

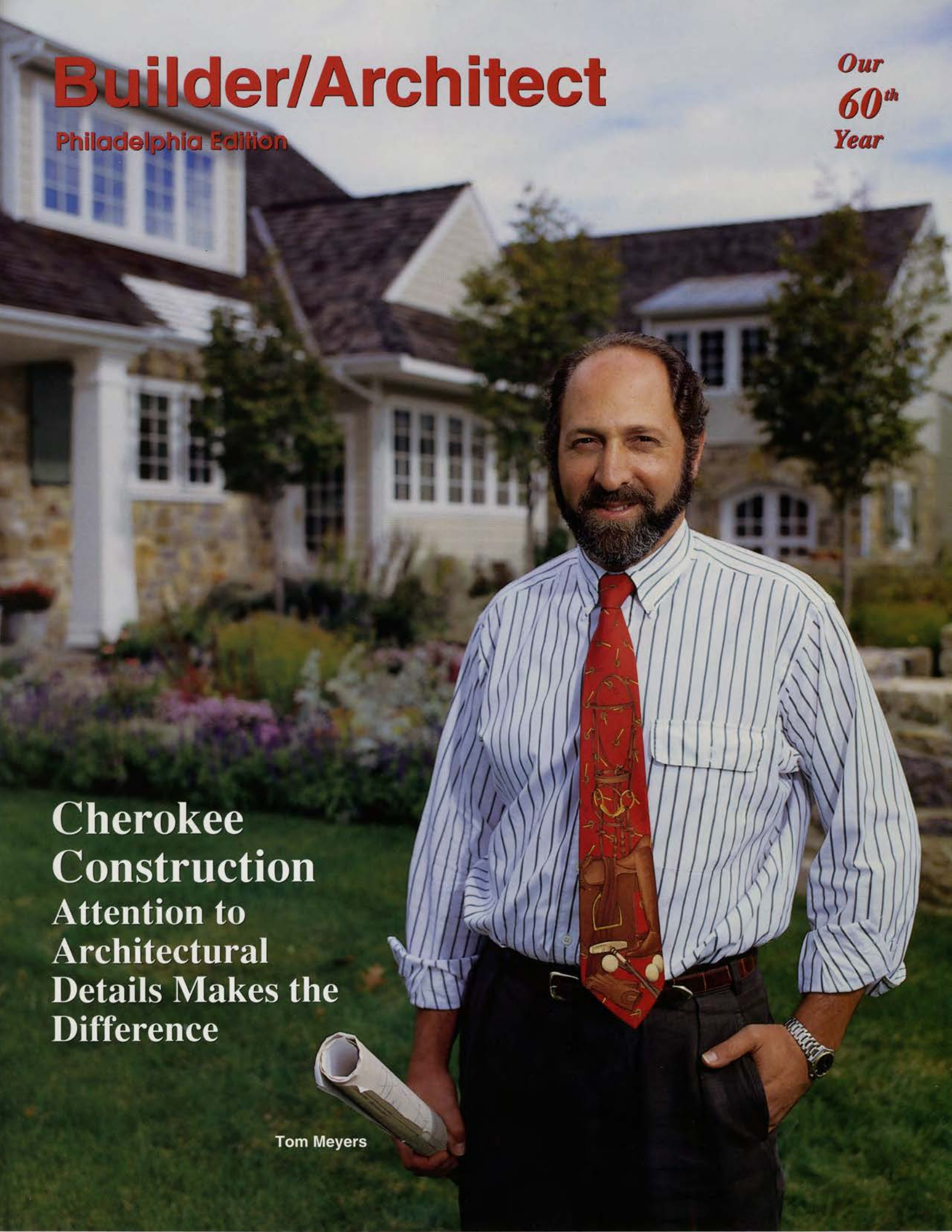
Builder/Architect

Philadelphia Edition

*Our
60th
Year*

**Cherokee
Construction
Attention to
Architectural
Details Makes the
Difference**

Tom Meyers



Cherokee Construction

Attention to Architectural Details Makes the Difference

By Elsie.S. Flood

“We’re builders,” Tom Meyers, president of Cherokee Construction, says. “That means if it is a commercial construction, high-end residential, residential development or large-scale renovation, we’ll build it.”

