

# Builder of the week

## Pete Adley: It's what you can't see that makes a solid home

By Mary Booth Thomas  
For Real Estate Saturday

**D**etails matter to Pete Adley, beginning with the foundation of every home he builds. "I put in a lot of extras and want my homes to look nice, but it's what's behind the walls and under the ground that makes a good house. People don't have any problems with my houses down the road," says Adley, owner of Homes by Pete Adley, Inc.

Adley has been in the homebuilding business for 10 years. He closes on 10 to 15 homes a year. His homes range in price from \$160,000 to \$500,000.

He plans on keeping his company small so he can maintain control of the construction process.

"I'm on the job all the time and my guys know what I expect of them and the type of quality and attention to detail that I require," he says.

The overriding factor in building a good house is to make sure it has structural integrity so it will withstand the test of time, Adley says.

"The house starts from the bottom up and if you don't do the footings and slabs correctly and start with good structural integrity, you don't have a good house," he says.

Adley spends as much time on making sure the footings and slabs are right in his home as he does with the finish work so he can produce a home that he is proud to put his name on.

"I'm very detail oriented. I like what I do, I'm good at it and I enjoy it. When you like what you do, you come out with a good product," he says.

Adley started his career in corporate marketing and sales for commercial real estate developers and built homes on the side.

"I learned from some of the best in the business," he says.

"Quality control is a real issue. I give people the maximum house. People will pay more for my houses because there is more in the house," he says.

Adley's homes have hardwood floors, an extensive trim package and custom cabinets.

"If homeowners buy the house early enough, they can customize it," he says.

Adley includes luxurious master baths and gourmet kitchens in his homes and pre-wires them for security and intercom systems.

He braces the ceilings in all bedrooms for ceiling fans and installs telephone lines in all bedrooms.

"My philosophy is to do it right the first time and you won't have to come back," Adley says.

In the homebuilding business, the way to do it right the first time is being on the job and watching what the workers do because you, the builder, are ultimately responsible, he adds.

He's been building in Brookwood Country Club for about three years.

"The country club and golf course are extremely well known and the homes have a tremendous resale value," he says.

He has high praise for the Brookstone agents.

"The make, the deal come together and create a win-win situation for everybody," he adds.



Lot 53N at Brookstone subdivision in West Cobb \$489,900

This five-bedroom, four-and-a-half-bath, four-sided brick home features a state-of-the-art kitchen with cherry cabinets and solid-surface countertops. There are hardwood floors throughout the first floor. Other features include a luxury master suite, an outdoor fireplace, a three-car side-entry garage and a boat door in the basement.



Pete Adley



Lot 257V at Brookstone subdivision in West Cobb \$268,900

This five-bedroom, three-bath home features a guest bedroom with full bath on the main level, a master suite with a vaulted bath and room-sized walk-in closet, an upstairs laundry and a full daylight basement stubbed for a bath. The home features a two-story foyer with a tray ceiling, an island kitchen with a tile backsplash and a two-story family room with built-ins and a brick fireplace.



A master-on-the-main plan at Brookstone subdivision in West Cobb \$280,000s

This five-bedroom, four-and-a-half-bath home has a master suite with a fireplace on the main level.



A two story home at Brookstone subdivision in West Cobb \$270,000s

This five-bedroom, three-bath home features a guest room on the first floor and fireplaces in the family room and the master suite.

### Brookstone

**Price range:** \$190,000s-\$400,000s

**Amenities:** private golf and country club, five swimming pools, 16 tennis courts, soccer field, jogging track, ball field, pavilion swimming.

**Schools:** Ford Elementary, Vaughn Elementary, Frey Elementary, Lost Mountain Middle, West Cobb Middle, Harrison High

**Broker:** Club Realty

**Sales agent:** Gerry Davidson

**Information:** 770-427-4200

**Directions:** Take I-75 north to Barrett Parkway. Turn left and go three miles to Stilesboro Road. Turn right and go six miles to Brookstone.