

## BROAD VISION

Coastal Fortified  
Homes provides a  
storm-resistant  
alternative.

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# MHB

## MODERN HOME BUILDER

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WINTER 2015

## ULTIMATE DESIGN

Lori Carroll &  
Associates delivers  
the 'ultimate  
experience.'

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# DREAM BUILDERS

Hobgood Construction

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“We have a unique opportunity to do something special, and we are committed to building a legacy of excellence.” **DAVID HOBGOOD**



*Working with innovative designers and architects, Hobgood Construction enjoys building in many of the most exclusive communities in South Florida.*

# Dream Builder

Celebrating 25 years, Hobgood Construction takes pride in the reputation it has established as a premier, luxury homebuilder. **BY STACI DAVIDSON**

### PROFILE

#### HOBGOOD CONSTRUCTION

[www.hobgoodconstruction.com](http://www.hobgoodconstruction.com) / Headquarters:  
North Palm Beach, Fla. / **Employees:** Less than 10  
**Specialty:** Luxury custom homes

*It is rare to hear of someone who really embodies the American Dream. But sometimes it happens – where hard work yields prosperity and success. The family of employees at Hobgood Construction is proud to promote the company’s founder, Wilbur Hobgood, as the embodiment of the American Dream. His employees believe he deserves every bit of success he has achieved and that his work is a perfect example that people still value someone who works hard and demonstrates how much care he puts into his work.*

“You can not replace the reputation that Mr. Hobgood has built with this company,” stresses Edward Naugle, Hobgood’s son-in-law. “In this industry, you see a lot of businesses fail quickly in challenging economies, and few have what it takes to endure. We are grateful for the lifetime of hard work and the tremendous reputation that Mr. Hobgood has developed that has led us to such an amazing opportunity to carry it on. We are privileged to build



spectacular homes in some of the most exclusive communities in South Florida, and work side by side with some of the most creative and innovative design professionals in the industry.”

The “we” that Naugle refers to consists of himself, David Hobgood, Wilbur’s son, and the remaining employees. Naugle explains Wilbur Hobgood is not letting go of the reins, but he is sharing the company’s responsibilities. He will continue to mold the company’s future and will still be on project sites daily, working directly with his loyal subcontractors.

Wilbur Hobgood founded Hobgood Construction in 1990, creating one of the premier luxury custom homebuilding operations in South Florida. He began working in communities such as Admiral’s Cove, Lost Tree Village, Wellington, Jupiter Island and Palm Beach. While the company may be celebrating its 25th anniversary this year, Hobgood himself has more than 40 years of construction experience. That experience guides the decision-making on every project. He is able to combine an owner’s perspective with a veteran builder’s insight. Under his guidance, the family-owned company remains dedicated to every relationship and every project. Hobgood Construction has a lot of satisfied customers, strong partners and an award-winning portfolio of projects. “David and Wilbur are such a unique pairing with their down to earth personalities, tireless work ethic, and relentless pursuit of continually evolving our processes and procedures,” Naugle says. “They truly make a great team and truly have the best interest of every team member at heart.

“We work with incredible designers and subcontractors,” Naugle adds. “Our job is to bring it all together by communicating with owners and transforming it beyond their dreams. We understand this is a tremendously competitive niche, but we are dedicated to continuing a legacy of excellence.”

## PROVEN TRACK RECORD

Hobgood Construction’s excellence begins with its work and approach with customers. Naugle stresses the company maintains a client-centered culture because that is how Wilbur Hobgood oper-

ates, and that is what this business requires.

“When you are working in the custom home market, first-class quality of construction and the owner-builder relationships are what separate builders,” he says.

As a result, Hobgood Construction



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*Because of the custom nature of its work, Hobgood Construction works closely with its clients throughout the entire process.*

constantly works to ensure full understanding of their vision from the beginning, as well as continuously communicating the often-changing demands of clients.

“Our clients are usually committed to a year or more for the type of building projects we do,” Naugle explains. “We establish up front what the path is going to be and we stick to that because this is a family business, and our word is everything to us. Hobgood Construction was built on integrity. We have a proven track record of uncompromising quality and that has left us in a great position during this time of an improving economy.”

