

# Merging clients' lifestyle, desires and budget

By Irene Luck, *The Central Virginian*

Building the perfect dream home can be a difficult task, especially when existing plans fall short in meeting your needs and lifestyle. But, Arc-Tek Homes, a design and build firm based at Lake Anna, has the solution.

Kenny Marshall, a certified professional building designer and owner of the company, has created custom designed homes for over 250 clients in his nearly 25 years in the construction business. By merging the client's lifestyle, desires and budget, Marshall has been able to design the perfect home for each family.

"With most spec plans, the builder and homeowner end up modifying the plans," Marshall said. "When people come to me, we start from scratch and design a home that is structurally sound and visually appealing. My goal is to keep the homeowner within budget, making sure the design doesn't suffer."

Working with Marshall is Beverly Hubric, who is responsible for the financial aspect of Arc-Tek homes. Hubric met Marshall when he designed a weekend home for her and her husband, John Ward, in the Blount Harbour subdivision on Lake Anna. Hubric sketched out her vision on a napkin and gave it to Marshall, who brought a gorgeous home design to the pair.

"We trusted what he put together for us, including a 'smart house' concept and we ended up with a home we love," Hubric said. "When we decided to build a guest house on the adjoining property, we came back to Kenny."

Marshall found Arc-Tek six years ago, designing and building homes on the weekends while working at Colonial Concrete full-time.

As the business grew, Marshall decided it was time to devote his full attention to Arc-Tek and two years ago left Colonial Concrete.

Marshall's approach is to have the couple make a "wish list" of everything they want in their house and then begin looking at what is important and what can be left out to meet their budget.

"I try to find a happy medium with the couple," he said. "Sometimes that's an easy process and sometimes it takes a lot of compromise between the spouses."

The designer encourages clients to look through home magazines and cut out photographs of aspects they like, regardless of whether they match in style.

"Often, the photos show me what aspects people like, not necessarily the style, but the openness or design," he said. "The pictures let me see inside the client's vision and more adequately put it onto paper."

In addition to custom designing homes, Arc-Tek Homes also builds two "idea" houses a year. This year, two Tuscan-style homes are being constructed at the entrance to Anna Coves subdivision on New Bridge Road. The smaller home is less elaborate while the larger home has more features found in the traditional Tuscan architecture.

"We build the homes to showcase different architectural styles and designs," Marshall said. "I want to let people know that if they like Tudor style, Tuscany or English cottage, we can recreate any of them."

Hubric, who has a background in television, agrees with Marshall that building a home is like creating a television program. A concept has to be developed, a budget prepared and a focus found for the show. Subcontractors are used and revisions are necessary to reach the finished product.



Marshall uses a software program known as Chief Architect which allows a 3-D replication of the home, including interior and exterior views from different angles, the placement of furniture within the rooms and the finished look.

With each home an original design, customers are not going to drive down the road and see their house with different siding or reversed.

Active in his profession and the community, Marshall is a member of the Lake Anna Business Partnership, Fredericksburg Area Building Association, Home Builders Association of Virginia, National Association of Home Builders, American Institute of Building Design, National Council of Building Design, Central Virginia Builders Association, American Concrete Institute and American Plywood Institute.

Born in Charlottesville, Marshall married the former Gail Watkins nearly 30 years ago and resides on Watkins Lane in the Ferncliff community.

Arc-Tek, which is located at the Lake Anna Professional Building [Valere Real Estate office], can be reached by calling (540) 894-8304 or visiting the business on the web at [arctekonlin.com](http://arctekonlin.com).

*One of Arc-Tek's "idea" homes is currently under construction at Anna Coves subdivision on New Bridge Road. The homes are situated adjacent to each other and are designed to resemble Tuscan-style villas.*