

# Serene Scene

September 2022

## Vendor Profile

*Daum Contracting: an attention to detail that provides lasting value*

## Employee Spotlight

*Dane Mize keeps PSW's Interior projects running smoothly with a dedication to quality*



**Taking the EDGE Indoors**

**Meet Project Manager: Dane Mize**

**Vendor Profile: Daum Contracting**

**Project Update: Basement Renovation in Sewickley**

# Taking the EDGE *indoors*

## PSW utilizes their process for interior remodeling projects

For over 40 years, PSW has been building a reputation for creating stunning outdoor living spaces where friends and family have come together to create memories that will last forever. Clients have enjoyed the process so much that they often follow up with; "I wish I had known about you when I remodeled my home", or "we love our outdoor space, are you able to redesign my basement to include a home theater and bar area?" Utilizing our signature process, the EDGE, the answer to that question is now, yes! But how does the process work with an interior project?

### Phase I - The Discovery Phase

Just like any PSW project, your first point of contact will be Shelly Hankins, PSW's intake specialist. Her primary goal is to ask a series of detailed questions to get to know you and gather information that will assist your sales and design team. Some examples of the questions she will ask include general information

about you and the project location. She will also ask when you are looking to get started and what your estimated budget range is. Even if its not set in stone, it just gives us a good starting point.

She will then ask you to send in a few pieces of information. First, some pictures of the space you want to update. This simply helps us get an idea of the current state of the space. Second, she will ask for some approximate measurements of the space. If you happen to have the blueprints to the house, that will have the exact dimensions, if not, some quick measurements. Finally, she will ask for some concept pictures that you have found online (Google search, Houzz, Pinterest, etc.). With so many styles out there, these pictures will help us understand your tastes.

Once we have a 30,000 ft idea of who you are and what you're looking for, Shelly will introduce you to your dedicated sales professional. This is the person that will guide you through your project. While you will have a team of specialists working with you, your sales professional will be with you every step of the way.

The sales team at PSW are Kortney Zoelle and Josh Himme. While only one of them will be your dedicated sales manager, they will collaborate and combine their expertise to give you the best options for your needs.

First, they will hold a 30-60-minute phone call with you and then, if it is agreed that PSW is a good fit for you, they will schedule time to come out to the project location to get a closer look at the property and provide even more advice.

At this point of the process, the team at PSW has spent between 2 - 3 hours speaking with you directly, but, behind the scenes, another 7 - 10 hours developing their preliminary



LEFT:  
3D rendered design of full basement remodel

suggestions and budgetary figures.

Only then, once you are comfortable with the team and the process, will we enter into a vision agreement to create your custom design.

### Phase II - The Conception Phase

With the signing of the vision agreement, your vision will start to be conceptualized. Our design team leaves nothing to chance. They will come out to the site and take exact measurements and collect site data to provide you with a detailed and accurate 3D model of your new space.

PSW has an experienced team of designers (TJ Varghese, Yousef Hassoud, and Rob Healy) to accurately design and render your

new space. Their priorities are to create the most accurate and visually stunning design you have seen. They work hand in hand with industry experts to ensure that the design is not only aesthetically pleasing, but that it is functional, structurally sound, and within your budget.

As the team is creating the design, your sales manager will use that information to produce a detailed itemized cost breakout. While they were able to provide some preliminary budgetary figures before, you will now be able to see a full breakout of the project and the items.

Once the design and the cost breakout are completed, we will ask you to come into our offices for one of the most exciting parts of the project, the presentation.

The presentation begins with a video rendering of your finished project. This video will "fly" you through your home and give you a visual representation of the elements of the project. You will feel as though you are already living in the space. Typically, we only hear one word at this point; "wow."

The presentation continues with an explanation of the design, the thinking behind the various design elements, and the drivers behind the cost. This presentation is focused on collaboration and feedback from you, the client. The team can make updates on the fly and help you truly visualize your new space.

Following the presentation, the team will set up one more conversation to go into a more detailed review of the selected materials that were included in the design.



Trade Partners are chosen based on their skills, reputation and integrity.