In addition to custom luxury home construction, Hobgood Construction has an equally extensive renovation and remodeling resume. Many times, this leads to new construction business. Wilbur Hobgood brings great creativity and a wealth of talent to scenarios where clients prefer to remodel.

“We keep the client first in mind, always,” Naugle says. “At the start, it is important that they fully understand the entire process. Custom homebuilding presents creative opportunities for innovation, as no two homes are the same and the options are limitless.”

The Hobgood Construction team gives its clients all the tools they need to make informed decisions. The company also aggressively pursues value-engineering opportunities on behalf of the client, and most importantly, it teams with architects and designers who will help deliver the style and end product that they want.

“It can be daunting for our clients to have to select every material for the house and they might not be thinking of the minor details, so it is our job to make sure that no detail is left behind,” Naugle says. “In today’s world of Internet shopping, portfolio gal-

leries and television sensations, it can be overwhelming. We are there to help them to the finish line. We try to keep them focused on the critical path in an effort to try to minimize their worries and maximize the process that can be more enjoyable, as it should be.”

“It is really a total team effort,” he continues. “We each handle various facets of each project. All three of us work together with our clients, and collaborate constantly helping them through this process.”

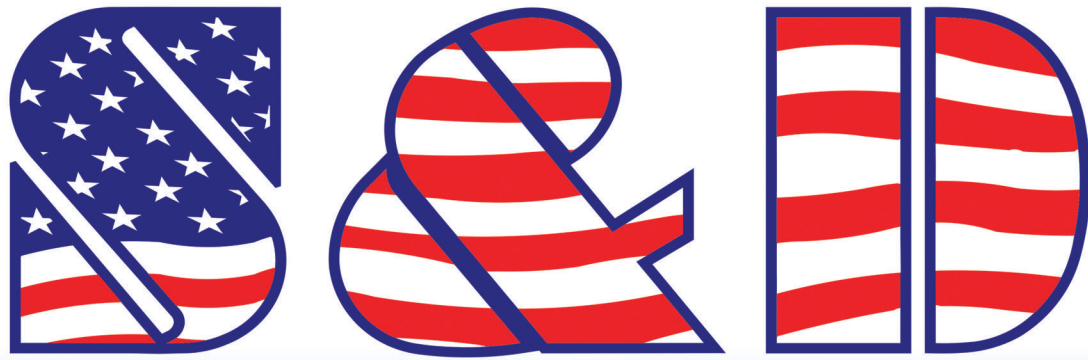
## FUN AND TRANSPARENT

Wilbur Hobgood established the company’s focus on the customer when he founded Hobgood Construction, but it continues on with the second generation of the family. Naugle explains the company doesn’t want the construction of a client’s home to be “a burdensome process,” and working closely with its customers is the key to that. David Hobgood has been tremendous in developing great and long-lasting, repeat relationships with clients. This quality is definitely something that customers appreciate, as evidenced by the many referrals and letters of gratitude Hobgood Construction has received.

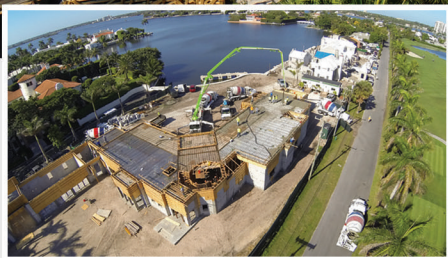
It’s not just testimonials, but the nature of the business that leads Hobgood Construction to understand it is building clients’ dream

**/S&D Contracting/** S&D Contracting is owned and operated by two State Certified Contractors and has been established in South Florida for 10+ years. As a premier firm in this highly specialized line of shell construction work, S&D is comprised of a team of experts whose focus is entirely on the structural integrity of their projects. From pouring and finishing concrete, to laying and setting of block, installing forms and rebar for cast-in-place concrete, installation of trusses and roof sheathing, this group is experienced and dedicated. With them, projects are completed according to plan and with total precision.





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*When people invest on some of the most beautiful waterways in South Florida, Hobgood Construction is there to help them maximize the return on their investments.*



[www.mhb-magazine.com](http://www.mhb-magazine.com) Winter 2015

homes. The company loves hearing the feedback and sharing years of friendship when the business is done.