This is a modest description of the Chestnut Hill, PA firm that, in more than 20 years, has gained a reputation in the architectural community for fine craftsmanship, attention to detail and excellent customer service. Cherokee Construction’s portfolio bursts with photographs of new million-dollar homes, estate renovations and commercial projects, spanning from Society Hill in Philadelphia to the suburban Main Line and Montgomery and Bucks county communities.

“People, architects in particular, come to us for new home construction and renovation when their designs call for a great deal of architectural detail,” Meyers says. “We spend a lot of time and energy to be sensitive to the architecture that is being created.”

He describes detail as the way homes are joined together: the craftsmanship, the thinking ahead and visualization of the project, and the actual process of building. “Although an architect will frequently



“The experience of building your own home should be a pleasurable one. How often do you get the opportunity to create the environment you will live in? We don’t take lightly that we are privileged to be involved in people’s lives in that way.”



This unusual view into the “gentleman’s farmhouse” kitchen from the expansive main hall is an example of Cherokee Construction’s attention to design and detail. Photography by Jay Greene Photography.

go over details, we can picture each step of the building process and foresee any obstacle before it occurs. It is the small things that make the difference. Everything has a relationship to each other and if you don’t understand the relationships, the details will not work. That is why architects enjoy working with us. The builder needs to take in and understand the entire picture. We are sensitive to the designs and pay attention to each *intended* detail.”

Most builders would agree that the framing of a home is essential for the rest of the project to come together. Meyers attributes his start as a carpenter framing and trimming homes as the footing for a foundation of building excellence. He says he learned from “some of the best” before taking a partner and starting Cherokee Construction.

Initially, Cherokee Construction specialized in restaurant renovations in Montgomery County and Center City, Philadelphia. Meyers’ partner left the company to pursue other interests, but the Cherokee Construction name had already begun to take hold. The team of carpenters grew to five and Tom found himself moving towards sales, estimating and paperwork, rather than hands-on carpentry. The Cherokee team was known for quality high-end finishes, and work requests were coming in almost exclusively from architects, designers and previous customers.

A dramatic renovation to a million-dollar home thrust Cherokee Construction into custom home building. When the renovation was complete, the homeowner’s business partner was so impressed he asked Tom if the Cherokee team would build his new home—a million-dollar home in Bucks County. The project offered enormous exposure and

soon invitations to bid on custom homes began to flow in.

“What continues to make us different, or stand apart, from most of the custom builders in the area, is that we continue to do the majority of our carpentry in-house,” Meyers says. “For example, if a job is very complex, we will frame the home ourselves. The frame is critical for the whole house to come together. We know the critical points of the design and for the project to gel, we know we must frame it ourselves.”

Of the 28 Cherokee Construction employees, the majority are carpenters. Tom works directly with customers and does most of the “up-front work.” Barry Bragin, vice-president, is responsible for estimating and is Tom’s “right-hand man.” Bill Tesno is construction coordinator. His job is to make sure all of the logistics are handled on all of the sites—from coordinating manpower to tools and equipment. Each job has an on-site manager who is solely responsible for that project and, with Tom, works closely with each customer.

“I think it is important to note Cherokee is not about me,” Meyers says. “The majority of our employees have been with Cherokee Construction for over 10 years. Our employees have a dedication to quality and service. It is the team effort that makes Cherokee what it is today.”

Cherokee Construction is presently working on a 14,000-square-foot custom home, a 12,000-square-foot estate renovation, Crown Book Superstores, a golf club renovation, and a number of various other projects.

Tom formed a partnership with Realtor®/developer/builder Sal Paone to develop a piece of ground next to Alverthorpe Park in Abington Township. The subdivision,

The Woods at Alverthorpe, consists of custom homes ranging in price from \$500,000 to \$1 million.

