STEVE AISEN & VICTORIA BIROV
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@properties

OUR VISION

At Newgard, we are committed to creating a new type of luxury residential construction company. We are a boutique luxury home builder. We choose to focus on only a handful of projects at a time, giving us the opportunity to stay actively and personally involved in each project. Through every step of the process, we work directly with clients, architects, interior designers – ensuring that every detail is carefully planned and constructed in a clean, efficient, beautiful and cost efficient manner. We listen and transform your vision into the home that you will cherish for years to come. Our focus is on the needs of your family and the requirements of your lifestyle. We put our clients first. Our goal is to build a long lasting relationship with you by translating your ideas into a beautiful home that expresses your personality and style.

Our financial and legal professional backgrounds make us especially suited to dealing with our clients' needs. We know the importance of direct, simple and transparent communication. We believe in keeping you up-to-date and being available for you. We are a construction concierge service, specializing in the construction needs of our clientele on the North Shore.

Unlike the typical homebuilder that may be spread thin between dozens of projects, large and small, a boutique builder focuses on constructing only a handful of custom homes at a time, thereby providing a higher standard of customer service to its clients. Unlike other builders that have complex organization structures, with much of the day-to-day supervision delegated to project managers and site supervisors, the principals of a boutique firm have a profound commitment to personalized service and time for every client. At our boutique firm, we are singularly focused on exceptional customer service and exceeding your expectations is of utmost importance.

Building a custom home is likely your largest financial investment, and a very personal undertaking. When evaluating different builders, consider whether that builder will give you and your custom home the attention it deserves and will not only build you a quality home but make the experience an enjoyable one. Our finished homes reflect our love of the construction process – leading-edge design, the finest construction quality, and adding value to the surrounding neighborhood. We are not satisfied with fine residential construction, we are always looking for what's next.

Steve brings a client-focused, highly organized, detail-oriented approach to building your ideal home.

STEVEN R. AISEN

Steve made his career path into the custom luxury home-building business by way of Wall Street. Steve earned his MBA from the Stern School of Business at New York University and then spent several years on Wall Street structuring and selling derivatives products. Steve also spent five years as a trader at a hedge fund where he successfully managed and grew the firm's convertible arbitrage trading strategy.

In 2006, Steve made the leap from the financial industry to the luxury construction business by joining Heritage Luxury Builders. Steve spent seven years at Heritage Luxury Builders developing the luxury custom construction business at Heritage from the ground level. During his years with Heritage, Steve gained extensive construction knowledge by managing all aspects of Heritage's construction projects, from the grass roots level to putting entire deals together. Steve's responsibilities included managing all aspects of the company's custom home projects, general business development, and building the Heritage Luxury Builders brand name through various co-marketing and sponsorship channels.

In founding Newgard Custom Homes, Steve has capitalized on all of his past experience to create a new type of residential building company that puts the client first. Steve brings a client-focused, highly organized and detail-oriented approach to building your ideal home. Steve's ability to seamlessly guide clients through the custom building process and make the construction of clients' dream homes into an efficient and hassle-free experience is what distinguishes Newgard from other residential home builders on the North Shore.

Steve is a licensed Illinois Realtor and is a member of the Newgard Team at @properties North Shore.

VICTORIA A. BIROV

Victoria's passion for art and eye for good design are what give Newgard homes their distinctive look and feel. Prior to founding Newgard, Victoria designed custom homes and guided customers through the selection process for nine years at Heritage Luxury Builders. Putting her extensive experience at Heritage and her studies in art and design at the Art Institute of Chicago and the University of Chicago to good use, Victoria is in charge of interior design for Newgard's custom homes. Victoria's keen eye for impeccable home design and understanding of the needs of today's modern family is a valuable asset to clients making their own design choices.

Additionally, Victoria serves as Newgard's legal counsel. Victoria served as general legal counsel to Heritage Luxury Builders from 2004–2013. Prior to joining Heritage, Victoria graduated from New York University School of Law and clerked for the Honorable Judge Harry D. Leinenweber, U.S. District Court, Northern District of Illinois. After completing her clerkship, Victoria practiced law as an associate at Skadden, Arps, Slate, Meagher & Flom for six years, working on various corporate, bankruptcy and litigation matters as well as many pro bono litigation cases.

Victoria is a member of the American Society of Interior Designers (ASID), and a licensed Illinois real estate Broker and is a member of the Newgard Team at @properties North Shore.

Victoria's keen eye for impeccable design and an understanding of the needs of today's family are valuable assets to our clients making their own design choices.

