

South Carolina Greater Upper Coastal

# Builder+ Architect®

A BUSINESS MANAGEMENT MAGAZINE FOR BUILDERS AND ARCHITECTS



**MJM Custom  
Building & Remodeling, LLC**  
Your Goals Are Our Goals





The rear exterior of a home completed by Michael Marchese, with MJM Custom Building & Remodeling, LLC, in the Waterbridge community. Michael is a preferred builder in Waterbridge and lives there with his family.

# MJM Custom Building & Remodeling, LLC

## YOUR GOALS ARE OUR GOALS

By Peggy Mishoe



The living room in the home shown above. "I'm a complete customer satisfaction builder," Michael says. "Most of my customers are buying their last homes. Whatever they want done or whatever they need done, I will do it for them."

**M**ICHAEL MARCHESE NOT only builds exquisite coastal cottages in the Waterbridge community; he lives there with his family. That's a plus for Michael, President of MJM Custom Building & Remodeling, LLC, a preferred builder at Waterbridge in Carolina Forest — one of Myrtle Beach's newest upscale communities, where homeowners enjoy resort-style living in peaceful surroundings.

Having their builder living in the community is also a plus for his customers. As a custom homebuilder, Michael considers it his job to listen to and understand what his customers need or desire, and to give them exactly what they want in their new homes.

"I'm a complete customer satisfaction builder," he says. "Most of my customers are buying their last homes. Whatever



they want done or whatever they need done, I will do it for them. I don't say, 'No.'

"I live in this community, and I build homes as if they were for my family. All of my homeowners know where I live. I wouldn't want to have them coming to my door and telling me this or that won't work."

His homeowners say they don't have to go to his door to complain, and many have become friends with Michael, his wife, Laura, and their children, Tyler, Logan, and Abigail.

Most of the homes built by MJM Custom Building are for retirees moving from Northern states, including many from New Jersey.

Michael, a New Jersey native, started working in the custom building industry in 1985 to help pay expenses while he was attending Rutgers University, where he studied environmental business economics. He and Laura purchased a condo in Myrtle Beach in 2005 and fell in

love with the area, so it wasn't long before they decided to move to South Carolina.

After he founded the company, Michael's dedication to his craft and his customers soon earned him a reputation for designing and building high-quality homes and being a person of integrity.

Laura works with Michael in several ways, including bookkeeping and making selections for the spec homes the company builds. They are very family-oriented and enjoy spending time with their children, who are involved in sports and other activities.

In June of 2013, Joe and Mary Curci moved from New Jersey to the retirement home Michael built for them in Waterbridge.

"We're very pleased with him," Mary says. "We made the right decision."

"I have no regrets. Everything is good," Joe adds.

After Joe and Mary had purchased their lot, but before they found a builder, Mary's

sister decided to purchase a lot and move to the community. She and Mary flew to Myrtle Beach to choose her lot. They looked at homes constructed by different builders, and they were very impressed with Michael's homes. After talking with Michael, they were also impressed with him, and they chose his company to build both homes.

"They liked everything about him," Joe says. "That persuaded us to go to him."

"Michael has a very good personality, and he wants to please his customers," Mary says.

Joe and Mary's home has many endearing features, including the way the great room and dining room come together as one big room.

"All of the crown moldings throughout the whole house look fantastic," Mary says.

The beauty of Michael's homes meant a lot to Mary, but she was also impressed by their strength and all of the features



Michael enjoys living in the same community as the homeowners for whom he builds. He is shown visiting with Joe and Mary Curci (left) in the rear enclosure of their home in Waterbridge. "We're very pleased with Michael," Mary says. "We made the right decision. He has a very good personality, and he wants to please his customers."



The kitchen in the Curci home



The master bathroom in the Curci home. The couple chose to have an extra large tub in their master bathroom, which required some redesigning. According to the Curcis, Michael was more than accommodating with these changes and several more throughout the construction process.





(Top) The residence of Joe and Mary Curci in Waterbridge. When the Curcis were deciding on a builder, they were impressed with the beauty of Michael's homes and also with the homes' strength and all of the features that are behind the walls, under the floors and in other places that can't be seen after construction is complete.

