

JEFFREY STRNAD

Bringing Beautiful Designs to Life

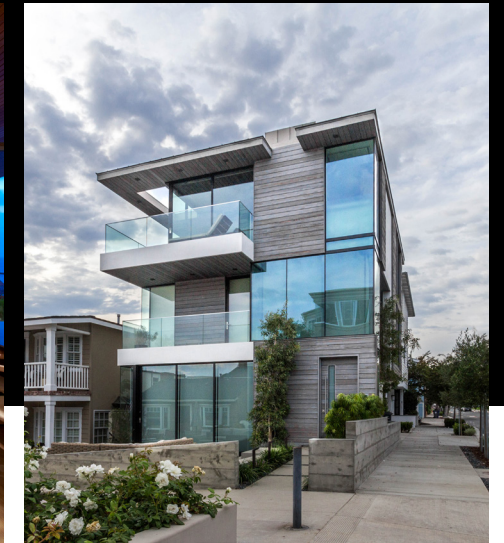
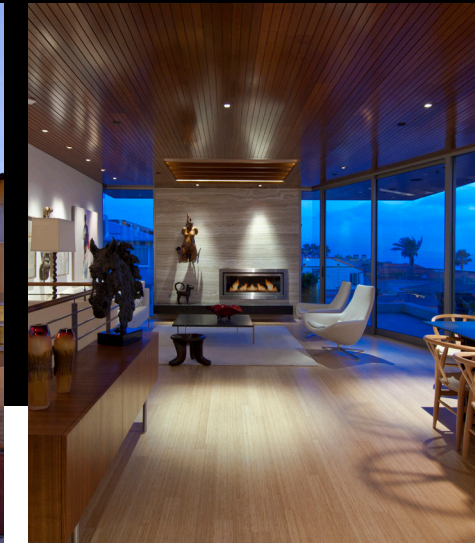
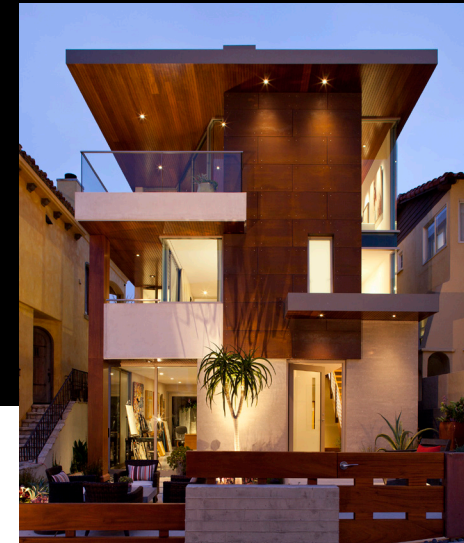
Written by H. K. Wilson

The Beach Cities of L.A.'s South Bay are a strand of unique enclaves, each with its own distinctive personality and lifestyle. The area is also a showcase for extraordinary homes that reflect the singular character of their owners and make the most of Southern California's coastal atmosphere. When Jeffrey Strnad founded his company, Beach House Design & Development (BHD&D) in Manhattan Beach, he did so with a vision of bringing to life the beautiful abodes that existed in the imaginations of his clients. More than 20 years later, he is recognized as one of the coast's premier builders, with a comprehensive and seamless approach to real estate acquisition, design, construction and disposition.

A native of Cleveland, Jeffrey earned his degree in accounting from Bowling Green State University and had his pick of Big 8 accounting firms. He began his career as an auditor, then swiftly moved into a senior management consultant role at KPMG and went on to executive positions with several notable financial institutions. He eventually relocated to L.A., where he managed a portfolio of more than 20 million square feet for Jones Lang Lasalle, where he executed over a half billion dollars in commercial leases. When Donaldson, Lufkin & Jenrette was acquired by Credit Suisse, Jeffrey decided to found his own development company. "I owned a number of properties in Manhattan Beach," Jeffrey says. "I started out redesigning and renovating existing homes or building ground up and selling at substantial profits taking advantage of the robust housing market. I networked with local Realtors® and got to know the city processes well, along with the trade pool that worked here. I finally opted to augment my knowledge of construction and design with a masters of interior design and architecture from UCLA."



Today, BHD&D, an integrated real estate services firm that specializes in architectural and interior design, construction and real estate investment, boasts a portfolio of some of the area's most striking homes. "On the design side, we do ground-up remodel from feasibility to issuance of permit. We oversee the whole project on behalf of our clients and hire the entire team, including the general contractor. On our construction side, we design about 60 percent of what we build, and the other 40 percent we do for third party architects."



The company's cloud-based management system, Procore, allows all parties to log in and view every aspect of a project at any time, including contracts, budgets, lien waivers, punch lists, photos and scheduled meetings. This tool sets the BHD&D team apart and ensures full transparency for clients.

"I take the perspective of the client I'm working with and put myself in their shoes. I want to minimize or mitigate any unexpected outcomes by being very transparent with costs and through my approach to documentation. I understand the role of the fiduciary, and I look at it like I'm spending my own money. I think those things really set us apart in our marketplace."

The company's experienced leadership brings sophisticated business methods to each project. "The three of us on our core management team have substantial corporate experience prior to working in this industry. We're all seasoned at 25 years-plus in terms of business experience. Besides being very creative, we're all detail oriented and operate like corporate America in that everything we do is documented and transmitted to clients. Communication and follow-through are paramount to our success. Another thing is our on-site supervision. We don't leave a property unmanned to let the trades build it."

The company's outstanding client reviews bear witness to the efficacy of its approach to home design and construction innovation. One client commented: "Having been through multiple remodels of different scale and cost, I can unequivocally recommend Jeff Strnad and BHD&D. Jeff separates himself from the rest of the pack because of his unique ability to excel in all three disciplines of build and remodel architecture, design and construction. His keen eye for detail ensures that all elements, seen and unseen, are completed with outstanding

functionality and aesthetics. He is on site daily with crews that have worked with him for over a decade. He also excels at communication so you know what is happening, when, where, with whom and why. My most recent major remodel was ahead of schedule and on budget. Amazing! The result is beautiful and functional. Thank you Jeff and BHD&D for bringing the vision to life!"

Most of BHD&D's business comes through corporate relationships and word of mouth. As a 26-year resident of Manhattan Beach, Jeffrey says he likes his grass roots persona as a local business person serving local people. He gives back to the community as a board member of the KIPP LA charter school system, which he has helped grow from two schools to 14. He is also a supporter of the Wounded Warrior Project. "My goal is to build the best product we can while maintaining strong ties and relationships with people. Even though we're a small company, we believe we are providing leadership and making an impact on design and construction in terms of quality levels and value to clients."

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