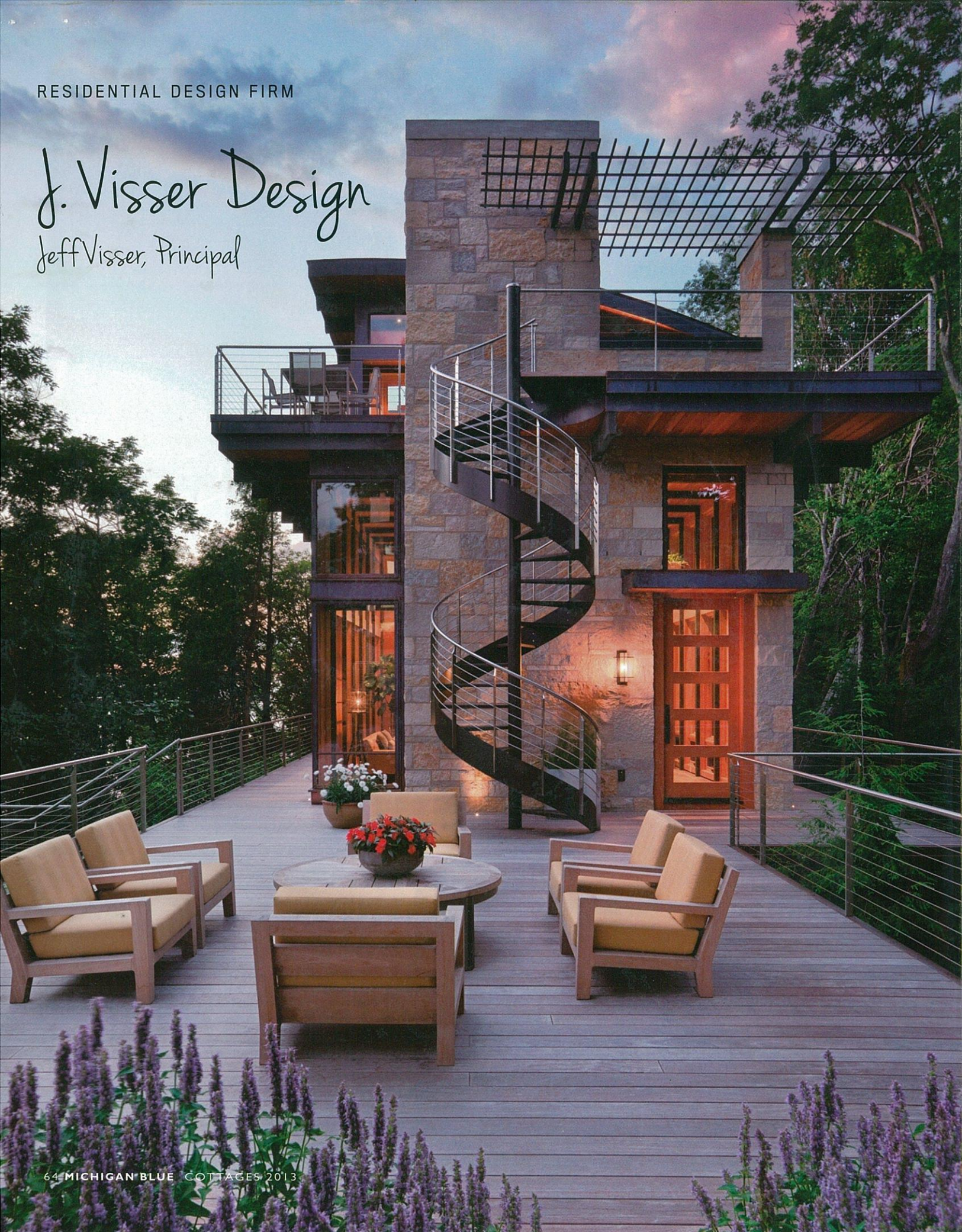


RESIDENTIAL DESIGN FIRM

J. Visser Design

Jeff Visser, Principal





Every home designed by J. Visser Design is different. But they all start out the same way.

