



EAST COAST *Allure* meets Fennville

A passion for cottage styling and beachfront living moves west

WRITER KAREN VANDER WERP • PHOTOGRAPHER W. PATRICK CHAMBERS

Sarah and Rich named their lakefront home “West Chappy.” West for its strategic location from the Atlantic seaboard, and “Chappy” short for Chappaquiddick Island, the beach community neighboring Martha’s Vineyard and Nantucket.

Early in their marriage, they lived in Boston and vacationed on Nantucket. “We had fallen in love with the homes on the island,” shares Sarah. As a result, the home in Fennville rivals those they admired. Exterior cedar shingles transports them back to fun times and fond memories. Designed in classic shingle-style, along with coastal details like steeply pitched roofs, rough stone surfaces, inviting porches and irregular roof lines, the home creates an overall casual and cozy feel: mimicking the cottages on the island.

Sarah and Rich had been looking for a quiet beach surrounded by woods and picturesque roads for walking, along with a panoramic view of Lake Michigan by day and its colorful sunsets by night. “We found it all here in Fennville!” gleefully explains Sarah.

BDR Executive Custom Homes has built numerous homes along the shoreline, so they came equipped with the expertise and knowledge of features necessary in building a home to ensure and withstand the elements of lakeshore living.

All the design elements accentuate the magnificent view. Sarah and Rich find great pleasure in opening up their home to enjoy the beauty of God’s creation. “That is an important part of the experience for us and our guests in sharing fellowship over meals,” explain the homeowners.



The home was designed with cozy nooks and charming details, creating a cottage feel throughout

It was important to have a kitchen where meals for large groups could easily be prepared, while maintaining an intimate feel of a small group. In keeping with Sarah's wishes, the kitchen was designed with a large island, extensive counter space, and ample cabinets and drawers. The large Sub-Zero refrigerator is essential for accommodating the food for guests, a double oven allows for baking and roasting simultaneously and the two dishwashers help facilitate the clean-up. This dream kitchen makes a cook's life easier with a pot-filler over the stove, griddle in the middle, a cabinet that holds a KitchenAid mixer on a shelf that pulls out and lifts up with the greatest of ease, outlets in the cabinets (handy but hidden,) along with an instant hot water faucet for tea.

It was a prerequisite that the master suite be on the main floor. Upon waking, the eyes are flooded with the beauty of Lake Michigan. Opening a door to the deck allows the senses to further feast on the sights and sounds of the "big lake."

The master bath combines luxury and beauty along with practicality. The walk-in closet has a space for everything and everything in its place, accentuated with varying ceiling heights, highlighting the superior craftsmanship and creativity of the BDR team.

This Michigan beach house is accented with detailing that depicts its character, as well as the form and function of those who live there. Window seats offer a place to pause for a moment from life's busyness, book shelves under the stairs house prose and poetry, a crafting dowel keeps ribbon close at hand, display cases showcase a collection of tin soldiers. A bedroom fireplace creates a place of unparalleled solace and relaxation. Capturing the charm of a New England beach house both inside and out while showcasing BDR Custom Homes' superiority, this home is a dream of East Coast living coming to life along the Lake Michigan shoreline.

PREVIOUS PAGE:

Bountiful windows throughout the home provide unobstructed views of Lake Michigan.

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The island was designed to accommodate small gatherings and add intimacy to the kitchen.



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ABOVE: BDR design couples detail with imagination, making every space a visual pleasure.

BELOW: The built-in bunks and private sitting area provide an ideal destination for an indoor getaway.

NEXT PAGE:

ABOVE: Purposeful design combines function and visual pleasure.

MIDDLE: The elegant master bath features a crowned tray ceiling, sparkling chandelier and divided vanity.

BELOW: This relaxing oasis features panoramic windows and a custom window seat.



BDR Executive Custom Homes



PRINCIPAL OWNER:
Kevin Einfeld

NUMBER OF YEARS IN BUSINESS: 26

EDUCATION:

Business Econ Calvin College

YEAR BUSINESS STARTED:

1987

BUSINESS PHILOSOPHY:

Be passionate about your work. Do it well. Do it right.

We are passionate about design and we do our work well by focusing on three things: our staff, our processes and our clients. By "do it right," we are talking about morals and values, and doing everything with integrity.

WHAT SETS YOUR BUSINESS APART?

I think the things we focus on (i.e. our staff, processes and clients) set us apart because we continually build up and invest in our staff, which improves our processes, and leads to clients that give us referrals and build with us multiple times.

We are also entrepreneurial. We will always keep our focus on custom homes, but we have also developed a few commercial properties, doing work for Starbucks, Panera and other retailers. This work enhanced our skills related to zoning issues and managing schedules. Recently, we purchased and rezoned the old West Shore Golf Club in Douglas, and we are now building custom homes there.

Building on Lake Michigan also has its own set of nuances. We are well prepared to handle regulatory and permitting concerns. In addition, special care must be taken to address the extreme weather and wind conditions, which requires expertise to properly wrap the house, flash windows, install siding and design proper humidity controls, to protect our clients' investment.

HOBBIES, VOLUNTEERISM, ETC. :

- Past board member Habitat for Humanity in West Michigan
- Business mentor to Nicaraguan businesses through an organization called Partners World Wide, which connects business people from North America with entrepreneurs in developing countries.
- Love to down hill and cross country ski
- Love to travel

CONTACT PHONE NUMBER & WEB ADDRESS:

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