OUR PROCESS

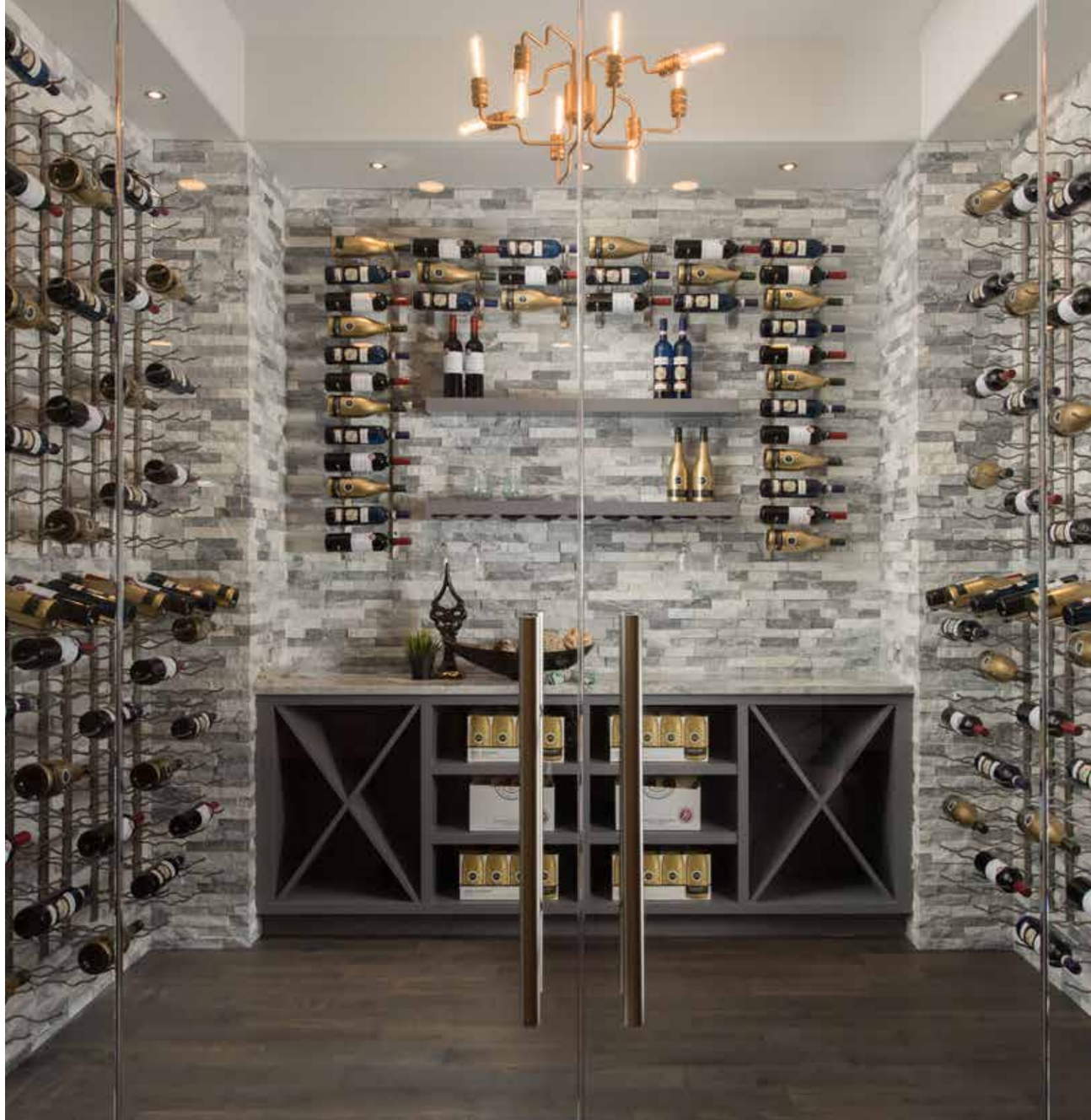
PRELIMINARY DESIGN: UNDERSTANDING YOUR VISION

We begin with your vision for your dream home and the needs of your family. Bringing our knowledge of residential design, site selection, building costs, as well as high-value features, we discuss your budget and desires for a new homestead. We offer ideas and discuss possible preliminary architectural designs. If you are still searching for the right location, we help you find it. We work collaboratively with you to include all of your requirements and preferences in a preliminary design.

DETAILED DESIGN: TRANSFORMING YOUR IDEAS INTO REALITY

With architectural schematics and elevations, we begin to put your ideas to paper. Together, we study possibilities for building a new home on the property, focus on important details, and begin to visualize the features of your new home. With your feedback, we fine-tune your design, provide final drawings, and create a comprehensive contract specifying everything from the landscaping to lighting allowance.

We work with the architect to complete the architectural design and collaborate with the municipality to obtain permit approval for your project. With your financial commitment–and ours to work within your budget–we move your project forward.



COMMUNICATION: ATTENTION TO DETAIL

We pride ourselves on maintaining clear and transparent communication with our clients. We welcome your involvement, keep you informed every step of the construction process, and invite you to join us for regular weekly meetings. With your input and our organization, construction will proceed like clockwork.

