

Spotlight on Avondale

**New Businesses,
New Plans,
New Life for Historic
Neighborhood**

Plus:
Heart Health Alert
A Nod from Decatur Y
End-of-Life Pet Care Tips



ADDITIONS | KITCHENS & BATHS | RENOVATIONS



RENEWAL
DESIGN + BUILD

YOUR HOME. YOUR LIFE. **RENEWED.**



Photography by Heather Shuster

As a local family eagerly enters their new kitchen and master suite addition, the Renewal Design+Build sign is removed from the front yard and stowed in one of the signature white and blue vans. “While a renovation is never going to be worry-free, Renewal gets you as close to that as possible,” the homeowners reflect. Renewal Design+Build is a remodeling company in metro Decatur that offers a wide variety of remodeling services – from kitchens and baths, to additions, to major and whole-house renovations.



Photography by Lee Grider Photography

Renewal is, at its core, a family business. Peter Michelson, CEO, founded Renewal in 2001 and was joined by his brother, David Michelson, president, in 2004. The Michelson brothers have a long and proud family history of construction. Their great-great-grandfather started a construction company in Boston in 1896. Growing up, they were always immersed in construction, either directly on the jobsite, or in discussion around the dinner table.

Prior to founding Renewal, Peter Michelson attended the University of Michigan, where he earned a degree in history. After graduating, he worked as a carpenter for numerous remodeling companies in New York’s Hudson Valley and in San Francisco. Peter reflects, “That time as a carpenter working for other companies helped me learn what a well-run company should look and feel like. Most companies were not well run, and I wanted to make sure that our company was truly top notch.” He



says that being on the crew of a mismanaged company was formative. “I vowed that my company would be professionally managed, thereby attracting and retaining the very best talent, the best people in the remodeling industry. Having the best staff ensures that we will deliver an outstanding experience to our clients.”

David is also no stranger to getting his hands dirty in construction. After graduating from Syracuse University, he spent four years working for a national building firm. From 1989 to 2004, he was vice president of his family’s construction business in Massachusetts. While working there, he participated in several unique renovations of historical federal buildings. These projects involved jobs such as repairing woodwork, plaster, and stonework. He also helped in the restoration of a historic mural.

Peter and David are thrilled to provide “Atlanta’s best home renovation experience.” Unlike other remodeling companies, Renewal is unique in that all stages of the renovation process are handled under the same roof, from 3-D design through the entire construction process. “The Renewal approach is a total team effort,” says David. “The renovation consultant is working with the estimating team, is working with the design team, and the production team, to help ensure we are providing the client with the best possible solution for their needs.”



Photography by Jeff Herr Photography

Renewal is committed to giving clients a thorough and positive renovation experience. “We spend a lot of time up front getting to know the house, getting to know the needs of the clients, so when construction starts, it can be as seamless as possible with few surprises – we try to uncover that in our pre-construction work. Instead of rushing into an agreement, we really want to methodically understand the house and any issues it may have. Because of this process, we tend to have very few surprise change orders for the client because we’ve uncovered most of the issues in the pre-construction phase,” explains David.

Additionally, each project has a dedicated project manager who works with the client from pre-construction through completion. “There’s never a dull moment as a project manager at Renewal,” says employee Mark Franco. “With continuous communication between the design team, the client, the trades, and inspectors, we are the catalyst that brings all aspects of the build together. Juggling all the moving parts and personality types can be a challenge, but with great support, everyone involved comes together to accomplish the common goal. The reward comes at the end when you see how thrilled the homeowners are to live in their remodeled home.”

Nearly all (97 percent) of Renewal’s customers say they would refer them to their friends. “Renewal is fantastic – it’s as simple as that. The customer service is through the roof. We did not worry about the work or unexpected costs or the timeline. The folks at Renewal kept us informed, asked questions, responded quickly, and generally made the whole process pleasant,” affirms Decatur resident Chad Greer.

Renewal has garnered more than 60 prestigious national and regional remodeling awards. Their work is regularly featured by writers on Houzz.com, as well as in *Atlanta Home Improvement Magazine*. For Peter and David, however, the rewards don’t come in the form of plaques or trophies. Peter says he is most fulfilled when clients are wowed by the experience of working with Renewal and with the final outcome of the project. “It’s not just about having a great finished space, but also the entire experience all the way through. They end up saying to us, ‘It was so much easier than I ever thought it could be, and the outcome was so much better than I ever imagined it could be.’”

For more information, visit RenewalDesignBuild.com.



Photography by Lee Grider Photography