As a blank slate.

J. Visser Design is a Grand Rapids-based boutique firm specializing in residential design in a large geographic area, from St. Joseph to the Traverse City area, along with working on out-of-state projects. Ninety percent of the homes the company designs

are on the water.

That's a factor that principal Jeff Visser said comes into play in the final design.

"Outdoor living spaces are integral elements of waterfront settings," he emphasized. "They're most effective and ultimately more enjoyable when tied to interior living spaces."

When clients hire J. Visser Design to design a home, they get the whole team.

"We have a small office of people who are passionate about what we do," Visser commented. "We all work on every project that comes through the door."

Meeting a client for the first time to begin a new project, he added, the drawing board is clean.

"We don't come into the project with a preconceived idea of what style we want to create," he explained. "If you look at our portfolio, there's a broad range from traditional to modern.

"We keep a complete open mind."

It's only after talking with clients, getting to know them and how they live, understanding their taste, reviewing their wish list and visiting their site that a design can start to take shape, Visser

A wall of glass ties indoor living to outdoor spaces while providing abundant natural light and panoramic water views.

explained: "All of those things determine the appropriate design for that property."

As a matter of fact, Visser reflected, "I like to think the homes we design are the result of how well we listen.

"Our passion for what we do shows up in the smallest details. But without the client's vision, the homes we design would never be realized."

