

# Builder/Architect

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**Greg Hood Construction Company**





Photo by Michael Zarieki.

# Greg Hood Construction Company

*By Malinda A. Evans*

**A**mong the many builders in the Portland market today, few began their companies in 1983, when interest rates were high. Fewer survived. Greg Hood not only survived, he became one of Portland's premiere builders by implementing time management and innovative building techniques to the homes he built. According to Tom Dinette, one of his partners, "Nobody manages the construction process better than Greg. It is incredible how

efficient he is, and how fast his homes are built."

A Portland native, Greg is familiar with all the area has to offer—beautiful landscapes, parks and outdoor recreation. As a builder, Greg tries to incorporate access to each of these in his homes.

Greg built his first home in 1983. For 10 years, he built homes on the west side of town. In 1993, he began concentrating his efforts on the east side, primarily in the

Gresham area. He felt he could offer his clients larger lots, nicer homes and a better lifestyle. He has been building here ever since. "We feel there's more land on the east side, which allows us to get the most value for our upper-end homes," explains Greg. He continues, "With the light rail systems on the east side, and new freeways being constructed, there will be easier access to Portland and the surrounding areas." Greg has seen a lot of growth in the east side









Photo by Michael Zarieki.

during the past three years, and believes there will be even more during the next five to 10 years.

According to Greg, the east side has it all—proximity to downtown and the airport, and great recreational parks, including the Mount Hood National Forest. This complex will be comprised of a convention center, hotels and restaurants. Plans are currently underway for an Amtrak station to be built close by, and the Eashnan Parkway is expected to be completed in 1997. “The east side is boom-

ing!” states Greg.

Prior to his building career, Greg operated a landscaping business. This experience has helped him excel in landscape and site preparation. He believes in building around established trees and using native vegetation whenever possible. Greg illuminates, “Trees are a magical part of a lot.” He makes certain that both the landscape and house form a cohesive look.

GHC specializes in building single-family custom homes. Their homes range in price from

\$150,000 to more than \$1 million. GHC does build some spec homes, and occasionally will build a commercial project. Greg emphasizes, “We specialize in residential construction,” and “we put the same quality into our spec homes as we do our custom homes.”

During our interview, it was obvious that Greg enjoys the challenges of building custom homes. He told us that dealing with different products and techniques keeps the process fresh and exciting. One example is his use of steel framing on interior walls. Greg says, “On large interior walls, steel offers a straighter, more consistent wall than additional lumber.”

In addition to the advanced structural techniques, GHC incorporates a lot of amenities into their homes—views, detailed finish work, custom lighting, custom molding from specialty woods, sound systems, security systems, vacuum systems, and detailed landscaping. GHC homes are well-insulated, making them very quiet and energy-efficient. “We wire all of our homes for sound, allowing the customer to add the sound system at any time,” Greg notes.

When asked about trends in the building industry, Greg informed us that many home buyers are buying smaller homes with a number of amenities and finish details. Additionally, customers are requesting master bedrooms on the first floor, as much view from the lot as possible, and also security systems equipped with cameras at the front door. Greg comments, “If the budget allows, and our client desires the latest technology, we can supply it for them.”

GHC has joined forces with





Photo by Michael Zarieki.

two other Portland-area builders and formed an alliance which they've named "The Builder's Group." The two other partners are Visionary Homes, and Mike Nicholson Contractor. As a group, they can develop the land on which they build, take advantage of volume discounts on materials, and keep their homes competitively priced. By pooling their resources, they are able to buy land for new construction projects, securing their future in the building market. Although each builder operates as an

independent business, they are able to use the resources and expertise of each partner.

"Blue Heron Shores" at Fairview Lake is the first devel-

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**—Tom Dinette**

opment established by The Builder's Group. "Blue Heron Shores" is located on Fairview Lake between Sandy Blvd. and

Marine Drive. The development has approximately 72 lots; 12 are lakefront and a number feature views of Mount Hood. Greg Hood and the other members of

The Builder's Group are very excited about this venture. Partner Mike Nicholson believes the location, which includes easy access to downtown and close proximity to recreation activities, will make "Blue

Heron Shores" one of the elite developments in the Portland area. The partners plan to build many of the homes themselves,



but a number of lots will be available to other builders in the summer of 1996. "Blue Heron Shores" will be a high-quality neighborhood with homes ranging from \$160,000 and up. With incredible views, parks, wetlands, bike paths and a 15-minute drive from downtown Portland, "Blue Heron Shores" will be an ideal community.

The quality of Greg Hood's homes can be demonstrated by the developments he builds in. Greg is one of five builders chosen to build in the prestigious community of Persimmon Golf and Country Club, and one of six builders chosen to build at Fairview Village. Persimmon Golf and Country Club is an upscale development in Gresham, and Fairview Village is a quality "neo-traditional" development located in

Fairview. Both have gone through a screening process, and have selected only a handful of qualified contractors to build in their developments. At Persimmon, Greg's homes range from \$400,000 to \$1 million. GHC homes in Fairview Village range in price from \$150,000 to \$225,000. In addition to these developments, Greg enjoys the unique challenges of building homes on rural properties. Currently, GHC has homes under construction in Fairview Village, Persimmon, and Blue Heron Shores, and is beginning a home in Corbett on 45 acres.

Another project Greg is excited about starting is a professional office building in the Fairview area. The complex will house GHC headquarters, an office for The Builder's Group, a real estate company, a community develop-

ment company, a title company, and an engineering and surveying company. Their goal is to provide one-stop shopping for the home buyer.

Greg lives on a small farm in Corbett with his wife, Lori Ann, and their three children—Thomas, eight, Ryan, six, and Anna, three. Greg enjoys taking his children fishing. He also coaches soccer, basketball, and baseball teams. Greg believes it is important for the family to spend a lot of time together.

Greg Hood knows what it takes to build a quality home, large or small. Greg employs talented, capable subs and keeps abreast of the latest technology. While other builders have come and gone, GHC is here to stay. *Builder/Architect* is proud to have chosen Greg Hood Construction, Inc. as our Builder of the Month!

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