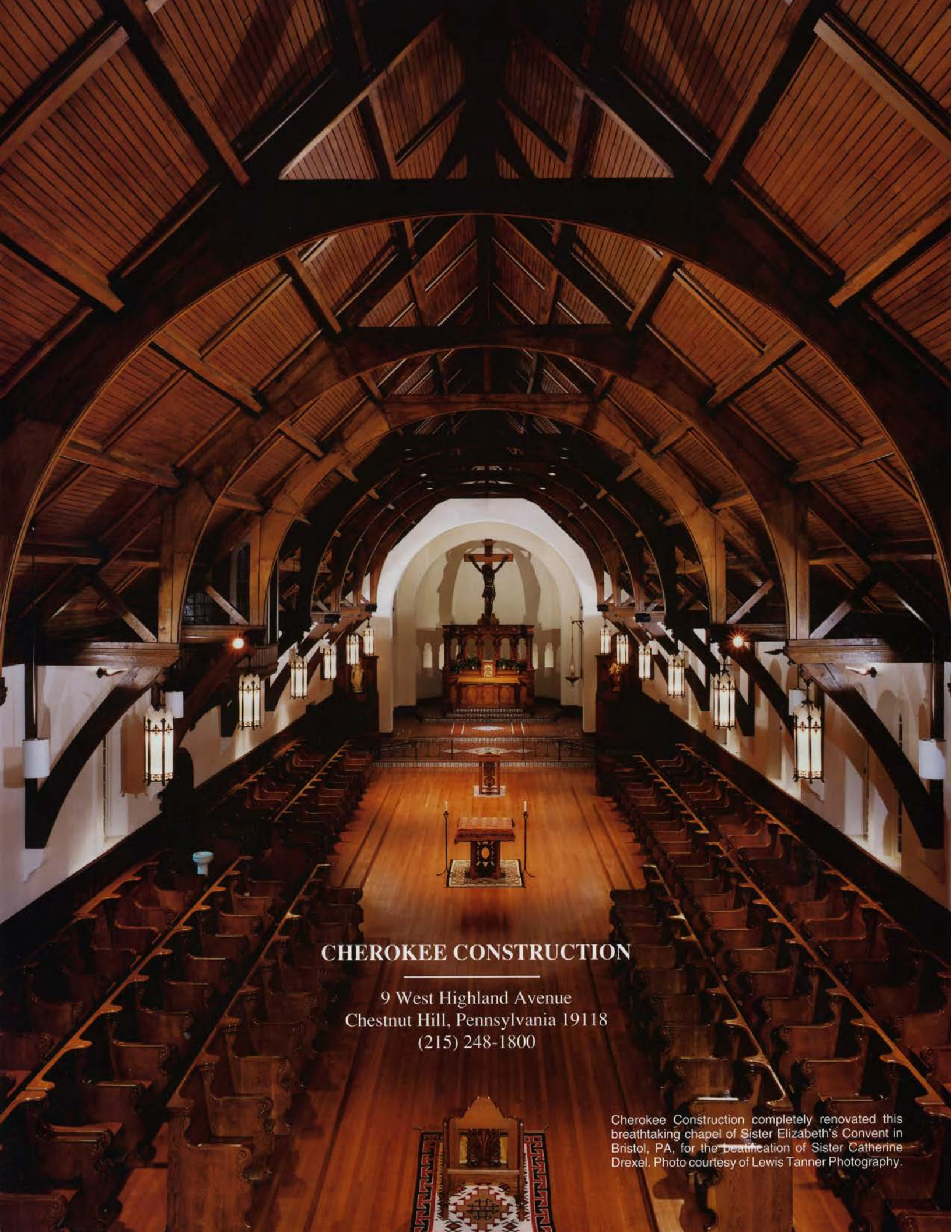
As he looks back over more than 20 years in the business, what Meyers truly loves best is working with customers and watching their dream become a reality. He says with a smile, "The experience of building your own home should be a pleasurable one. How often do you get the opportunity to create the environment you will live in? We don't take lightly that we are privileged to be involved in people's lives in that way. Our relationship with customers is of the utmost importance. We work closely with them every step of the way as a supportive team. Building their vision should be an exciting, delightful experience for them."

B/A



Cherokee Construction converted an old barn into a "family playhouse." The backhoe (shown above) sits where the pool (below) is located today. The spectacular renovation was awarded "Best Single-Family Residential Project" by Associated Builders & Contractors, Southeast Chapter. Playhouse photo by Eric Mitchell.





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Cherokee Construction completely renovated this breathtaking chapel of Sister Elizabeth's Convent in Bristol, PA, for the beatification of Sister Catherine Drexel. Photo courtesy of Lewis Tanner Photography.