

# Builder+ Architect®

A BUSINESS MANAGEMENT MAGAZINE FOR BUILDERS AND ARCHITECTS

Sanford Custom Builders, Inc.

**MARC A. KAPLAN**



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Photography: Greg Premru

*"We congratulate Marc on this achievement and have been a proud business partner of his for many years"*

Builder: Sanford Custom Builders, Inc.



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## FROM THE PUBLISHER



Betty Moore

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With winter here and a new year ahead of us, everyone seems to be busy and in a positive mood. The builders we have featured are extremely busy, especially Sanford Custom Builders, which is building several new homes.

Marc Kaplan of Sanford Custom Builders, Inc. is well known as a custom builder who has earned the highest respect from architects, clients, subcontractors and suppliers. This is the third time we have featured Sanford Custom Builders. Marc's enthusiasm is as great as it was the first time we featured him in February 1997.

Marc knew he wanted to be a builder at age 3. His father was a builder and developer, and his mother was an interior decorator. He thanks his mom and dad for all they taught him and their continuing support.

Marc has used the same skilled craftsmen for years, which he feels is a key to keeping the building process flowing smoothly and maintaining the highest standards.

I'm excited about another great year of publishing *Builder+Architect* magazine. It's been 21 years of delivering exciting issues every month. I sincerely appreciate all the support you've given me. It was nice to have so many of you say you would love to see me and give me a big hug. I am very grateful for all the wonderful friends I've made over the years. I look forward every day to meeting and making new friends. You are what keeps me excited about publishing *Builder+Architect* every month!

Happy New Year,

*Betty Moore*

# Builder+ Architect

Greater Boston

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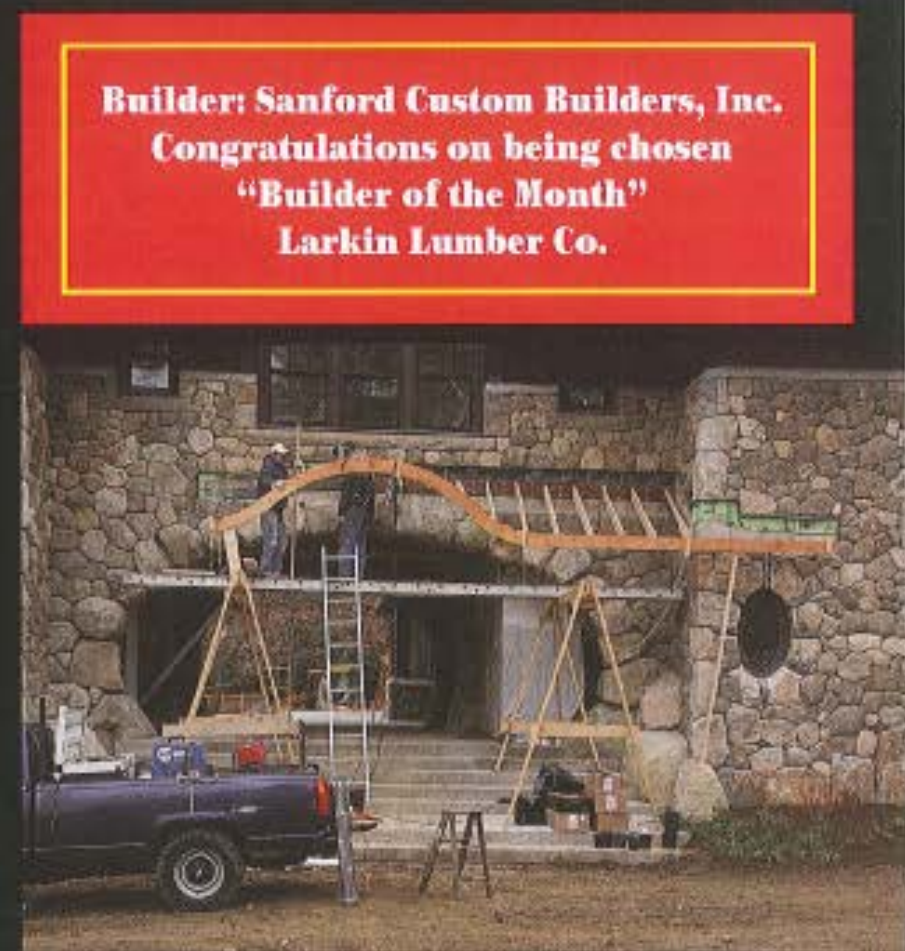
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**Sanford Custom Builders, Inc.**  
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COVER FEATURE



Exquisite detail and craftsmanship are found in every home built by Sunford Custom Builders, Inc.



Formal dining room





The kitchen leads into a family room, an eat-in kitchen, a bedroom and a sunroom.



**IN** THE SAME, INIMITABLE way his custom home-building company serves clients, Marc Kaplan brings a personal brand of expertise to each aspect of the custom home-building process. The owner of Sanford Custom Builders, Inc. of Wellesley, Kaplan steadfastly believes the leader of a successful building company should not only secure and lay the groundwork for a project, but also personally contribute to its desired outcome every step of the way.

"My goal is to 'pitch a complete game' every time out, if you will, by staying involved in all aspects of the home-building process and remaining in close touch with our team as well as the client at all times," he says. "At Sanford, not only am I the principal, but I also act as the project manager, overseeing every aspect of the job."