SELECTION OF FINISHES: MAKING IT EASY AND ENJOYABLE

We provide you with a decision-making schedule for the selection of finishes and fixtures. The schedule anticipates the construction timeline and helps allocate your valuable time. With our design expertise, we help guide you through the selection process. We accompany you to many of our vendors and suppliers to simplify the selection process. With our guidance, the process is seamless. If you choose to use the services of your own interior designer, we work collaboratively to coordinate all design elements.

CONSTRUCTION: THE PROCESS IS JUST AS IMPORTANT AS THE FINISHED PRODUCT

We believe the process is just as important as the finished product. We support you through every step of the construction of your custom home. We respond promptly to your day-to-day questions and requests and coordinate team efforts on your behalf. We believe clear communication is the key to teamwork and to building your ideal home – whether it is by text, email or phone - we are always available to guide you through the process.

COMPLETION: EXCEEDING YOUR EXPECTATIONS

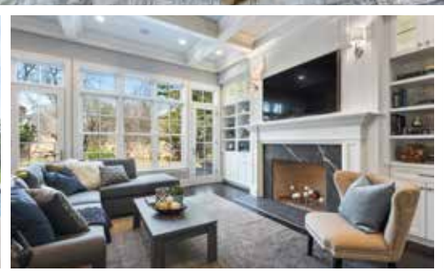
We finish your project in a timely manner. We follow up on any final touches. Most importantly, we stand behind our product. Our goal is not only to build your new home but to build a lasting relationship with you that endures for many years to come.

REMODELING

From a kitchen and bath remodel to a full condo rehab, our full service luxury design/build team can transform any space you choose. With our design knowledge, we are able to consult and plan with you on how to best refresh your space to fit your family's lifestyle. Together we will finalize your design and establish a detailed work plan. With our construction expertise, we are able to harness all of the labor and materials needed to get the job done, including demolition, cabinetry, fixtures, paint, and more from our preferred vendors. We obtain all the necessary permits and complete the construction process. We are uniquely equipped to redesign and transform your space to fit your needs.

REALTY SERVICES

We have the resources and expertise to prepare your home for sale – repair, repaint and freshen up your home – and market it with @properties, the North Shore's leading real estate firm. We can help market your current home or resell one of our new construction homes. We have a proven track record of selling on the North Shore. With our knowledge of the North Shore real estate market, we can make the process of selling your home effortless.



What are our clients saying?

We have worked with Victoria & Steve on many remodeling projects in our home. The attention to detail, communication, timeliness and quality of work is extraordinary. They adhere to timeliness and budgets. Their vision and execution are spot on. We will definitely use Newgard Homes for any future home projects.

Michelle & Steve G.

Steve and Victoria served as our contractors on a total remodel of an incomplete 12k sqft home we purchased in Winnetka. Prior to bringing them on board, we were using a different contractor but were concerned that the level of quality was not where it needed to be for a project of this magnitude. Steve and Victoria nailed it! Their attention to detail, professionalism, experience, availability when needed, amazing taste (I could go on and on) were exactly what we were looking for and the home turned out magnificent! Since finishing the project, Steve and his project manager, Roman, have been quick to answer calls and fix various small punch-list items that have come up. I would highly recommend them to anyone looking for the best builders in the area. Their work is truly next to none!

