



Riley Palmer Construction Company, Inc.
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Around the House

Don't Caulk It, Grout It – Time after time, we've heard stories of the do-it-yourselfer caulking his tiled tub surround or shower to later find in a few months it has mildewed. Sure, It looked great at first, and it was actually pretty easy to do. However after a while, mold and mildew appear, and regardless of repeated attempts to clean it, it will not go away. It's just the nature of the caulk in that environment. While there are mildew resistant caulks, the best solution *with only slightly more effort* is to remove the caulk and re-grout the joint with an epoxy tile grout. Once sealed, the mold and mildew almost never reappear if regularly cleaned. Call us for more details on helping you solve this and other frustrating common issues of home maintenance.

IT'S IN THE DETAILS...

When making comparisons, many things are said to be *"in the details,"* but at RPCC, the details are truly what set us apart from other builders. Many of our competitors claim to be quality builders. And for the most part they may be correct. The problem is that the "industry standard of quality" has really taken a turn for the worse over the years, and we believe that the consumer should not have to settle for this. Unfortunately, in our industry, many people are led to believe they are getting a quality product simply because they spend a lot of money. They do not understand that paying market value does not always reflect the quality of materials or workmanship. Often what they get is sub-par. Even mediocre work may appear OK when first completed. We ask, will it stand the test of time? We care about our reputation, and want you to be as proud of our work 5, 15, and well beyond 32 years from the day we complete your project.

At RPCC, we take the art of Design and Construction very seriously. We understand what goes into a project has lasting effects for generations. Careful project planning, employing the best people in the industry, and choosing to use only the highest-quality building materials, allow us to stand behind our commitment to *Building For a Lifetime*. Sure, quality does come with a price, but for the trained professional who takes pride in his work, using higher-grade materials and highly-skilled craftsmen should not be a luxury. Doing business with RPCC may seem like it costs a little more, but you the client are the direct

beneficiary of the investment. You receive a higher quality result for the same fee others charge to build with less quality.

In this section of our newsletter we want to help you understand what details to look for, so let's talk specifics... One of most visible details that sets RPCC apart is our refusal to use Oriented Strand Board (OSB) sheathing. Basically, it is scraps of wood chipped up and glued together to make some semblance of plywood, it truly is the bologna of sheathing. Ask any other builder why he uses it and he likely will defend it by telling you about all of the testing it has undergone, the approvals that it has, and that it is *just as good* as plywood. But, there is really only one reason he uses it. It is cheaper. Is that the type of decision you want your builder to make when building your home?

We invite you to contact us with any questions regarding the details of your next construction project. Let us show you how the experience and commitment to quality of Riley Palmer Construction Company can make a difference.



Oriented Strand Board (OSB)



Plywood Sheeting

THE STANDARD

THE NEWSLETTER OF RILEY PALMER CONSTRUCTION COMPANY

Building For a Lifetime

A REINTRODUCTION TO RPCC

Over 32 years have passed since the Riley Palmer Construction Company (RPCC) began as a construction company with a commitment to excellence. Even though we have built hundreds of custom homes and a variety of buildings in and around Tallahassee, we are amazed when we are continually asked, *"You do that too...?"*

It seems that even if we did a commercial project for a client, they had no idea we did residential. And if we built a custom home the client had no idea we did commercial. We want you to understand more about the many commercial and residential services RPCC offers and the unique qualities that set us apart from other contractors in our area. Therefore, we would like to reintroduce our company to our existing clients and invite potential clients to learn more about what we do and why we believe that RPCC should build your next project.

We are a construction company with a passion for high-quality building projects. We are proud to have our name on every project we build. We know that our reputation remains long after we complete a project and leave the job site. We are always willing to take the extra step to do things right. In all honesty, this is what we feel sets us apart within the Tallahassee area. Our reputation has always been our best marketing tool. Because of this, through the years the majority of our work has come simply through referrals. We take pride in the relationships that we have with our many returning clients. Their trust in our company has been built on the solid foundation of hard work and talent of the conscientious people of RPCC.

Our management staff are experts in project cost estimating, scheduling, and

problem solving. We employ over 15 skilled tradesmen with talents ranging from framing carpenters to masons, from trim carpenters to cabinet makers. All are artisans in their own right. No other local construction company can boast a roster like ours. And the fact that our roster has not changed significantly in many years is a further testament to the strength of our company. Some employees have been with us 25 to 30 years, most over 10. We are proud of our loyal employees and consider our relationships with them to be like family. They are what makes RPCC shine. With confidence and a commitment to quality, our guys can build anything. Combined with the leadership and a detail oriented staff, we make a great team.

So, what can you expect from this and future newsletters? You will find articles ranging from spotlights on individual employees and recently completed projects, to helpful hints for the do-it-yourselfer, educational articles to help you maintain your home/office building, current events in the construction industry and inside RPCC news (like the introduction of our new Smaller Projects and Maintenance Division). We will also have a reoccurring article called *"It's in the Details"* where we will explain specific methods and materials we use that make a difference.

We would like to thank all our previous clients for allowing us the opportunity to have constructed your project. Just as with our talented team of employees and staff, without you, we would not be who we are today.

Thank You

"Quality is never an accident. It is always the result of intelligent effort."
— John Ruskin



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MESSAGE FROM THE PRESIDENT

After more than three decades of serving our community, we are finally publishing our first newsletter. From our first project in 1978 at Alligator Point, to now over 400 single-family custom homes, and millions of square feet of commercial construction, it has been a rewarding and exciting 32 years, and we are still here!