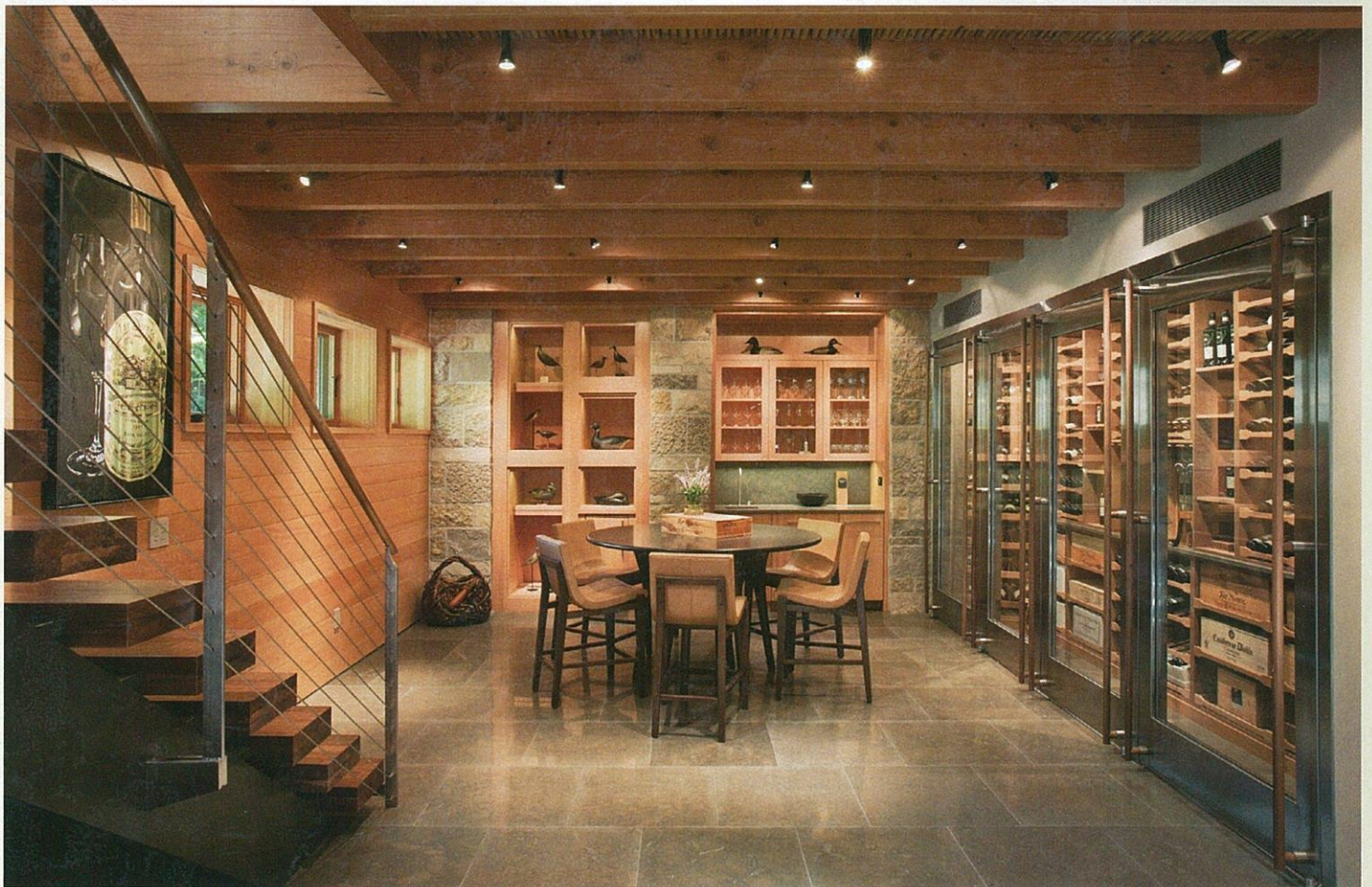
SMARTER SPACE

Environmentally-conscious and wanting to make the most of their investment, clients are tending toward more streamlined, efficient homes these days. Not only are they looking for sustainable building practices and energy efficiency, they also want to make the best use of square footage.

"We're seeing homes get smaller with a higher level of detail," Visser said.

Storage is also an important factor that J. Visser Design is expert at building into its homes.

"If a (new home) is properly designed, it will store everything you need – and that takes discipline both from our standpoint as well as the homeowners to really think through what they need and want," Visser said. "We try to focus on that, how they want it to function, making sure we've addressed everything. It's better than just adding square feet.



Above: Customized metal stairs and railings express distinctive personal style. *Below:* Designed for entertaining, the home's wine grotto features a custom walk-in cooler and tasting room.



"We're seeing more people willing to use up a little less square footage and really think through their needs."

In fact, clients can save money to channel into other areas of the home or keep in their bank accounts by taking the time for such analysis. And to J. Visser Design, it's much more about design than the size of the home.

"Size is not as important as is a quality, well-designed project," Visser said. "Some people assume we only do big projects."

Not so. For example, the company is currently designing a 1,300-square-foot cottage that Visser described as "mid-century modern."

"It's very well-defined," he said. "We're very concerned with the volume of space, light coming in to make it feel bigger than it is, designing every square inch of storage."

"It's a very high level of design, but not in a very big package."

DESIGNS FOR LIFE

That high level is what sets homes conceived by J. Visser Design apart. For one, the company is

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"Details, good taste and craftsmanship are the characteristics of houses that endure. They look better with age, they grow more loved. They add value to their owners and their communities." — Jeff Visser



Interior windows define spaces but create a sense of openness and interaction. Multiple French doors open as well to the screen porch, connecting indoor and outdoor living spaces.

focused on designing houses, period.

"We love working exclusively on houses, designing them for the unique needs of our client on a specific piece of property to take the best advantage of the views, the path of the sun throughout the day and the topography," Visser said. "We try not to get distracted with other 'opportunities' that come our way outside our area of expertise."

With that focus comes quality.

"We believe that well-designed houses enhance the quality of life for the people who live in them," Visser said. "Details, good taste and craftsmanship are the characteristics of houses that endure.

"They look better with age, they grow more loved. They add value to their owners and their communities."

It's a responsibility the company does not take lightly.

"What I always try to remember is that when someone comes to us to design a house, it is an honor," Visser said. "We never lose sight of whose house this is and who is paying for it."