



Sutton
Brick & Stone, Inc.

where Florida outdoor living ... begins

P.O. Box 292460, Davie, FL 33329-2460

954-472-7646

Florida Hardscape News

From the Desk of Paul Sutton

Volume 1, Issue 1, January 2010

We at Sutton Brick & Stone would like to extend our warmest wishes for a happy, healthy and prosperous New Year to all of our friends, partners & associates. This newsletter has been in the planning for quite some time to hopefully provide the Professional Hardscape Community valuable information, technical data, new product introductions and finally a chance to toot your own horns through the "Featured Project of the Quarter" section (see below). Feedback on how we can improve this newsletter will always be appreciated.

Sales Person Corner

One of the biggest mistakes that I see from sales people in our line of work is the notion that "if I don't come in with the lowest price on all of my quotes, I will never get any contracts signed." This type of thinking can be no further from the truth. Homeowners and Contractors alike care most about Quality Work, Professionalism and Responsibility at an Honest Price. In other words they want to see you show when you said you were, leave them with a finished product that far exceeds their expectations and on time, be an organized team and don't gouge them or have any surprises with the final price. Clients want us to be their consultants, a part of their team, someone who brings good design ideas to the table and is not afraid to speak up when we may see a bad one.



Queen Size Old Chicago Brick

Product Spotlight

The queen Size Old Chicago clay paver is an Authentic ANTIQUE brick manufactured in the late 1800's and early 1900's. This unique size offers the architectural community another option to use this highly popular product by changing the scale of the finished project. It works best in the herringbone pattern and will have tighter joints than the traditional Old Chicago brick because of the sawn edges. Samples and prices are available upon request.

Page 2, Volume 1, Issue 1, January 2010



Sutton
Brick & Stone, Inc.

where Florida outdoor living ... begins

P.O. Box 292460, Davie, FL 33329-2460

954-472-7646

Featured Project of the Quarter



Designer: Paul Sutton
Pond Design: Paradise Found Landscape Design
Owner: Lee Cicchella
Mason Contractor: Emerald Masonry
Stone Masons: Darren McCartney and Pete Hargreaves
Stone Pavement: Ambassador Pavers
Owner: Bill Rice
Material: Natural Florida Keystone Coral Roughface (walls and caps, irregular flagging (floors))

When Leanne and I decided we wanted a water feature in our back yard we did not hesitate to ask the professionals questions of what they envisioned for the space that we wanted to use. We knew that we wanted a pond suitable for Koi fish and the sound of running water. Because we spend so much time in our kitchen we decided to build something vertical so that the water feature could be enjoyed even while inside the house. We also wanted a larger entertainment area in the midst of our garden. We decided to use the space behind the fountain for this purpose. The arches were devised as a way to offer wayward guest a choice of which path to take to get to this hidden enclave.

This project could not have happened without the collaboration of Lee, Darren, Pete and Bill (The Pond Dream Team). Their professionalism and love of their craft is evident in the finished product.

REWARD \$100.00 to the submitting sales person or Architect + \$100.00 Credit Memo to the submitting Contractor for those chosen for the next issue of Florida Hardscape News

The criteria for entries are as follows:

- 1) Hardscape material purchased from Sutton Brick & Stone, Inc.
- 2) Architect, Designer, Contractor, Sales Person, superintendent, location and list of materials must be provided
- 3) 5 photo's sent to sales@suttonbrick.com authorizing our use of photos for this section. Please provide a story behind the project such as details, design criteria and anything else pertinent to why your project deserves to be the Project of the Quarter.