



Battlefield Homes

Three thousand homes & three decades of quality

By Maxine Tierney

Celebrating 15 years, Battlefield Homes, Inc. was started in 1991 by Michael Tierney. Maxine had an advertising agency in the City of Fredericksburg and was contracted to handle Battlefield Homes' marketing. In 1993, the couple married; and, Maxine merged her marketing company with the building company and managed the sales and marketing of Battlefield Homes, Inc., Fine Residences and Resort Homes.

Michael has been in the building industry for 37 years, and learned his skills from hands-on experience - from bricklaying school to pouring concrete - he has literally performed every job in the business. He was a pioneer in his area when he introduced CAD-drawing design at the company, and when he, too, became proficient in providing drawings for his customers.

Outside of work, Mike is an avid fisherman and frequently fishes the Virginia and Maryland waters and Chesapeake Bay from a river cottage the couple has in Virginia's Northern Neck area. Maxine sings with a choir group and loves art and interior design. She also owns a concrete texture company. Both Mike and



Maxine love gardening - Maxine enjoys flowers and herbs; and Michael has the green thumb for berry and vegetable gardening.

Michael has always loved the home building business and worked in the field before and during college on summer breaks. His varied background includes custom building (he built the first passive solar home on the East Coast); production building as Production Manager of Weyerhouser's Virginia Division, multi-family construction, and land development. Battlefield homes is unique in that the Tierneys have taken a family business

approach to dealing with customers, and a corporate approach to the technology and management associated with construction. Battlefield Homes is one of the only truly custom builders in its area and is known for its full-service customer care. Key staff are well-trained and in place to handle all phases of home construction.

Our advice to newcomers in the building industry would be 1) to exhibit honesty throughout your business; 2) If an item isn't right and you wouldn't have it in your own home, don't try to offer it to your customer; 3) Always know your cost; and, 4) Be ready to work hard. We worked nights and weekends the first eight years of the business.

One of our favorite building stories involves a couple who came to us to build a home when they were expecting an addition to their family of two boys and needed more space. Through much national news fanfare, they adopted quadruplet girls through a national religious effort.

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We built a seven-bedroom house that was outfitted for the needs of its new family. When we did selections, the framing walk-through and settlement on the home... an entourage of "volunteers" also attended... all with babies in tow.

Through the years we've watched this remarkable family participate in the community with their fine, young ones who are sure to be great contributors to our area.

We just built a new home - a one level plan on a basement we designed together. It has clean, straight lines and a contemporary interior. It is a mixture of wood, glass and stone with a number of "art" fixtures. The living room has a wood-burning fireplace with polished granite surround and hearth; it is flanked by two matching "water walls" that put out streams of softly curling, cascading water over brushed stainless steel backgrounds. They empty into polished rock-filled copper tanks.

The home also has built-in custom-lighted, glass art walls, a breakfast sunroom with turret ceiling and two master baths connected by a chamber of body-jet showers, rain heads and benched steam shower.

Our lives have been so enriched by the building industry. We have a family business - our sons and daughter-in-law work with us; and, we hope that they will each reap many rewards from Battlefield Homes over the years. We are blessed by a career that has the unique joy of allowing us to work closely with some wonderful home buyers for an extended period of up to a year during an exciting and expectant period of their lives. We have developed deep and lasting friendships from this business.

We have had unlimited opportunities and have taken advantage of some that have allowed us to live the life we've chosen. We built our home on a 50-acre family compound farm that houses Michael's sister and brother-in-law next door to us. Mike's mother lives with his sister and Maxine's mom lives with them. To us, it's a great lifestyle sharing this property and all its animals and resources with our family and friends.

Michael and I see the homebuilding industry changing very rapidly. Custom homebuyers want high-end luxuries and hand-crafted detailing; but huge floor plans are not important. The energy prices are forcing changes, too, as more pools are being installed, nicer entertainment areas are being built indoors and out to keep people entertained at home. We may be seeing a resurgence of solar building as well.

Additionally, we've seen the resort home (second home) market rise quite a bit. Many of these people are preparing to retire near the water and are financially secure with plenty of cash down. They are interested in homes with little or no maintenance, designs that take advantage of views and luxurious baths.

So, contact Battlefield Homes on their website, www.battlefieldhomes.com. Visit their offices, or give them a call for the home of your dreams!



Builders Club says:

Michael and Maxine Tierney are an extraordinary couple that have merged their expertise and skills together to power Battlefield Homes to lead the way in custom home-building in the historic Virginia area. Between Michael's construction know-how and Maxine's knowledge in marketing, the couple works together like a finely tuned motor.

With over three thousand homes and three decades of building experience, Battlefield Homes is a leader in the construction industry, and has established a reputation for excellence in customer relations, attention to detail, and brilliant custom home design.

Mike attended the Builders Club Las Vegas trip, and sent an employee and his wife to the 2005 Sandals Resort in the Bahamas with Builders Club. Maxine and Mike will also be attending the Grand Destination trip this year to Grand Bay in Mexico. Builders Club looks forward to its partnership with this incredible couple and wishes them continued success in the home-building industry.