

Homes by Pete Adley, Inc.

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The recent economic crisis has ushered in dramatic and necessary changes in our national and global economies. This has been especially noticeable within the housing market. However, real estate is familiar with the cyclical fluctuations of the business. Like many other industries, it is only natural for the housing market to experience periods of feast and famine. Real estate professionals are accustomed to the rise and fall of sales and interest rates, as well as the oscillating costs of construction and materials. Atlanta, like many other cities across the nation, has seen and felt a dramatic decline in real estate pricing feed by tighter lending regulations and a market saturated with more sellers than buyers, which, inevitably, has created a buyers' market. With historically low interest rates, this is an ideal time for first-time homebuyers.

On the contrary, a homeowner who wishes to sell has to realize that a realistic asking price is one that the seller can get, not necessarily what the house is actually worth. Surrounded by other highly-motivated sellers, this can be a hard pill to swallow, especially if the homeowner is determined to sell in the current market conditions. Yet, if obtaining a larger property is an objective, then home renovation is an ideal solution, especially if the homeowner is willing, and able, to wait until the market improves. So pleased with the results, oftentimes homeowners opt not to sell their home once they have begun enjoying their expanded living space.

“Allowing families to add a new, creative space to their existing home keeps their emotional ties intact,” explains Pete Adley, owner of Homes by Pete Adley, Inc. “Taking an old home or an outdated, stale space, and giving it new life and importance to the family is dramatic and meaningful. The old memories of the house, family and friends remain, but are now viewed through a bright, new window.”

Adley settled in the South from Connecticut, where he earned a Bachelor's in Arts degree from Central Connecticut State University. After deciding against attending law school, Adley entered into the real estate field in the late 1980's when he began working for a commercial real estate development company as a corporate marketing and sales specialist. As he learnt the indispensable skill sets of management and budgeting, he began financing home building projects as a side venture. Realizing that he had built up a network of trusted professionals, in addition to having the knowledge and aptitude in the development and construction of custom houses and home renovations, Adley launched his own business, Homes by Pete Adley, Inc., in 1991. Since then, he has garnered rave reviews from loyal clients who happily benefit from his detail-oriented nature, dedication to the project and level of professionalism. “Our mission is to bring innovative and elegant design to homes, whether the result is an Italian-styled custom home, remodeling a luxurious kitchen or needed home repairs,” explains Adley. During the initial consultation, Adley mostly listens to his clients' wishes. “We never dictate our vision. We put the request in a format that the client understands, which allows for the constructional integrity and quality to shine. We make suggestions, especially when working within a budget, but I'm just the captain. The client tells me where they want to go.” In addition to his project manager, Judy Latoins, Adley's team consists of architectural designer Dan Olah, who focuses

upon accurate design and affordable planning, and Theo Harness, who lends his expertise to exterior elevation work, as well as the aesthetics of textures and interior coordination. Over the years, Adley has created longstanding relationships with trusted plumbers, subcontractors and electricians. His subcontractors are licensed, and have been working with Adley for over a decade. Adley is licensed by the State of Georgia as a residential builder, in addition to being a member of the Greater Atlanta Home Builders Association. As a certified EarthCraft builder, Adley is dedicated to environmentally responsible construction, which includes the essential protection of trees, and the reuse of all wasted lumber as mulch.

Homes by Pete Adley, Inc. is located in Kennesaw, so many of the projects are in Cobb County; however, he'd like to introduce his custom home building division to the Buckhead area. "Recently we finished a total kitchen and master bathroom renovation in East Cobb, and have two homes in the \$600,000 range under construction," Adley states. "While kitchen and bathrooms renovations are popular, we are able to offer custom basements, pre-wiring for intercom and security systems, decks, outdoor fireplaces with custom tile work, siding repair and driveway and window replacement. Therefore, if interested in a home renovation or addition, Homes by Pete Adley, Inc. offers a more satisfying and enjoyable result than tackling the current real estate market.

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