"We don't want the project to be stressful for our clients. We want it to be fun," Naugle says. "As a result, we work to be as transparent as we can, and we pass on as many discounts from our loyal vendors as we can. We succeed in this business because we offer innovative solutions based on experience and we work with some of the most outstanding subcontractors and vendors in South Florida. We are very focused on developing long-lasting relationships."

## LONG-TERM LOYALTY

Referrals have been a cornerstone in Hobgood Construction's longevity, and have been most important in with the South Florida economy that is everchanging. Naugle explains many of the company's customers have hired it to build multiple homes, and many of the area's industry leaders have selected Wilbur Hobgood to build their homes. They value his honesty, his work ethic and his fairness.

Southeast Florida gives people from all over the opportunity to capitalize on potential investments. "Waterfront property is a limited commodity and people are investing in homes on some of the most gorgeous waterways the country has to offer," Naugle says. "There is a lot of investment here, and that is a nice niche for us. By being aggressively priced, Hobgood is able to help them maximize their return on investment."

Hobgood Construction is able to continue to educate owners in the latest trends. "No two homes are the same, but our enthusiasm is always the same," Naugle says. "All of our homes are custom to



each owner, their family and their lifestyle. We coordinate the exact team that will deliver what they want – every project is a major collaborative effort. We walk side by side with owners through the process and streamline it so they can build as elaborate or unique of a home as they desire, as cost effectively as possible.”

He stresses this level of dedication goes back to Wilbur Hobgood. Naugle explains Hobgood is direct and known for always working in the best interest of the homeowners. He does not cut corners, and the company is always available to clients – working weekends and nights to cater to their needs. Hobgood has set a tremendous example for the rest of the company to keep pace with.

“There is a complete client-centered attitude here – that is our culture,” Naugle says. “We live it, breathe it, believe in it, and start each day with that in mind. We are persistent, tenacious, steadfast and committed to the greater cause. We will always follow through, and do what we say we will do. Mr. Hobgood has done all of that for more than 25 years – he is a true professional.”

He notes that Hobgood also contributes to the company’s success because he is “so much fun to be around.” Clients form long-term relationships with the company because they enjoy spending time with the Hobgood family.

“Our core values start with ‘family first,’ and we balance that with our business,” Naugle says. “They consist of honesty, integrity, respect and teamwork. We do not take Mr. Hobgood’s hard work for granted, because it has been his dedication and persistence that has built this business, and has changed the lives of so many families. He started this company from scratch and he built it with his wife, Velyn, at his side. We are taking what they have done and trying to continue to build the Hobgood brand. He provides us with every ounce of support that he can, and that is why he has so many supporters. It is truly a once-in-a-lifetime opportunity to help carry on the ‘Legacy of Excellence’ set forth by Wilbur Hobgood.” ■

**/Dunn Rite Construction/** Dunn Rite Construction is proud to be a part of the Hobgood Construction team. Hobgood shares the same commitment to quality and service that we make. We are determined to put out the best product available. Working with the Hobgood group is like being part of the family. It makes it an easy partnership to provide the quality that Hobgood expects. We have been providing them framing, installation of drywall, finishing of drywall and other services for over 10 years and look forward to more years of business with them. Hobgood doesn’t settle for an average job, they want the best for their customers. We are glad they have chosen us to provide the best in framing and drywall services for their customers. If you are looking for a quality contractor to provide framing and drywall services for your project, please call Dunn Rite Construction. We take pride in our work.

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The image shows a white box truck with the Dunn Rite Construction logo and contact information. The truck is parked on a dark surface, and the background is a textured, light-colored wall. The logo on the truck matches the one in the advertisement, featuring the company name in a stylized font with a green and gold border. Below the name, the phone number 561-968-3746 is displayed. The truck also has text that reads "Specializing in all Phases of Drywall" and lists services: "NO MESS POPCORN REMOVAL", "METAL FRAMING \* HANGING \* FINISHING \* SPRAY TEXTURES \* HAND TEXTURES \* SPRAY-PLAST". The truck's license plate is 8ET5928.



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