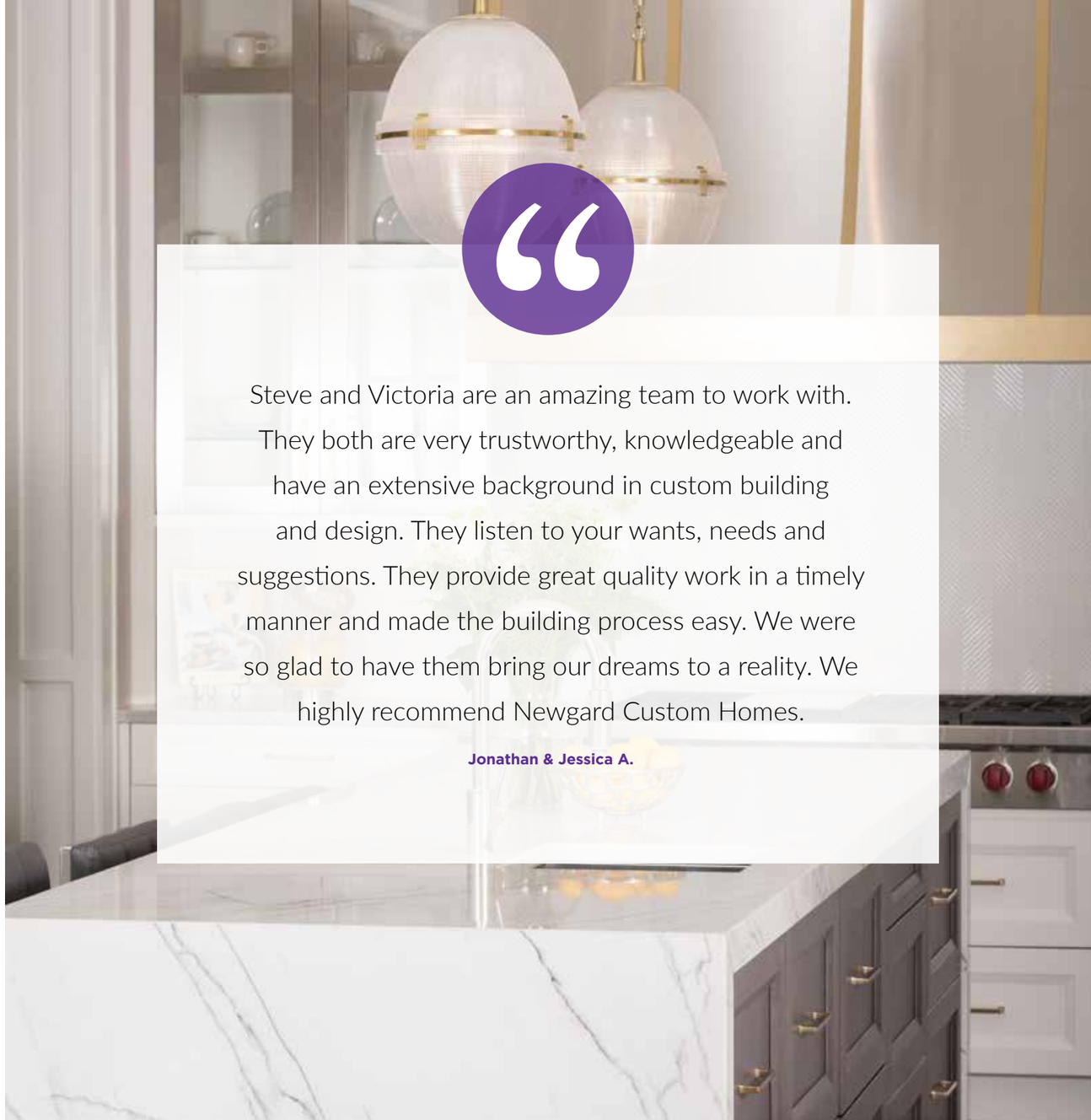
Grace & Hope Designs

Victoria and Steve were a delight to work with - they inspired us to think differently about our space and our home, managed our overall budgets, aligned our taste with their thoughtful aesthetics, followed up on all the small critical details, and performed an extremely high quality of work, right down to the nitty gritty managing the trades on a daily basis. Our home is now almost complete thanks to Victoria and Steve and we wouldn't hesitate to use them on any future home renovation projects.

Nick & Karin F.

Steve and Victoria are warm and caring professionals who get the job done. Responsive to questions and knowledgeable about the are, they take the time to make sure things go smoothly. The home is top notch and your relationship with them lasts beyond the sale. Questions about the home after the purchase are always answered quickly. You can't go wrong with Steve and Victoria.

Brian & Shawn H.



Steve and Victoria are an amazing team to work with. They both are very trustworthy, knowledgeable and have an extensive background in custom building and design. They listen to your wants, needs and suggestions. They provide great quality work in a timely manner and made the building process easy. We were so glad to have them bring our dreams to a reality. We highly recommend Newgard Custom Homes.

Jonathan & Jessica A.

MARKETING & ADVERTISING

NEWGARD NEWSLETTER

We at Newgard have our pulse on the latest custom building trends. We are always looking for the next innovation and incorporating the latest in design and home technology into our homes. Our quarterly newsletter, which we send to our clients, brokers and other professionals, provides our perspective on current custom building trends and the real estate market.

PATCH.COM SEPTEMBER 2018

Khalil Mack Snags Recently Completed Glencoe Mansion: Report

The Chicago Bears' All-Pro linebacker dropped $3.75 million for a new construction six-bedroom built earlier this year in east Glencoe.

By Jonah Meadows, Patch Staff
Sep 25, 2018 4:48 pm ET | Updated Sep 28, 2018 12:56 am ET

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GLENCOE ANCHOR
NOVEMBER 2015

8 | November 19, 2015 | THE GLENCOE ANCHOR NEWS glencoeanchor.com

Glencoe developer's company's home used for police training

Winnetka police use local home to play out real-life scenarios

MEGAN MAGINITY
Managing Editor

Before a Winnetka home faced the wrecking ball, its developer lent the property to the local police department for extreme training.

Glencoe resident Steve Aisen, of Newgard Custom Homes, received an email from the Winnetka Police regarding to use any homes up for demolition to play out real-life scenarios. The timing seemed "just right," Aisen said, since the home in the 300 block of Myrtle Street just received approval for demolition through the Village of Winnetka.