### Phase III - The Coordination Phase

Once you love your design and are comfortable with the details of the project, your sales manager will develop a project contract that includes the complete scope of work, schedules, warranties, stipulations, and any other relevant information pertaining to the project.

The contract also secures your place on the construction schedule and confirms the trade partners that will be creating your new living space.

With typical construction firms, the coordination phase can be the most hectic part of the project. Permitting, product selections and ordering, utility plans, scheduling deliveries, and developing construction schedules can be extremely hectic. With PSW, the hectic nature of the project is still there, but like a duck on a pond, while we are churning away under the surface, your involvement in the process will be nice and calm.

One of the most overlooked, but important, aspects of the process is supply chain. Supply chain seeks to understand, analyze, and improve the complex procurement process. Whether that be improving procurement lead times, the handling of the over-sea shipments of luxurious products from countries such as Italy or Spain, or simply improving relations

with local townships to help accelerate the permitting process.

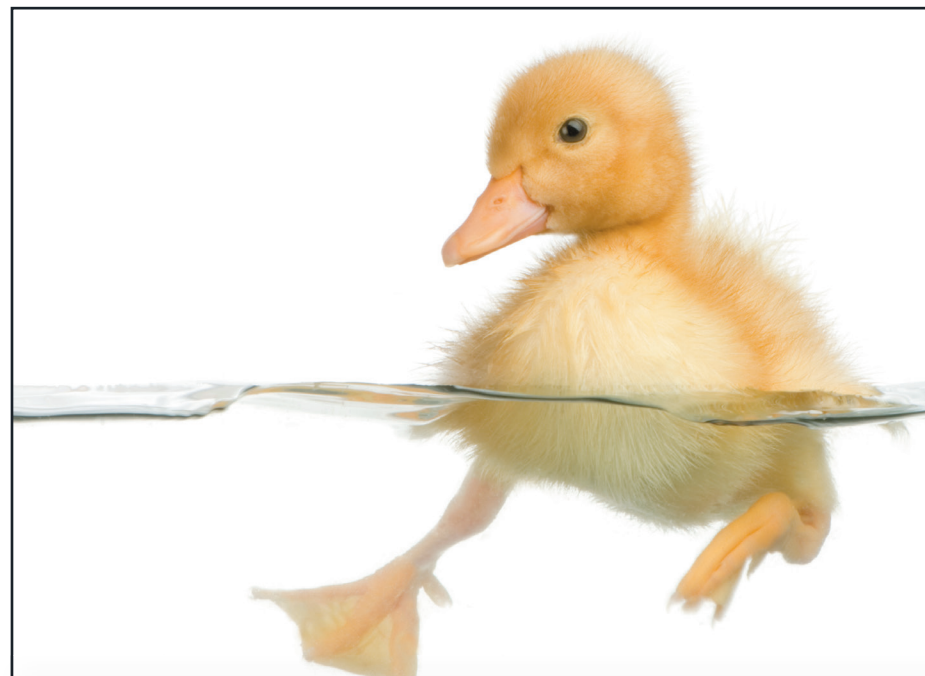
PSW is one of the first residential construction firms in the area to employ a full-time supply chain manager. Our supply chain manager, Jennifer McDonald, works with each client to provide resources and assistance with selections; and ensure the procurement process is smooth.

The final step of the coordination phase is the preparation. While our clients are not involved with this step, it is an extremely important value add. All of the PSW specialists and Trade Partners meet to ensure there are

no questions about your vision and that all know their role to ensure an efficient project workflow.

### Phase IV - The Creation Phase

With an interior remodeling project, the trusted trade partners at PSW are entering your home and working around you and your family. That is not something we take lightly. These skilled individuals are contracted based on their skills, reputation, and integrity.



