



BUILDING ON A SOLID FOUNDATION

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Every good building begins with one important thing...A SOLID FOUNDATION! In fact, even small children playing with building blocks learn this important lesson...to build something well that will stand up and not come tumbling down, you must have a good base to build upon; and so it is in the competitive world of high-end, custom home construction...you must build your business from a solid foundation....

And that is exactly what Ken Berry of The Berry Group has done since he began his company in 2003. His solid foundation in the construction industry actually began in his early home life where both of his parents were licensed builders who taught Ken the rudimentary basics of quality construction. That example, and the fact that he seemed to have sawdust coursing through his veins, led him to pursue a degree in civil engineering at Clemson University. Armed with his degree and a vision to make a difference in the Upstate of South Carolina, Ken began his early career as a professional engineer, working mostly in the large-scale construction business on complex projects such as hospitals, historic renovations, research



laboratories and educational facilities, many of them to be found at his alma mater and in the growing metropolitan region of the Upstate. But, even armed with these great successes, Ken's roots were calling him back to his first love...building homes for one satisfied client at a time.

So, to form The Berry Group, Ken started to build a solid foundation and assembled a team of highly qualified managers and craftsman that today numbers fifteen people who are part of this growing and evolving company. Each member of Ken's team share his philosophy and his energetic work ethic and each one is dedicated to delivering the highest quality workmanship to every client they serve. The homes that are built by these master craftsman range in price from one to four million dollars and can be found in such prestigious areas as The Cliffs at Keowee Vineyards, The Reserve at Lake Keowee, across the mountain plateau of Cashiers, North Carolina...even older, more established communities such as Chanticleer in Greenville, South Carolina, are now graced by a Ken Berry signature home. Ken only takes on 5 to 7 projects per year, not because that's all that comes his way; rather to insure that he can maintain his personal, hands-on approach for each project and to make certain that each





home meets the high standards that he and his staff have set for themselves and The Berry Group.

Most of the work that comes to The Berry Group is by referral, but not in the usual sense of satisfied customers, but rather by satisfied architects. Ken believes in working closely with each architect to help achieve the vision that has been born between the home owner and the architect. In many cases, builders often have an adversarial relationship with the architects, trying to get them to change the plans rather than seeking a solution

that meets the architects' vision and the builder's abilities to perform. Ken has been known to travel the world in search of a particular type of door to meet the architect's demands and the home owner's wishes (he found them in France). There is nothing artificial in a Ken Berry home...real stone, real cedar, real hand-made work by artisans and master craftsman, usually done right on the job site. By buying directly from these artisans, Ken gets a better product than one of mass production, often at a better price. And his architects love

him for this... especially nationally acclaimed architect, Keith Summerour, who has completed several homes with Ken and who is a constant source of referrals and one who understands Ken's solid business foundation and quality work ethic.

It is no small wonder that The Berry Group continues to grow in scope and in the size of each project that comes their way. It is the conviction of Ken and his entire team to meet the needs of each client and to go to any length necessary to make each client a "satis-





fied homeowner” that brought Dick and Anne Ross to The Berry Group for their custom built, luxury home that is nearing completion at The Cliffs at Keowee Falls South. Dick is the top selling agent at The Cliffs Communities and has been exposed to all the builders that are involved in building within The Cliffs’ Communities throughout the upstate. Dick says, “There are a great number of high-end, luxury home builders who do outstanding work in all of our communities and I have sold a number of these finely crafted homes, but we chose Ken because of his attention to detail and his

overall commitment to giving us the home we want...just as we and our architect envisioned it. Ken has been with us every step of the way in making sure that we get exactly what we are paying for and has given us advice that kept us from making any costly mistakes. He and his team have performed brilliantly in keeping on track, on budget and on time...I can hardly believe that we are only weeks from moving into our dream home. We have built other homes before and our experience was not a joyous one; that has not been the case



with Ken. This whole process has been great, thanks to the professionalism of Ken and his entire staff. It has been a wonderful experience working with the entire Berry Group and one I would highly recommend.”

It is easy to see from these statements that The Berry Group is on a very solid foundation when it comes to satisfying their clients and it is a foundation that Ken and his entire staff will continue to build on in the years to come. It is a lesson that Ken learned at an early age and one that he is teaching to his children...just as his parents taught him...if you’re going to build something that lasts, you must start with a solid foundation...and The Berry Group is built on a solid foundation named Ken Berry.