"We are knocking the home down in a couple weeks," Aisen said. "I thought this was a great way to give back to the community."

On Thursday, Nov. 12, police officers began at 7 a.m. and trained until 5 p.m. There were two shifts of 8-10 officers that switched midday.

Neighbors were alerted by police two weeks prior to the training event. Bright signs reading "Police training" were also posted outside the home on the day of.

The training was led by Sgt. Brian O'Connell who brought the officers through the scenarios, such as an intruder breaking into the house, a hostage situation and a domestic dispute. Aisen and his 12-year-old son Zack also geared up to be bystanders — mask and all.

In the intruder case, a man — played by an officer — broke into the home's front door and police restrained him on the first floor. To do so, they used force and ammunition after the "intruder" used his weapon. The bullets used were similar to paintballs.

Two officers later portrayed a hostage and an intruder in another scenario held upstairs in the home. Police entered the home, came upstairs and when the "intruder" would not open the bedroom door, they used a battering ram. The door was broken down and the "intruder" started shooting at the police. Officers used their weapons again to control the situation.

In the domestic dispute, two officers played a husband and wife fighting in the backyard. When police arrived, the husband was restraining the wife, and after he didn't let her go, police deployed a Taser gun. The Taser struck the officer but was deactivated.

After each scenario, the group of officers huddled to discuss what happened and how they reacted. O'Connell provided feedback and suggestions for improvement.

Officers deploy a Taser gun during training Thursday, Nov. 12, at a Winnetka home in the 300 block of Myrtle Street, which is being demolished then developed by Newgard Custom Homes, owned by Glencoe's Steve Aisen. PHOTOS BY MEGAN MAGINITY/GLENCOE ANCHOR

Zack, 12, and his dad, Steve Aisen, of Glencoe, were bystanders as police trained. Aisen owns Newgard Custom Homes.

Signs alert neighbors the house is being used for training.

Each officer also had different-colored paint bullets so when discussing they could see and reflect on the shots taken.

Patrol officer Ian Levy said these scenarios are part of the everyday job to protect the community.

"The thing is though with this type of exercise training, we only get this once or twice a year," Levy said.

Police reach out to local developers — like the Glencoe development company — to use their homes before demolition but they aren't always successful, O'Connell said. Most years, they attempt to train in the spring and fall.

Recently, the Winnetka Police also used Skokie School for extreme training. They did not use live rounds like they did in the Winnetka home, but they were able to still react in real-life school situations.

"It's really cool to see them act out these scenarios," Aisen said. "They really mean business."

Police enter the home after an intruder broke in.

VICTORIA BIROV & STEVE AISEN

Newgard Custom Homes and Abt Appliances, *newgardhomes.com, abt.com*

New trends for 2014: More flair and eclectic style. The classic kitchen is being spiced up with some grey or warmer hues. The traditional kitchen is seeing more modern lighting or Lucite bar stools.

Trends you're happy to see go away: Traditional moldings. They make the kitchen look so heavy and contrived.

Favorite finish for cabinets: Classic, clean white—always in style.

Favorite kitchen lighting: Large pendant lights over an island always make a statement. The lights in the kitchen are really the jewelry of the design.

Favorite kitchen flooring: Charcoal grey limestone. It's practical and durable, and provides a nice contrast to a light kitchen.

Appliance worth splurging on: We cannot live without our Miele built-in cappuccino/espresso coffee maker. Water is directly plumbed and the machine delivers strong, Italian coffee one cup at a time.

SHERIDAN ROAD APRIL 2014

Home kitchens to be open to aid needy

Emily Marshall, Emily Link, Jennifer Segall and Melissa Frick gather to discuss the Designer Kitchens of the North Shore Tour. PHOTOGRAPHY BY GEORGE MOERTHER

■ BY JOANNA BROWN

When Victoria Birov renovated her kitchen, her priority was obvious: make it practical for her family of five.

"We probably spend about 70 percent of our time in our kitchen — having snacks, doing homework, having dinner, and on from there," said the Glencoe resident. "Marble is beautiful, but it's not the most practical material for the way we use our kitchen, so I chose quartzite, which is still natural but more durable. We needed a cool spice rack and lots of pull-out dividers because organization is important to me. And I have two full dishwashers because with a family of five, I am constantly running one of them."

Her husband wanted a steamer oven for healthy cooking, and each family member chose a favorite restaurant's menu to frame for wall art.

"I think it's really neat to see how the designers have achieved a modern feel in the older homes in our area."
| Emily Link

Birov will open her kitchen to guests on Friday, May 2 during the Junior League of Evanston-North Shore's fourth annual Designer Kitchens of the North Shore Tour. Six kitchens in Glencoe, Winnetka, Wilmette and Kenilworth will welcome guests for self-guided tours to benefit the Junior League's service programs.