(Right) The living room in the home of Ken and Ann Pitz in Waterbridge. The couple was extremely happy with their building experience with MJM Custom Building & Remodeling, LLC. "Michael just had the right personality and the right answers," Ann says. "His construction was far superior to anything else we looked at and considered for our home. He was easy to deal with right from the start. It was just the easiest relationship you could possibly imagine."

that are behind the walls, under the floors and in other places that can't be seen after they are finished. After Joe and Mary saw their final plan, they liked it, but they were worried they would not have enough space. They added 500 square feet, and making the changes that involved was not a problem for them. Joe said there were other changes that were necessary because of decisions he had made, such as choosing to have an extra large tub in the master bathroom, which required some redesigning. Michael also altered some interior walls to get rid of dead space, created more storage space and made other changes, but he did not charge extra for these changes.

"A lot of the things I do, I don't charge extra for them," he says. "I do something at no charge for every single customer to make the home better than expected."

"He did much more than we even thought we were supposed to get in our home," says homeowner Ann Pitz.

Like many of Michael's customers, Ann and her husband,





Ken, were living in another state when their home was being built. Building long distance is much easier when you know your builder “has your back,” Ann says, and they always knew Michael had their backs. Ken and Ann moved into their Waterbridge home in the summer of 2013. Months later, Ann was “still over the top.” They both say they made the right choice of builder.

“Michael just had the right personality and the right answers,” Ann says. “His construction was far superior to anything else we looked at and considered for our home. He was so easy to deal with right from the start. Everything was so straightforward. It was just the easiest relationship you could possibly imagine. Michael is really good at making suggestions but realizing that the customer is ultimately the person he works for as he builds the home. He’s going to do what you want to do in your home. He’ll make some strong suggestions, but he will do what the customer wants every time. He just goes above and beyond in every aspect.”



The kitchen in the Pitz home

Michael was always available to them to call late at night or on weekends, and if he missed their call, he would call back soon, Ann says. Construction on their home started in January, and it was completed

in June, exactly when Michael told them it would be done.

In November 2013, while Granville and Paulette Senior’s home in Waterbridge was in the final stages of construction, Granville said, “He’s been very timely. In fact, he’s way ahead of what my expectations were for our home.”

At that time, Granville and his wife, Paulette, were living in New Jersey and were not the least bit worried about the outcome of their new home. Granville would recommend Michael to anyone who is looking for a worry-free building experience.

“Michael is the man. He is trustworthy,” Granville says. “He delivers quality work. I don’t think I could have picked a better person to be the contractor on my property. It has been so very easy to work with him, and I don’t have to go there often to check the progress of my home. Whatever he promises, he delivers. In fact, he even goes above and beyond.”

He adds, “We have relied on Michael’s guidance and expertise and have not been disappointed.”

Granville says he and Paulette took a risk when they chose gold as the main exterior color for their home.

“We are very pleased with how it came out,” he says.

Some of the area’s best and most professional subcontractors help build Michael’s homes. Michael considers



The residence of Ken and Ann Pitz. “Michael Marchese will do what the customer wants every time. He just goes above and beyond in every aspect,” Ann says. MJM Custom Building & Remodeling, LLC started construction on the Pitz home in January and finished in June, which was exactly when Michael told them it would be finished.



himself a “neat freak,” so his worksites are always clean and inviting to homeowners. Michael stick-frames all of his homes, using 2-by-10 roof rafters 16 inches on center, as well as 2-by-6s for exterior walls. Each home is completely insulated and soundproof. Michael offers many more features, services and items that are included in the price of a home.

All of the homes MJM Custom Building has constructed in Waterbridge have been designed by architect Justin Smith of Vin|Yet Designs, who always works closely with Michael and his homeowners to design the homes. Michael offers a design/build contract that allows customers to sit down with him and Justin to plan their homes. Because they know exactly what is required by the Architectural Review Committee, this process takes that burden off of the homeowners and gives them homes that are perfectly designed for them. The small upfront cost of the design process is deducted from the building cost, making the design process a free service.



Michael Marchese (right) with one of his subcontractors, Fausto Mendes, with Fox Siding & Construction, reviewing a set of plans in the Waterbridge community. Some of the area's best and most professional subcontractors help build Michael's homes.

Homes constructed by MJM Custom Building provide plenty of storage space, large porches, granite countertops, oak

stair treads and hand rails, and much more. They are built above the required codes, making them safer and stronger. ■



Large enclosures on the back of each of Michael's homes are a trademark for MJM Custom Building & Remodeling, LLC. This enclosure is on the back of the home in Waterbridge shown on the cover.





The Ferris residence in Waterbridge

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