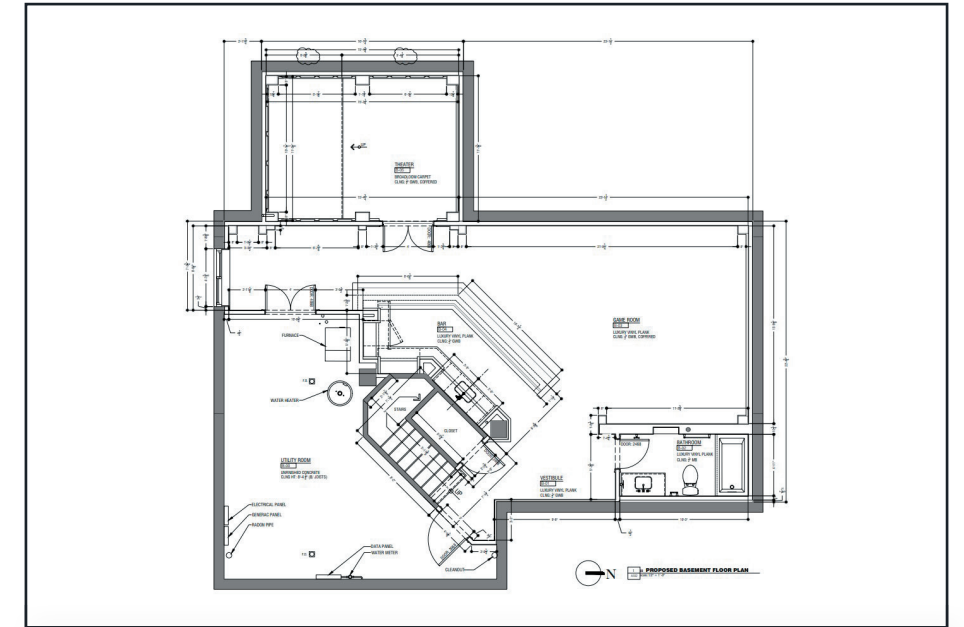
ABOVE:  
Like a duck on the pond

Your dedicated project manager (Dane Mize and Mike Hines) will ensure crews are conducting themselves in a professional manner and completing all work to industry standards and according to the contract. They will also work with the trade partners to ensure the work area is as clean and organized as possible while still understanding that it is an active work area.

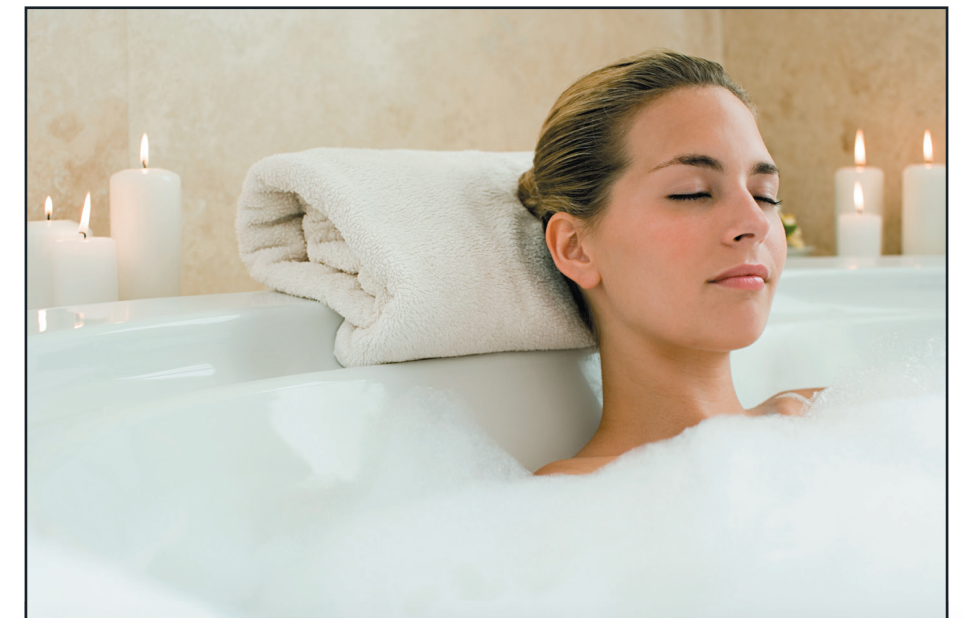
Over the course of the transformation, you will not only get consistent updates from your project manager, but they will also educate you on why certain activities are happening at certain times from start to finish.

