



# Building with Passion

## INTRABUILD CUSTOM HOMES

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The beauty in living the luxury life is you can have it your way. You have control of those important elements in life that most people don't. Better still you can customize your life to you and your family's tastes. One of the most important elements in any family's existence is their home—the living space in which cherished memories are going to be played out, and in which the family is going to grow, live and love together. No one understands this better than Pamela Silver, President of Intra-build Custom Homes, a company that specializes in both new home construction projects and renovations, but with a twist; Pamela stays far away from the 'spec' home building marketplace, electing instead to custom build homes for her clients.

## “It’s what I do...”

Founded in 2006, with the intention of “always building for the client” and their needs, Pamela brings a wealth of practical and hard-earned experience to Intrabuild having earned a degree as an interior designer in 1993. Three-and-a-half years of working in a design office, designing, yet never being able to view and touch the end results of her work, led her to leave the industry, jumping into the then emerging Internet marketplace. As far away from the tangible, brick and mortar aspect of the construction industry, it was here that Pamela fully developed her entrepreneurial skills, moving into Project Management, where she is now fully licensed.

“I have the building bug. I love to build,” stated Pamela, whose unbridled enthusiasm regarding her company and its focus is clear by how alive she comes when discussing past and current projects. “There’s the product and the process,” she continued. “The product has to be spectacular and the process has to be, and can be, enjoyable.”

In other words, the fear that accompanies the decision to custom build a home, or to even embark on a renovation project, is eliminated with Intrabuild. As Pamela explained, her clientele are often looking for a “turn-key solution,” to their building needs. “People who want something beautiful and don’t want to be bogged down or overwhelmed by the process. They definitely don’t want the surprises and nightmares they perceive goes along with construction.”

Pamela removes this by using formal Project Management skills and techniques to manage all aspects of the construction project from the project time-line/schedule, project resourcing & contracting to the financials. Pair the Project Management discipline with “true-design” and Pamela’s client’s need not experience the horror stories typically associated with the building process. Pamela further explains a “true designer” knows “what’s behind the drywall.” You must have an understanding of the

complete building process from the mechanical, plumbing and electrical—understanding the practical aspect of building and how it works with design. With her hands-on approach to building, Pamela understands this. A woman with a strong vision, unparalleled discipline and the right mix of flexibility, Pamela removes her clients fears, and balances running her own company, while also being a wife and mother, by bringing an enormous amount of detail and organization to each project—this encompasses overseeing the architectural design phase ensuring her clients requirements are met, to overseeing the construction on a daily basis.

“There’s so much satisfaction in realizing a construction project,” she explained. “Especially when implementing complicated, custom designs that must conform to only the highest standard.” With Pamela’s hands-on approach to the entire process, this satisfaction derives from starting with a two dimensional line drawing, to concluding with a spectacular functional home custom designed and built for her clients. “It’s amazing. It’s a great feeling,” she added.

Truly passionate about the building process, and seeing a project come together, Pamela added that “when I’m building a house and finishing a house, I’m always thinking about how the house is going to be used. I’m always thinking about the dinner party.” In other words, she doesn’t want to just ‘Wow!’ the client, but also their family and friends who will be visiting. And it’s this attitude that sets Pamela and Intrabuild apart from others; it’s never just a job, but a love. She hasn’t built her company on the volume of work, but instead on the quality of each project, and it works. As she pointed out, 99 percent of her projects come from referrals from existing clients who are now living in custom-built spaces that cater to them. And, while the ‘spec’ home marketplace is suffering due to economic times, Intrabuild is going strong with Pamela optimistic about a future that she knows will be filled with family, happiness, building, ecstatic clients, and spectacular projects. “And I’m not dreaming,” she concluded confidently. **L**

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