

## FOR IMMEDIATE RELEASE

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### **The Alexander Group Named NARI 2014 CotY Winner**

*Metro DC Remodel Features Energy Efficient Components, Green Design Elements and High Impact Square Footage*

**Kensington, Md** (February 9, 2015) --- The National Association of the Remodeling Industry (NARI), Metro DC Chapter, has awarded Kensington, Md – based The Alexander Group Inc., its top prize in the category, Remodel 250k-500k, in its annual award competition.

The project has additionally been named the 2014 CotY category winner in NARI's southeast region division, earning [it] a slot to compete for the top prize at NARI's national award ceremony to be held in Florida in April. The project garnered additional praise from the award committees for its excellence in green, high performance building design and construction.

The project design, *"Good Things Come in Small Packages,"* met the homeowner's needs to include a new master bedroom and bath to the existing 1500 sq foot two level 1930s Tudor. The new rear addition added the second master bedroom and bath; the remodel also included a first floor eat-in breakfast room, and improved traffic circulation on both levels. During the course of the remodel, the homeowner also contracted The Alexander Group to improve elements in the under utilized backyard.

The net square footage added to the residence was just over 500 square feet; the project design reflects efficient use of space, achieves maximum comfort and style, and enhances the home's existing architectural design. Alex Dean, founder and Principal of The Alexander Group Inc. and his team completed the project in six months.

Dean's multiple professional awards and certifications, green accreditations, leadership and commitment to building high performance, energy efficient homes for more than 30 years, has earned him the unofficial nickname, "The Dean of Green." "It's incredibly rewarding to help owners build the home of their dreams in an environmentally responsible way. Earning an award is an added bonus," says Dean.

#### *Notable Energy Efficient and Green Elements:*

- Air stop caulking, spray foam insulation, waterproofing, energy efficient windows, insulated siding, and new ductwork and ventilation all contribute to achieving a high level of comfort and energy performance.
- New foundation walls with insulated crawl spaces provide durability and comfort
- New electrical wiring and lighting service the additions. Structural engineer designed foundation and framing were installed. Structural engineer designed foundation and framing were installed; structural engineer review of foundation and framing ensures [they] will last over 100 years.
- Over 535 SF of new living space, which under "normal" or "standard" or "code compliant" standards, would require an additional 1.5 – 2 tons of air conditioning to cool - is kept very comfortable with existing equipment.

**Editors:** Full project outline and low and hi res photos, headshots and other assets available on request. To schedule an interview contact TMG Creative Communications at 410 275 8519.

**About the Alexander Group Inc.:**

An early adopter of sustainable building practices, Alex Dean has been a proponent of energy conservation, solar and alternative energy resources since 1976. Dean tirelessly campaigns for increased public awareness of the importance of "green" building and delivers high impact design/build energy efficient residential projects for his clients. Since incorporating in 1986, the Alexander Group Inc. established and has continuously implemented a design-build business model, an approach that encompasses an integrated design, budgeting and construction process that provides clients with quality homes that have achieved regional and national recognition. Dean also operates a division of the company that serves the Hawaiian Islands.

Alex is an active member of the National Association of the Remodeling Industry (NARI) and holds the Association's Green Certified Professional (GCP) designation. Dean also holds NAHB's Green Certified Professional (GCP) designation and The US Green Building Council's LEED AP Homes certification. He was president of the DC Metropolitan Chapter of NARI in 1992, and served as a member of the Board of Directors of the DC Metropolitan Chapter of NARI from 1990 to 1994. For information: 301-230-3040; alexandergroup.net; tag-hawaii.com

**About the CotY Awards:**

The awards ceremony was held January 17, 2015 at the Mark Center Hilton in Alexandria VA where a sold out crowd were wowed by the before and after photos of the winning projects. This annual black tie event is an opportunity for the industry to honor the best in residential design and construction. From "green" projects to small bath and kitchen remodeling to million dollar renovations to simple basement improvements, the CotY Awards program reflects the best projects in the Metro DC region. To be considered for a CotY Award, a company must be a NARI Metro DC member in good standing. NARI Metro DC members represent an elite group of nearly 300 companies and individuals. The membership of NARI Metro DC has the highest number of certified professionals in the country and is one of the largest chapters in the US. An outside party reviews each application for membership where licenses and insurance and background are confirmed.

**About the National Association of the Remodeling Industry (NARI):**

NARI serves as the association of record for remodeling professionals, providing education and advocacy and keeps members abreast of industry trends and legislation. The organization also serves consumers through outreach efforts and through its local and national portals.

NARI's roots date to 1935 when President Roosevelt's National Recovery Act established the beginnings of NERSICA (The North East Roofing, Siding and Insulation Contractors Association). In 1956 President Eisenhower established Operation Home Improvement, a nationwide effort emphasizing the rehabilitation of existing housing rather than new construction. The National Home Improvement Council (N.H.I.C) emerged from this effort. By the mid-1960s, NERSICA no longer reflected the membership of the growing industry and its name was changed to the National Remodelers Association (NRA). In 1983, the National Remodelers Association and the National Home Improvement Council joined to establish the National Association of the Remodeling Industry (NARI). Today, NARI has 58 chapters nationwide and has enjoyed a sizeable growth period during the past decade. The organization's headquarters is located In Des Plaines, Illinois. nari.org