Tour participants will find the kitchen's designer at each site, ready to answer most any question. As Birov is also an interior designer and principal at Glencoe-based Newgard Custom Homes — one of the six designers and builders featured on the tour — she will spend the whole day in her own kitchen speaking with guests.

"The kitchens are all so unique and different; some are only three or four years old, and others are older homes that have been remodeled as the families have grown and need more space," said Winnetka resident Emily Link, one of the event co-chairs. "I think it's really neat to see how the designers have achieved a modern feel in the older homes in our area."

To complement the kitchen design, Link said several local businesses will provide tablescapes and floral arrangements in each home. Tour participants will find holiday entertaining ideas in their displays.

The Kitchen Tour is one of the Junior League's largest fundraisers. It supports programs like Fitting Futures, in which women in need receive business attire and counseling as they prepare for job interviews.

"It's very empowering for these women, who get shoes and a handbag, a coat and clothing, and leave feeling really good about the way they will present themselves at an interview," said Wilmette resident Dina Mead, president of the Junior League of Evanston-North Shore.

The Junior League also runs an annual baby shower for needy new mothers. It offers community grants for local projects that benefit women and families, scholarships for college-bound students at Evanston Township and New Trier high schools, and a scholarship at Oakton Community College.

When Birov opens her kitchen to tour participants, she expects to hear questions about the materials she's selected for different areas, the appliances, color choices and finishes. And she's ready to answer them all.

"The designers are all there that day to give free advice. Ask why they chose one material over another or why they made a certain color choice," she said. "You want to look at the flow of the room: how is it friendly for the modern family and the way that they function, but also in line with the home's classic style.

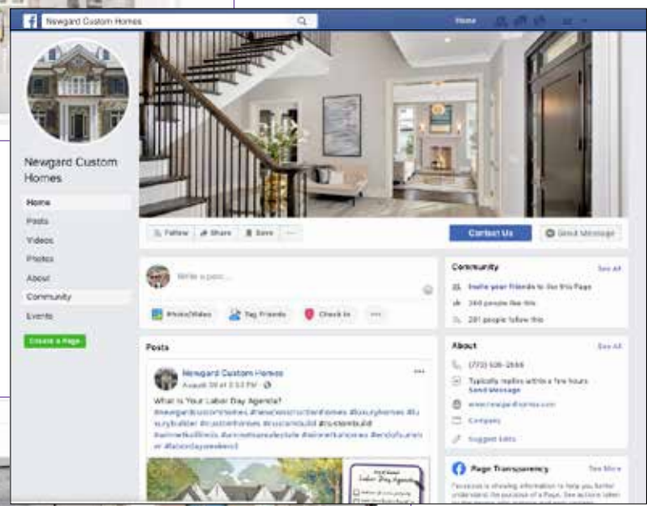
"Kitchens need to be practical, not just beautiful." ■

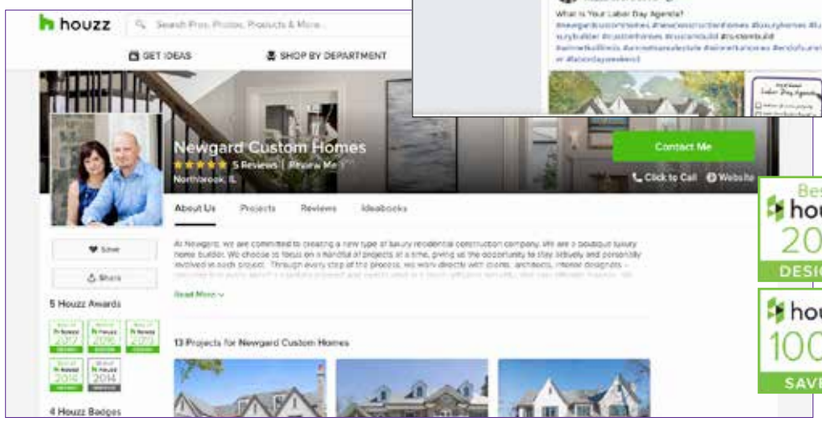
NORTH SHORE WEEKEND APRIL 2014

NORTH SHORE WEEKEND ADS

NEWGARDHOMES.COM

FACEBOOK





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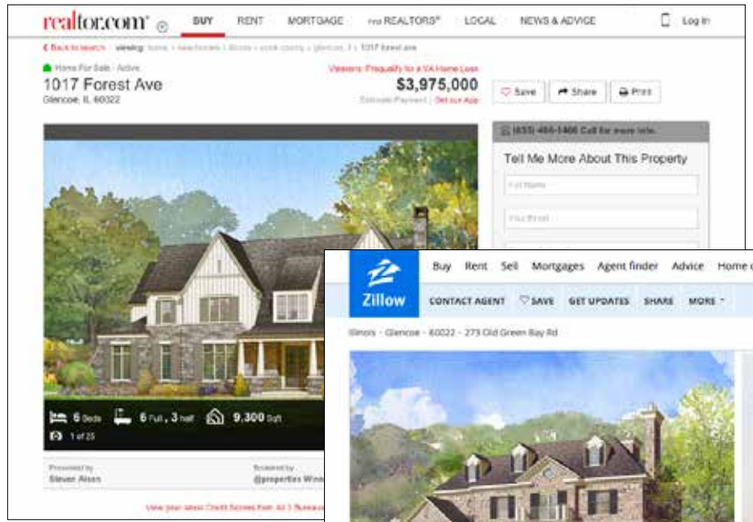