### Phase V - The Fulfillment Phase

The transformation is complete! You are now part of the PSW family. We know you will enjoy spending time with your family (or some well-deserved alone time).



ABOVE:  
A proposed floor plan for full basement remodel



ABOVE:  
Pure relaxation

# Meet Dane



Project Manager  
**DANE MIEZE**

A project manager, especially for interior remodeling projects, is not for the faint of heart. They are responsible for keeping a project on schedule and budget, organizing and guiding trade partners, educating and communicating with clients, coordinating with the designers and supply chain managers, and keeping

all information documented in a project management system.

The project manager role calls for someone who is organized, knowledgeable, passionate, personable, and tough (but fair), and

that is exactly what PSW got when they hired Dane Mize.

Mize, who has been in the construction industry for over 21 years, joined the PSW team in June of 2021. "I hit the bar at my previous employer and was

A big presence with a *passionate heart.*

on the hunt for a company where I could continue to grow and learn while continuing to maintain a healthy personal life as well."

Working with his hands was instilled in Mize at a very young age. "I used to work with my grandfather as a young kid on any and everything around the house and in the garage." That passion was rekindled in his teenage years. "My first wood shop class in 7th grade sealed the deal. I love working with my hands."

When asked what he likes about working with a company like PSW, Mize thought, and then stated, "I love watching the design come to life in our 3D renders, then setting foot on-site and being able to visualize the space, and then ultimately watching it come to fruition." Mize notes that communication and attention to detail are essential. "When working with a team, there is a trickle-down effect. You need to trust and rely on your team. As one of the last people to be involved in the process, if details have been missed, or not communicated correctly early on, the issues will ultimately land on my plate."

Ultimately Mize loves all facets of



ABOVE:  
Dane and his family at Destin, Florida

the construction industry and has a message for anyone thinking about going into the trades; "If you are remotely thinking about the trades, you need to go out and do it! There is nothing more rewarding than working with your hands and creating something great from nothing but a thought, plan, picture, or word."

In his spare time, which has increased since joining PSW, Mize enjoys hunting, fishing, riding ATV's and boating. However, what is really important to him is being outdoors with his family. "Nothing else matters when you're with the ones you love and care about."



ABOVE:  
Dane and Darcie at Oglebay

# Daum Contracting



## Daum's eye for detail provides PSW clients with *Lasting value*

Carpentry, one of the world's oldest professions, is a skilled trade. In the Pittsburgh area, there are few carpenters with the skills of Scott Daum and his team at Daum Contracting. As a second-generation carpenter, Daum has been developing his skills since he started working with his dad at the age of 12.

Daum started his professional career

as a subcontractor for new home builders. By the age of 26, he had started his own company building custom spec homes. In 2012, he saw significant potential in the niche market of custom home remodeling. That's when he partnered with PSW.

Daum states that the partnership is perfect for him. "PSW is able to focus on the preparation and organization

of the project. As a partner, I am able to provide advice and feedback, but my primary focus is quality craftsmanship."

PSW has been working with Daum for over 10 years. "We trust Scott as our primary carpentry specialist because his level of skill is equally matched

ABOVE:  
Building the foundation for a home addition

by his integrity, which has never wavered." said Jeff Blunkosky, CEO of PSW.

To date, carpentry has often been a smaller percentage of a full PSW project. Custom pools, spas, and paver patios tend to be the client's focus in a backyard remodel. Pool houses, patio roofs, and decks, while equally important to the overall value of a project, are often secondary in a client's mind.

That all changed when PSW added Kortney Zoelle to create PSW's interior division. "The key to any interior remodel project is to rely on the experience of our specialists for each area of the project." Zoelle said. Daum is an industry expert that is not afraid to provide PSW his opinions when needed. "He uses his experience to educate us and make us better."

"It all starts with a good plan". Daum then quoted the famous quote by Benjamin Franklin; "by failing to prepare, you are preparing to fail". PSW and Daum know that 90% of the success of a project can be determined before any crews even show up on site. "The team at PSW does a great job designing and preparing for a project. The communication and collaboration before a project starts means I have the information to do my job to the highest level."