Understanding that custom home building represents the ultimate realization of a client's often lifelong dream, Kaplan takes an unequivocally personal approach to assuring the utmost quality



This room off the office is a place for the family to gather to play music and relax.



The library and office is cozy and features a fireplace and a wet bar.



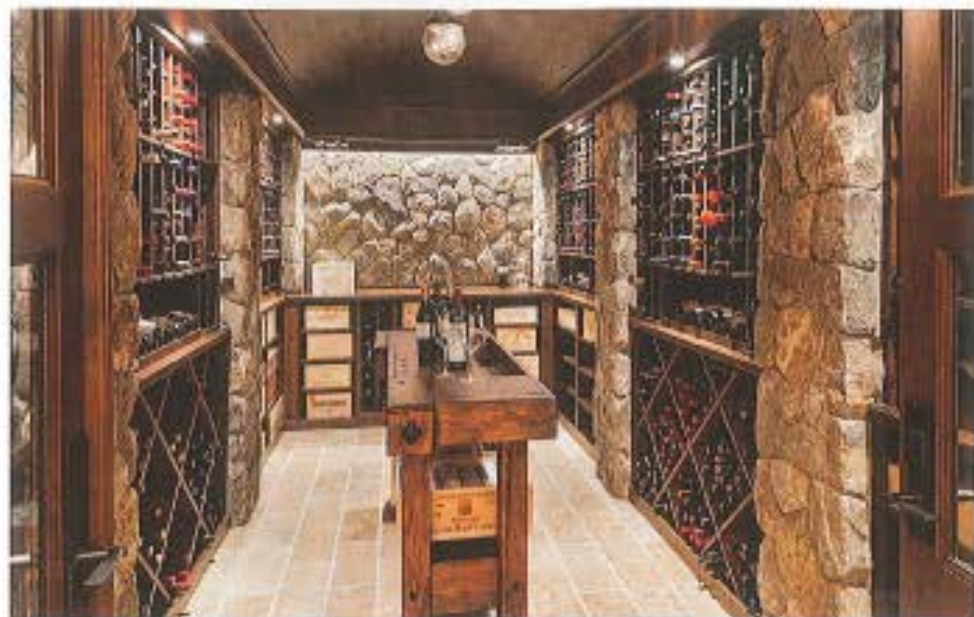


in custom home planning, design and craftsmanship.

After earning a degree in civil engineering at the University of Vermont, Kaplan began his home-building career by working with his father, who owned Sanford Construction Co., a development and general contracting firm. He started out on one of the firm's most celebrated achievements, the massive Seal Harbor Project in Winthrop, a 500,000-square-foot oceanfront condominium development comprising 356 units and 300 underground parking spaces. It was during this complex undertaking that Kaplan put to use his engineering skills while amassing priceless knowledge and understanding of the construction business. Upon the completion of Seal Harbor, he set out on his own to create what would evolve into one of the Boston area's most admired firms of its kind: Sanford Custom Builders.

Kaplan likes to think of Sanford as a boutique home-building company focused on exceeding the expectations of the most discerning client.

"One way we are able to accomplish what we do — in terms of attentive client services, architectural accomplishments and intricately detailed



The wine room, built by Charles River Wine Cellars, is open and spacious.



The lower level features a recreation room, a kitchenette, a bathroom and an exercise room.



work — is to limit ourselves to a maximum of four projects at any one time," he says. "We aren't trying to be the highest-volume builder, but we do want to be the best. This boutique approach allows me, personally, to stay hands-on and work with our team to ensure the best possible results for our clients."

Kaplan is resolute in maintaining the practice of attending jobsite meetings, as well as conducting client consultations and discussions on building methods and procedures with the project superintendents. Such commitment to and expertise in project management minimizes change orders and unwanted surprises, while maximizing cost efficiency for the client.

Kaplan's view on synchronizing the most critical areas of the custom home-building process underpins his philosophy.

"A tight coordination of ideas and intentions among the client, architect, builder and interior designer is imperative," he says. "Our job is to not only build the house, but also manage the entire process as efficiently and seamlessly as possible."

Mastering even the most advanced

construction techniques, Kaplan and his team continually seek ways to refine the building process to enhance the home, maintain the schedule and ensure budget compliance.

"By taking part in what's happening 'on the ground' during a project, I can see for myself what has been and can be done to improve the final product," he notes. "Can we enhance energy efficiency? How do we make the house quieter? Can the handrails be smoother? Can the air be fresher? We are always looking for ways to improve our projects and the owners' living experience."

Sanford Custom Builders works exceedingly well with a variety of architects, interior designers and landscape professionals.

"Each project presents us with unique challenges concerning an architect's plans, our input, our capabilities and the homeowner's demands," Kaplan explains. "We try to be flexible and team players with whatever architect the client has chosen for the job."

He notes that many new projects result

from recommendations by the architects with whom the company has completed previous jobs. The company employs an impressive list of high-quality subcontractors and suppliers, yet is always open to new partners as projects and client resources dictate.

Sanford Custom Builders serves clients of limitless individual tastes, styles and needs, constructing spectacular residences of as many as 19,000 square feet, each brimming with engaging architectural details and thoughtfully planned interiors that balance a client's aesthetics with real-life functionality. Of additional benefit to clients is the company's home management services program, which stands behind the homeowner long after the official homeowner's warranty expires.

"I just put myself in the client's place," Kaplan declares, "and ask, 'How would I want to be treated by a home builder?'"

The home management services team is available 24/7 to facilitate any client issues, such as maintenance, repair and replacement functions, as well

