

Builder/Architect



Baldwin Construction and Development

The New Age of Building Foundations

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By Ben Buys

In a time when the thought of employing the services of a contractor elicits strident consternation, The Baldwin Construction and Development Company has determined to restore the chafed integrity of contractors and aspire to excellence. Overriding passion and a long demonstrated love for the fine art of building fuel their inspiration to exceed customer expectations, establishing unrivaled majesty in our contemporary and often mediocre, conformed professional environment. While others simply endure their craft, The Baldwin Construction and Development Company formed a new paradigm for our time.

The story of Baldwin Construction and Development began 22 years ago when the owners, John Petrov and Anthony Ferro, lived on the same block in junior high. Through thick and thin they were there for each other, continually living in the same neighborhoods. For 20 combined years they worked separately, each gaining expertise in the field of construction, until two years ago, when they decided to reunite and form Baldwin Construction and Development. They had discovered a common passion for fixing houses and a growing disdain for delays and hidden charges of commercial construction.

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Relationships are the foundation upon which everything else is built. John explains, "Anyone can say, 'look what I built,' but our job is about so much more than just 2x4s." Relationships are the cornerstone of Baldwin Construction and Development. Clients are listened to and alliances are forged. Like the owners' 20-year relationship, clients are not seen as a short-term opportunity, but as a long-term partnership. The client is a teammate whose goals are collectively reached. This philosophy has resulted in a longstanding history of repeat business.

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warm character for which Arcadia is known into every aspect of their company.

This warmth extends to the customer service and quality of work that separates Baldwin Development from so many other construction companies. "What we say is what we do. Without customer service, we don't have a leg to stand on," states Anthony. "The customer comes first" is obviously true with this company; clients are given the personal cell phone numbers of the owners and foremen with permission to call 24 hours a day. In fact, Baldwin Development has 24-hour service that promises a service van will be on site within two hours of being called, regardless of the hour. They gladly do this, knowing that a crisis doesn't just wait for a





Luxury apartment homes at the Grove, Los Angeles.



Broadcast Center luxury apartments



convenient time. John adds, “We don’t work a normal 9-5; we work when it is needed and we work until a job is done. We do whatever it takes to deliver a job on time and on budget.” The long hours are natural for a company that loves what they do; the employees of Baldwin Construction take note of the founders, similarly propelled by passion and a vision for an excellent finished product.

One of their recent projects is a resort-style apartment complex on Beverly Blvd. in Beverly Hills. The Broadcast Center is a high-end apartment community that boasts exclusive clientele and is touted as an “upscale urban experience.” It has given Baldwin a chance to show that their expertise runs from family homes to large complex, upscale apartments. The beauty of the complex is a testament to the expertise found at Baldwin Construction and also teamwork from other like-minded contractors. One of those contractors is Colormason Inc. States Anthony, “Denny Lugaila at Colormason has been working side by side with us on many projects and is a part of our team when it comes to providing quality granite for these types of projects.”

Baldwin Construction also has many other major projects that are on the horizon. They are in the development stages of ground-up hotel construction in Riverside, CA. They also are in the planning phases of a 175-apartment renovation in Santa Monica and a 12-story office renovation in Beverly Hills. The work continues to come in as a reputation for fair pricing and excellent quality follows them everywhere they go.

Even with all the recent success of Baldwin Construction, the struggle in the housing industry has obviously not been convenient for contractors. In a tumultuous time for anyone involved in the housing market, Baldwin Construction has found much of its work in restoring tenant

This contemporary kitchen layout is from a custom-built home in Bel-Air.



improvement properties. They understand that survival in a changing landscape means adapting to meet the needs of the people. From family-owned homes to apartment buildings, from commercial buildings to hotels, they demonstrate their trademark quality and service in restoring injured property to a beauty beyond the original. In fact, many times they are called on to repair mess-ups by other contractors. “We are trying to repair the image of an industry that is continuously falling apart,” says John in reference to the construction industry. “We don’t cut corners and we stand behind our work.” Clients have certainly taken notice — Baldwin Development receives much of its business from referrals.

Working side by side with top interior designers shown here, in this 450-square-foot master bathroom.



PHOTOS BY BALDWIN CONSTRUCTION

The demand for John and Anthony’s consistent excellence has forced the recent purchase of a warehouse to assume full production of all the cabinets they install. Cabinetry is one of the most crucial aspects of home restoration, so John and Anthony wanted to be able to supervise the production from point A to point Z. “It really is a great investment for us,” states John. “It helps us to have more control over the quality of work that we are doing.” As a result, they have no need to subcontract cabinet making, ensuring quality and saving the client from middleman fees.

The restoration projects extend to water and fire service for those that are affected by such tragedies. Baldwin Construction recognizes that the devastation wrought by uncontrollable, catastrophic events often causes the loss of irreplaceable family heirlooms and precious personal effects and so desire to partner with their highly esteemed clients to carefully rebuild their world and preserve their cherished dreams.

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Stone work is critical when working on a design/build project.

With the 24-hour service and unobtrusive working crews, normal life is quickly resumed. Their polite, professional presence is complemented by a cleanliness in which John and Anthony take much pride. They believe that the owner of a building should be able to live as normal a life as possible without construction debris littered across the premises. Anyone

with a home under repair knows that a clean crew is a rare crew.

Another way Baldwin Development is improving the quality of life for their clients is with their newly formed duct cleaning division. Simply put, they “improve the quality of air that people are breathing,” explains John. This is a growing concern in Southern California with the ever-increasing presence of pollution and the seasonal wildfires spewing ash into the atmosphere. With a home office in San Dimas, John and Anthony know full well the tendency of the San Gabriel Mountains to retain increased toxins in the foothill communities. Duct cleaning allows these everyday pollutants to be eliminated from the home environment, creating vastly improved living conditions.

Because of their commitment to the well-being of their clients and community, Baldwin Construction is currently in the process of receiving two new certifications. The first is a LEED (Leadership in Energy and Environmental Design) certification that urges builders to “go green” and be environmentally responsible. This certification will confirm that Baldwin Construction and Development has demonstrated a thorough understanding of green-building practices and principles and given them access to resources that ensure that a building is a healthy and safe place to work. The LEED certification is given by the U.S. Green Building Council, which is composed of over 12,000 building organizations from across the United States.

The second certification that Baldwin Construction and Development will soon be receiving is its asbestos license. This will allow them to work in situations where asbestos is present in a potentially harmful degree. John and Anthony are excited about this opportunity because it will provide another way for them to

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A royal dramatic foyer is the perfect grand entry for any home.

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service clients and make their home environments safer.

In all that Baldwin Construction and Development do, they strive to provide their clients the best service at the best price. Because they often work with insurance agencies, they use a nationally recognized program to determine the exact cost of a job in order to produce an accurate estimate through software called Xactimate, which is wholly recognized by the Insurance Association of America. It breaks down exactly what a job is going to cost, along with factoring in deductible and things like coinsurance, so a client knows exactly what they are paying for and exactly how much is going to come out of their pocket.

When all is said and done at Baldwin Construction and Development, John Petrov and Anthony Ferro sleep well at the end of the day. They know that they have done their best to team with clients and provide service that is honest, on time and of excellent quality. The only reason they won't sleep well is if they are fielding a call in the middle of the night or organizing a work crew to help someone with an “inconvenient” catastrophe. But the sleep can wait. What matters is that passion has met the value of teamwork and relationships, resulting in a growing company with an extremely happy client base. ■

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