Once on a project, there is more than meets the eye. Like an exterior project,

there needs to be a solid foundation to work from. "The foundation is everything. Everything must be built on a solid structure. Cutting corners at any stage of a project will lead to additional time and costs and could lead to outright failures". Utilizing the right materials is also a priority. "Better quality materials often cost more money. It's a fact. And, it's very easy to find a cheaper product online. Even if the less expensive product is the same in every way, the real value comes from the company that stands behind

the product. If there are problems, and there are always a few, will that company stand behind their product?"

Rob Healy, project manager and designer for PSW, knows the importance of having strong team members like Daum. "Scott and his team have an impeccable eye for attention to detail. His knowledge and dedication to his craft makes him an invaluable asset to our trade partner network; that ensures that our clients get the highest level of quality!"



ABOVE:  
Scott Daum, Owner of Daum Contracting with Jeff Blunkosky, CEO of PSW



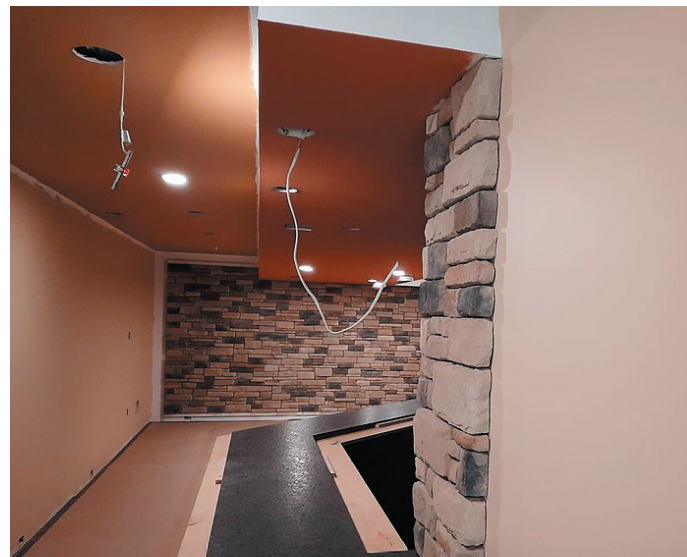
# Project Update

Basement Renovation in Sewickley includes a *custom bar area*

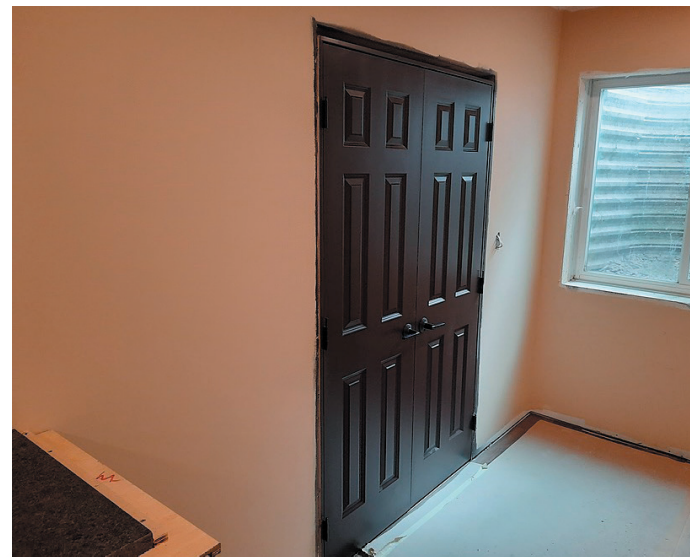
As last seen in the August edition of the Serene Scene, this basement renovation in Sewickley is coming along nicely. Since the last update, crews have finalized the veneer and added the mirrors into the bar area. They have also addressed other areas of the basement such as running electrical, continuing work on the bathroom and home theater, and adding custom doors and other woodwork.



RIGHT:  
Veneer complete in bar area



ABOVE:  
Electrical run for recessed lighting



ABOVE:  
Custom, wooden door leading to a home theater



**PSW**

1000 Old Pond Road  
Bridgeville, PA 15017

(412) 319-7524  
pghsw.com