room and bath to accommodate your guests, giving them a suite of their own.

Pinnacle's basements have been known to make your home "the place to be", with such appeal, your kids will want to stay home to "hang out". Make your basement a "Pinnacle basement".

“We are just thrilled with the results. The space has really added a fantastic entertainment area for the whole family. In the two months since the project was finished, we have entertained many times. Our kids are actually excited about having their friends over. It is a great place to watch a game with friends. We live in the rest of the house and can go to our newly remodeled basement to relax and entertain. The whole family actually “jockeys for position” over who gets to use the space and when.

Homeowners, Jeff & Kathy



Building Materials: MUSSELMAN LUMBER INC.