We've had the opportunity to build multiple projects for many of our clients. Starter homes, dream homes, second homes, office buildings, retail stores, and retirement homes. The trust and dedication of our returning customers is truly a testimony to our success.

From the beginning, my goal was to build a company based on quality construction and personal service. The company has gone through many changes but these two attributes have endured, and I am proud that we have reached that goal. One of the most significant changes in the company has been the addition of my partners, Rodney Wilhite and Sutton Webb. Both share the same commitment to outstanding quality and personal service, and each adds their own style and excellence in the art of construction. With them, the traditions of RPCC will continue for years to come.

I want to personally thank every friend and client for allowing Riley Palmer Construction Company the honor to have worked with you in the past, and we look forward to helping you with all of your construction needs in the future.

Sincerely,

Riley Palmer

Riley Palmer, President



Riley Palmer, President



Rodney Wilhite, Vice President



Sutton Webb, Vice President

EMPLOYEE SPOTLIGHT: KEITH WILSON

This issue's employee spotlight is on Keith Wilson. Keith started to work for RPCC over 30 years ago. Fresh out of high school, RPCC is the only full-time job Keith has ever had. Starting as a laborer, he apprenticed as a carpenter's helper, then became a carpenter, and currently serves as supervisor. Keith's broad range of skills and knowledge have developed through his direct involvement in nearly every level of the vast array of projects that RPCC has completed.

Quality—the RPCC way—has taught Keith Wilson. Ask any of his subcontractors or coworkers why they love to work with Keith, and they'll likely answer it's because of his quick wit and intelligent conversation, but they also have the utmost respect for his demands for high-quality and outstanding performance. He has been called "micrometer" Keith on more than one occasion due to his exacting standards—always checking to ensure that the dimensions are correct, the right prep work has been done, the next step is ready, the right materials are in place and protected from damage.

His main job is quality control, and there are few better than Keith. He has perfected the process we refer to at RPCC as "confirming the confirmation," checking and rechecking to make sure the RPCC quality is there. Keith's attention to detail is matched by his dedication. His willingness to work extended hours to ensure the next days scheduled events will not be held up makes Keith a special asset to any



job he is on. When serving as a superintendent on a project, he takes pride in being available to the client 24/7.

Keith's care and concern is not only for the building itself, but for the people who will live and/or work in the spaces being constructed—it's no wonder that he often becomes like a family member to the client.

Away from work Keith loves classical music, art (his mother is a retired humanities professor at FSU), singing in his church choir, travel (he has been to Europe over 12 times), fine food and tending his rose garden, continuing the legacy of his father.

For all of his talent, experience and his outstanding customer service, we are proud to have Keith Wilson as an integral part of the RPCC family!

RECENT PROJECTS

UNITED SOLUTIONS HEADQUARTERS

COMMERCIAL
NEW CONSTRUCTION

The three-story United Solutions Headquarters, is a 28,000 gross square foot, high-technology building, located in Summit East. The client desired to be environmentally friendly and a conservative user of energy resources, especially concerning building, lighting and environmental conditioning. Half of the standing seam metal roof has solar panels that help provide electricity, and Low-E glass was chosen to significantly reduce heat while still allowing the maximum amount of natural light into the office space. The building's heat load is expended through innovative geothermal ground water heat exchange wells. Delivered ahead of schedule and under budget, RPCC is committed to excellence in innovative commercial construction which can be seen in this project, and we're proud to have United Solutions as one of our clients.



COFFEY RESIDENCE

RESIDENTIAL
NEW CONSTRUCTION

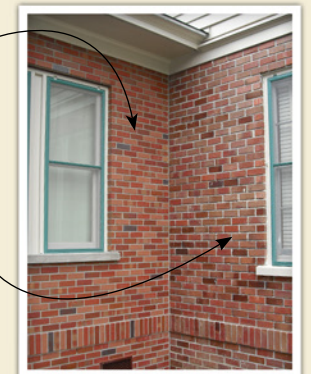
The Coffey residence is RPCC's one and only project in Southwood. It is a true design-build project, meaning we designed it and built it, one of our signature services. It is over 7300 gross square feet with a craftsman cottage feel. The project illustrates many custom features that we do. We designed and built all the tapered craftsman columns, the column cast stone pedestal caps were formed and poured on site, the interior fire place mantel, outdoor fireplace and entertainment center were designed and built by us, and all the interior and exterior trim work was done by our own in-house trim carpenters. The front door is a one-of-a-kind custom design by us and built on site one piece at a time by our artisan carpenters—an RPCC trademark.



MCAULIFFE ADDITION

RESIDENTIAL
ADDITION/REMODEL

The McAuliffe Addition expanded a historical home originally built in 1928. Special attention to detail was required at every turn in this 600 square foot master suite addition. To maintain the integrity of the look and feel of this antique gem we matched the interior and exterior trim details exactly by milling some pieces ourselves. The unprecedented extra step of obtaining brick from 5 different manufacturers allowed our in-house masons to develop a matching recipe of the old original brick. The master bath vanity and the sewing room cabinets were built on-site by our craftsman carpenters using the same historically-accurate details and techniques as the house's original cabinets. The counter tops were made by reusing the original houses soffit boards, further allowing the old to truly blend with the new. The success of this project is expressed by how well it looks and feels as a natural aged extension of the original home.



2010
Can you tell?

1928

