

A photograph of Barry Brodsky, a man with short brown hair and sunglasses, wearing a dark blue polo shirt with a logo and light-colored khaki pants. He is standing on a rooftop terrace with a white wall behind him and a blue sky with light clouds above. His right hand is resting on the wall, and his left hand is in his pocket.

BARRY BRODSKY

BRODSON CONSTRUCTION

What you **MUST** know before you hire a contractor

- Decide who you are going to hire first, your general contractor or your architect.
- Make a distinction between your wish list and your budget and clearly communicate which one is your priority to your general contractor.
- Warning: Your wish list may cause you to wait months for your plans to be finalized, at which point you may find that your budget had been blown. If your budget is your key priority, make sure that you have somebody responsible for maintaining it as early as the planning stages.
- If you are bidding out your project make sure that you are bidding it out to qualified people. If you get two bids that are very similar and one that is much lower, it does not mean that that is automatically the best bid. Be sure to look at everything very carefully.
- Also make sure you check all the hurricane code and compliance details. The market is so busy here when you get close to hurricane season, people can ask for high prices.

Brodson Construction: 305-576-9909

Although Barry Brodsky could read building plans from the time he was a child, he worked as a professional model in New York before heading to college to major in accounting. He worked in that profession for several years before joining the family business of construction. After Hurricane Andrew he was pulled into commercial construction where his fashion background was called into play to build a men's retail store. That experience led to building stores in Aventura and Bal Harbour Shops for luxury brands like Bulgari, Dolce & Gabbana, Hermes, Cartier and Harry Winston. He recently completed stores for Lalique and Hermes on Rodeo Drive and a Cartier boutique in Washington, D.C. Brodson's celebrity clientele includes singer Cher. "We did an entire renovation of her house on Key Biscayne."

JOBS: Residential work upwards of \$1,000,000.
WHAT SETS THEM APART: The demands and precision involved in retail are so extensive and computerized that if you want to run a residential job correctly there's no trouble. We bring efficient management to the table in this era of technology. We understand high end finishes and that sets us

apart. **BIGGEST DISASTER:** We'd ordered windows from Germany worth several hundred thousand dollars for a house in Aspen, Colorado. We waited eight months for these huge two-story tall windows and doorways and they arrived shattered, all in pieces. So even though they absorbed the cost, we had to wait another eight months with the gorgeous views all boarded up. **MOST NOTABLE JOBS:** We do prestigious retail jobs and homes worth over \$25 million and we've worked for and sold homes to celebrities and star athletes. **SUCCESS ARRIVED WHEN:** People stopped asking me "can you do it?" They know I can. You spend so much time in the beginning convincing clients to trust that you "can" do it. I also knew when I was invited by a client to play (golf) at Augusta. **PERKS:** Travel around the world. I went with one client to Thailand to choose his furniture and wall paneling. We also went to Vietnam and an area of Burma to pick out interesting artifacts. I've been invited on private planes and yachts—people at that level have a certain lifestyle—and you're involved very intimately. ■