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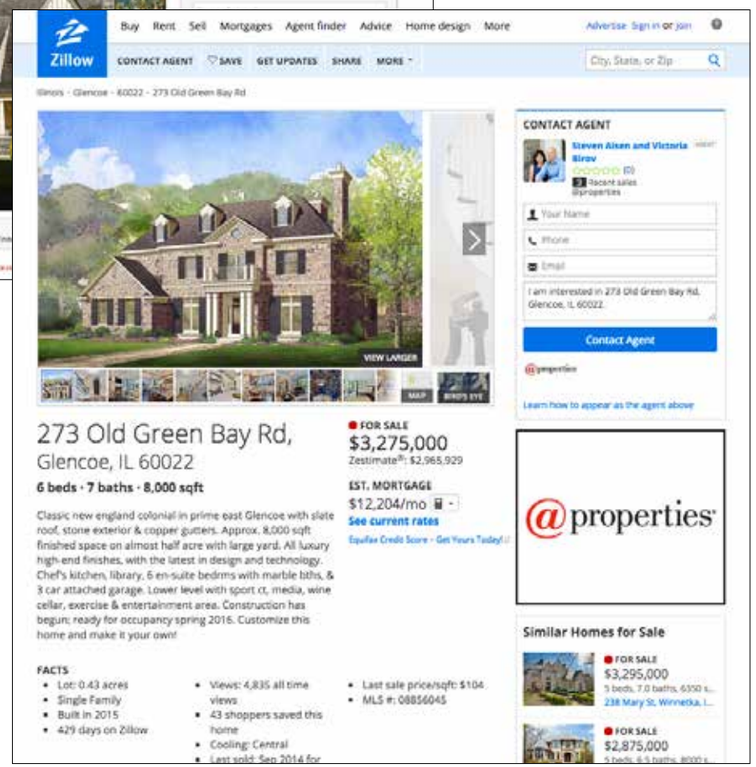

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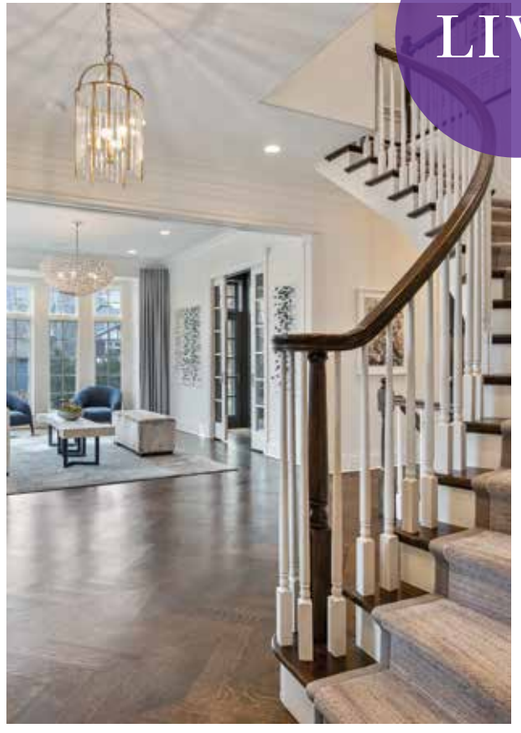

