

Builder/Architect



**Maxwell & Sons/
Shore Developments**
Twenty-First Century Homes Built on Tradition

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By Peggy Mishoe



Above: This professionally landscaped front exterior adds tremendous curb appeal to this custom home in Plantation Lakes. This home used a hard coat stucco system on the exterior and Buttercup Blend Spanish S concrete tiles for the roof. Brick pavers in the front driveway complete the exterior appeal.

Left: Jason Maxwell (left), Dennis Maxwell (middle), Sean Maxwell (right) and Nicholas Florio (not shown) are the owners of Maxwell & Sons and Shore Developments, LLC.



To call Myrtle Beach a competitive building market would be a gigantic understatement. As one of the fastest growing construction areas in the nation, it's a tough place for any home-developing outfit to make inroads. But that's exactly what Maxwell & Sons did a little more than a year ago — and with impressive force. Though the company is new to South Carolina, it's certainly not new to the construction business. The family patriarch, Joseph Maxwell, has been involved in the building industry since the 1950s. With the exposure from his father, Dennis took a great interest in not one trade, but all of them. "His curiosity was astounding," says Joseph. "He wanted to learn from the best."

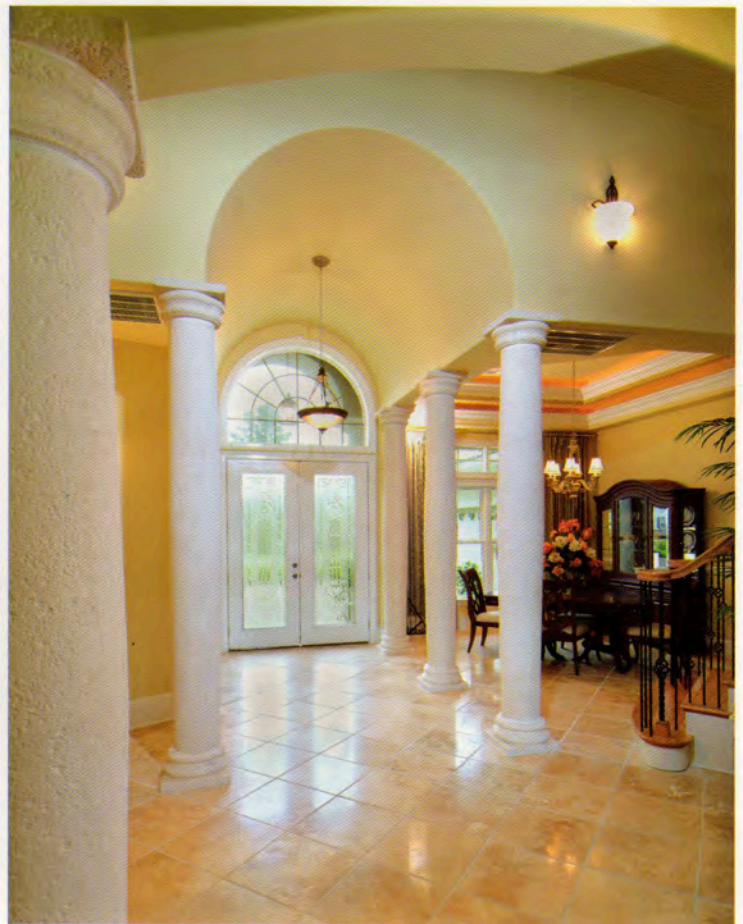
With high ambitions of forming their own company, Dennis wanted to first complete an apprenticeship as a local union No. 28 sheet metal worker (HVAC) in New York City, where he worked on a variety of projects, including the World Trade Center. In the early 1970s, Joseph

and his son Dennis founded Maxwell & Sons. The company was established on their breadth of experience and skills. With the next generation on the rise, Sean and Jason Maxwell, Dennis' sons, would learn the skills and traditions of the company and now oversee the daily operations and production to ensure its high-quality standards. Maxwell & Sons has a strong desire to raise the bar even higher on the caliber of homes built on the Grand Strand. "Our full focus is on building high-quality homes and commercial projects at attainable prices," says Sean. "Our customers tell us they're amazed at the amenities we offer. What we consider standard is comparable to the top-value upgrades of many other builders."

In a continuing effort to sustain that quality and to expand their business, the Maxwells formed a partnership in 2001 with Nick Florio, a senior partner in a New York City accounting firm. Together they created Shore Developments, for which Maxwell and Sons is the exclusive builder. "There is a massive amount of pride that goes into their construction," says Nick. "They've elevated building homes to an art form."

Right: The interior of this Plantation Lakes home features a barrel entryway, travertine stone floors and precast stone columns. The dining room with lighted tray ceilings can be seen in background.

