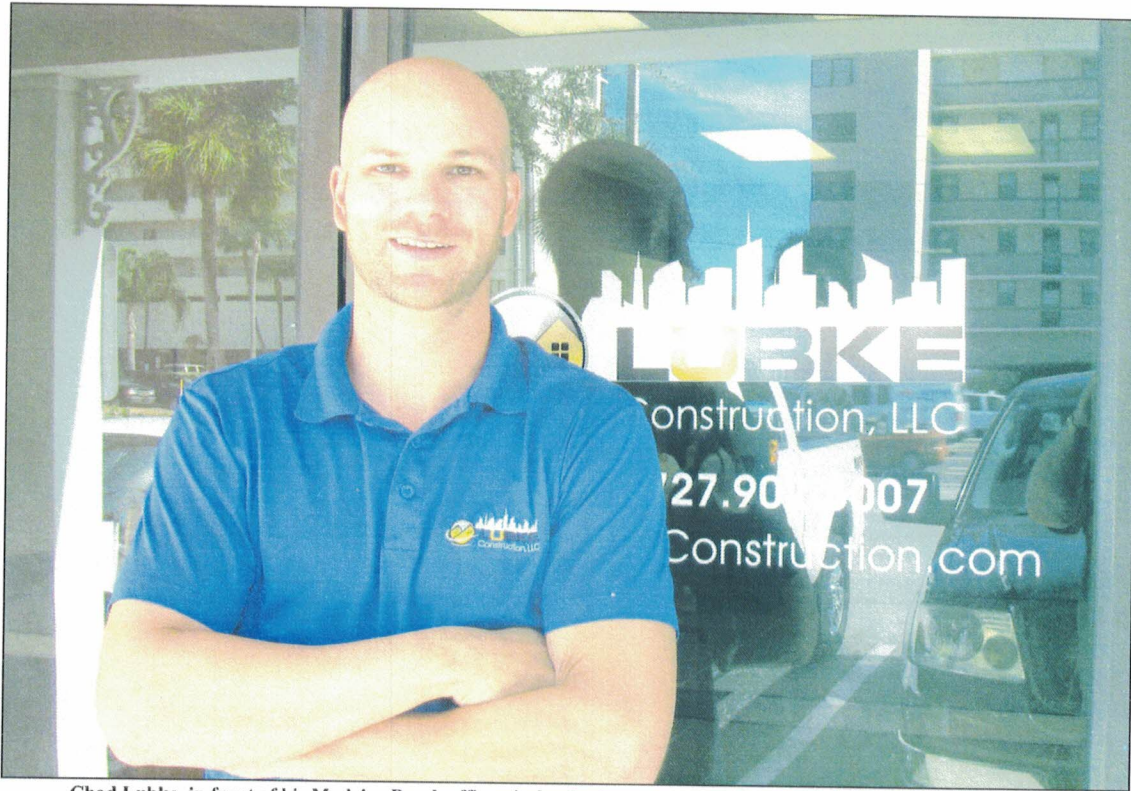


Civic-minded

Developer takes pride in building quality homes and serving the community



Chad Lubke, in front of his Madeira Beach offices, is developing property in many beach towns in Pinellas County.

For Madeira Beach developer Chad Lubke the construction of new homes is something that has been part of his life ever since he began working. He started in Michigan and a decade ago brought his lifetime of skill and innovation to Pinellas County and the beaches.

Lubke owns and operates Lubke Construction LLC. He's owned the business since 2008 after a career of studying and learning the construction business.

"I have been in construction all my life," he said. "I was licensed when I was 19. I was working in construction while I was studying Construction Management at college."

He got his degree in construction management and for a time operated his own business in Michigan. Then in 2005 he moved to Florida.

"I moved here in 2005 and worked for two condo developers," he said. "One of them built two 30-story condo buildings and I was part of it. After that I decided to open my own business."

Lubke opened his construction company with his first round of developments in the Florida Keys. Eventually he moved the business to

Pinellas County, and he says most of his activity is centered on the beach areas.

"Our price points are from \$750,000 to \$2.5 million," he said.

One might think that succeeding through the recession with those kinds of prices would be tough. Lubke says he got through it.

"We did well," he said. "We started buying land aggressively two years ago in Redington Shores and now we're working on developments from St. Pete Beach to Belleair Beach."

Lubke has more of a stake in the beaches than just business. He's a potential neighbor of his customers. He and his wife and two daughters live in Redington Shores. He's also active in the community and is involved in the Big Brothers-Big Sisters programs. So he is personally invested in the same community where he builds houses.

"It is good because we're centrally located to all of our projects, it is a good fit," he said.

Lubke seems determined to continue to develop on the beaches. But where is the land coming from? He says there is plenty of opportunity for his company and prospec-

tive homebuyers.

"I would say most of the homes on the beaches are not code-compliant," he said. "There is a lot of opportunity for us in the tear-down activity. Homes that now demand the owners pay as much as \$30,000 a year in flood insurance can be replaced with a home that only requires \$500 annually in flood insurance."

"If someone were to find a piece of land we could build on that. If there is a house on it we can tear it down, we've done that in the past," he said.

Lubke now only builds custom homes for clients. He or the client has the land and together they design the home and he builds it. Soon he hopes to be able to build two houses "on spec" to see how the market responds to that.

"Up to now we have nothing that is available that people can buy and just move into. Everything we have is custom and pre-sold," he said. "We have two waterfront lots that I have planned development for."

Lubke says he plans on being around for a long time and the warranty plans that come attached to his houses support that.

"We provide a two-year

mechanical warranty. That's a warranty on things like plumbing and other internal systems. We provide a 10-year structural warranty and a 30-year termite warranty," he said.

In addition, the homes all have piling foundations and are of 100 percent masonry construction.

"That's a big selling point," said Lubke.

All the homes are Energy Star certified, which means they are energy efficient.

Lubke employs an interior designer as well who helps customize the home.

"That helps make it truly custom," he said. "We have a model home in the Redington Shores Yacht and Tennis Club so people can see what we do."

Lubke says with a home in Redington Shores and his office in Madeira Beach he wants to make sure that people know he is around and can provide full service.

"We're trying to build our brand more," he said. "Right now I'd say we have more single-family luxury homes than anyone else on the beach. If you want a home you call us."

The number to call is (727) 902-3007 or visit the website atlubkeconstruction.com.