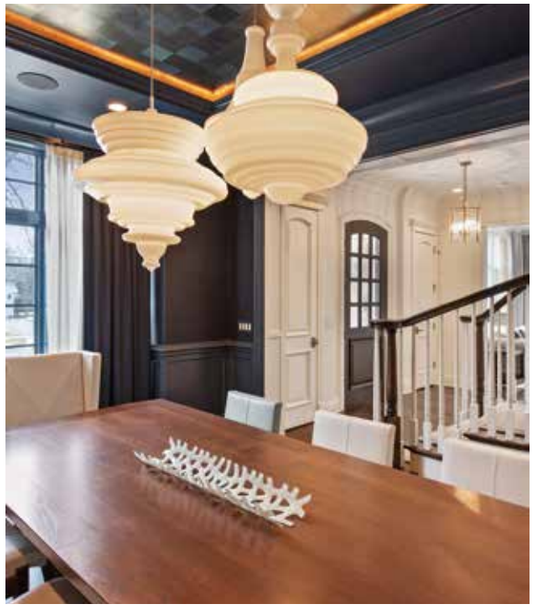

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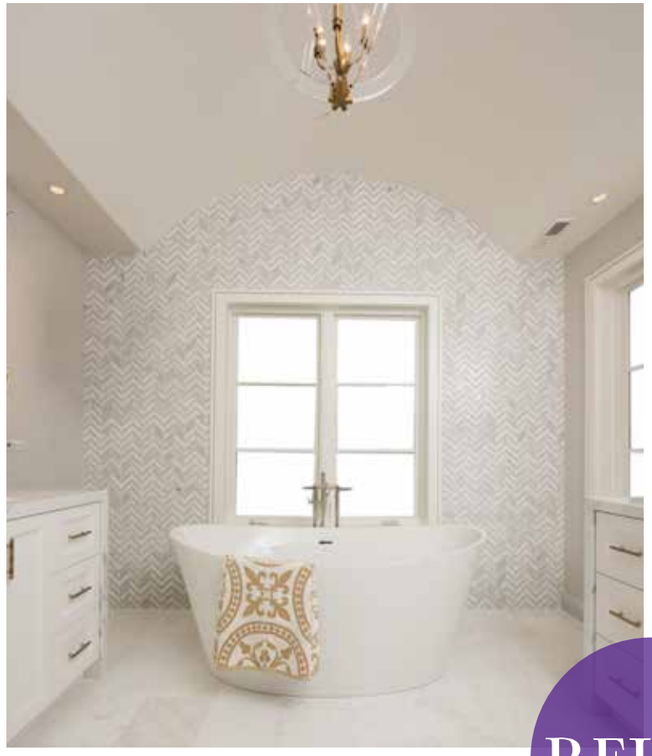

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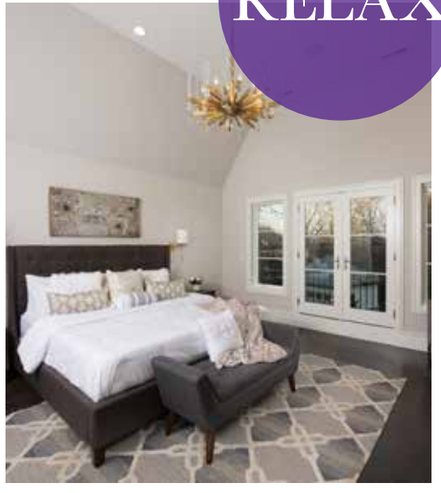

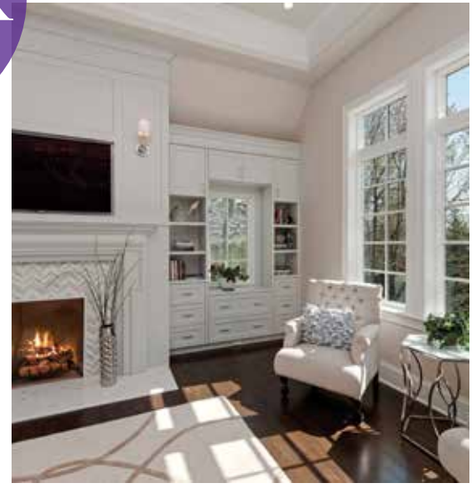

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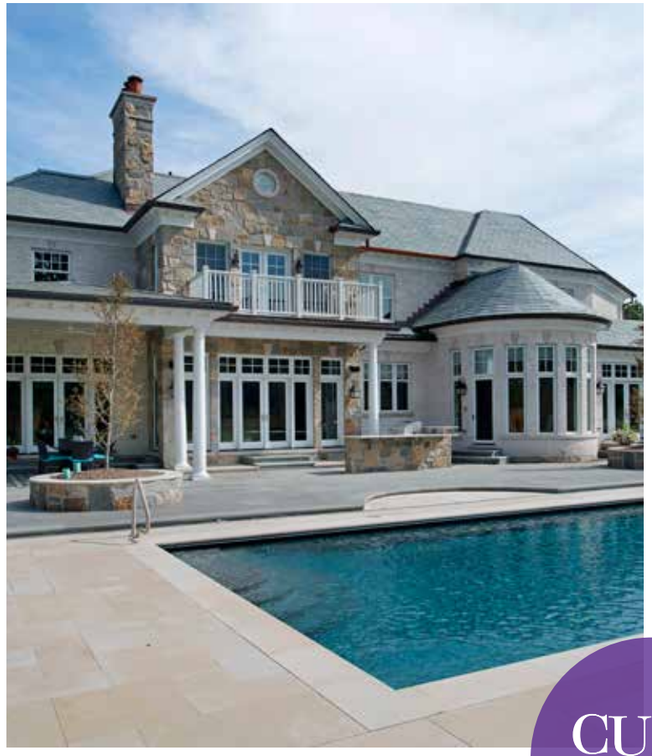

CURB APPEAL

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