Below: The kitchen features natural cherry cabinets with a chocolate glaze accent, a 6' x 9' granite top island with cherry corbels, a dual fuel 60" range with custom-built range hood, a 6' x 2' transom over hood and coral travertine stone backsplash.





The key, the Maxwells believe, to achieving the best possible end-product, is paying attention to details from the start. "We work very closely with the architects we hire," says Jason. "Every set of plans is custom — we're not interested in cookie-cutter blueprints. We spend a considerable amount of time thinking not only about the beauty of the living space, but also about its function too."

That kind of careful consideration has kept Maxwell & Sons in demand over the years, and garnered them with a loyal client base. One such client is Mike Stouch, who moved to the Grand Strand from New Jersey a few years ago. He says, "I wouldn't do business with anybody else."

Architect Craig Marz of Working Designs, who has designed homes for the Maxwells in Plantation Lakes at Carolina Forest, has witnessed their fastidious approach first-hand. "Dennis and his sons really go the extra mile. From the minute you walk onto the property, until you reach the end of the house, everything is tied together, blends nicely and is comfortable." Carole Lunny of Carole's Concepts, an interior-design firm in Myrtle Beach, who has consulted on the paint, carpet and tile choices for all of the Maxwell-built homes on the Grand

Left: The master retreat has a Jacuzzi tub with an adjoining trackless glass shower enclosure, glass Listello accents and natural cherry vanities with 12" x 12" walnut travertine surround.

Below: The bedroom features a lighted tray ceiling, a 6' x 2' transom above the bed and French doors leading to the outdoor lanai.



This single-family beach house has “reverse living,” three decks with ocean/bay views, a two-story blue glass block Atrium and five bedrooms, including two master suites.



This two-family duplex has “reverse living,” with 1,640-square-foot, three-bedroom units, each with ocean/bay views and a “widows walk” on the roof. Brick paver driveways add to the exterior appeal.



Strand, says, "I think they build homes that are above and beyond the average home."

Don Walsh, a New York City-based landscape architect who has worked on the Maxwell's properties in the north and the south, says, "They go beyond just curb appeal, and put in real, carefully planned landscapes." Craig Marz sums it up this way: "Professionals in the building industry should always remember, as the Maxwells do, that

Right: This two-family duplex has three bedrooms and three-and-a-half baths in each 2,600-square-foot unit, with a full basement, solid oak flooring throughout and a one-car garage and all-brick exterior.

Below: This two-family duplex also has three bedrooms, and 3-1/2 baths in each unit, with solid oak flooring throughout, a full basement, a "cantilever" front porch, two-story mahogany decking and a brick exterior with cultured stone accents.



their job is to give clients the homes they dream of owning.”

One of the people who facilitates matching clients to those dream homes is Charles Traina, a realty broker at the Bayshore Agency on Long Beach Island in New Jersey, who for years has sold vacation properties built by Shore Developments. “The homes are all upscale and the workmanship is outstanding,” says Charles. “I’ve never had a problem selling their houses because they’re what people want, and they’re well-constructed.”

Steve Sassi of Myrtle Beach Premier Properties, who sells Shore Developments’ South Carolina homes agrees: “Over the past 20 years, Dennis has worked with my associates in New Jersey, and his reputation preceded him,” says Steve. “He has a very upstanding company. When his clients and customers need him, he’s there for them.” That reliability extends to subcontractors who work on the Maxwells’ projects. “When builders don’t pay their suppliers, the bank gets calls,”



PHOTO © JOHN MARTINELLI

This 3,500-square-foot ranch-style home provides country living at its finest, with four bedrooms and three-and-a-half baths, ceramic tile and solid oak flooring throughout, a two-sided cultured stone fireplace, a finished basement with custom built bar and vinyl exterior siding with cultured stone accents.

“We’re a tight-knit family, and everybody we meet becomes our family,” says Dennis (far right), who, with his wife Elizabeth (shown in photo), the company’s office manager, has seven children. Jason (far left) and Sean (second from left) currently oversee the daily operations of the company.



PHOTO CHUCK GEE



PHOTO CHUCK GEE

The rear view of this Plantation Lakes home showcases a "lake-view veranda" with precast stone rail systems, a first floor lanai and a custom-built boat slip, dock and adjoining sea wall. "Our full focus is on building high-quality homes and commercial projects at attainable prices," says Sean Maxwell.

says Danny Fogle, vice president of the western area of Coastal Federal Bank on the Grand Strand. "I've never gotten a call about Shore Developments. They've always been people of their word."

Perhaps that's because a three-generation family business knows a lot about close relationships. "We're a tight-knit family and everybody we

meet becomes our family," says Dennis, who, with his wife Elizabeth, the company's office manager, has seven children. "We treat people the way we like to be treated." ■



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