

# CASE STUDY

EAST COAST BUILDER CREATES ENVIABLE REPUTATION FOR CONSTRUCTING MULTI-MILLION-DOLLAR HOMES ON SPEC

## JAMCO Construction Company

Potomac, Maryland

Established: Mid 1960s

### Upscale Amenities of Choice Include a High-Performance FlowGuard Gold® CPVC Plumbing System

In the current economic environment, not many builders today are building \$10+ million homes on spec. But building on spec is what Jean Melkin of JAMCO Construction Company does best and has been doing since the mid 1960s when she founded JAMCO and became one of the first female builders on the East Coast.

It takes a lot of confidence in the product you build, as well as the amenities inside, to put millions of dollars on the line without having a buyer in mind. But Melkin has developed a specialization in being able to identify market needs and creating a living atmosphere that caters to sophisticated tastes.



One of Melkin's more noteworthy upscale projects is a \$10+ million spec home she built in Potomac, Maryland. Located on Harrington Drive, which is well known for its prestigious location, the house is one of many multi-million-dollar homes – all of which were built by Melkin beginning in the 80s and nearly all of which were built on spec.

Melkin describes this home as the most expensive she has built to date. "Most of my counterparts in this industry think I'm out of my mind to invest this much money in a spec home," explains Melkin. "But if you know what you're doing and what the market wants, and if you have a good location, the home will sell. I have never had a home that didn't sell."

The Harrington Drive home certainly has enough upscale amenities to support its asking price, including seven fireplaces and an amazing, two-story library. The 26,000-square-foot-home that is situated on three

acres of property also features 12-foot ceilings, 1.5 bathrooms, a two-story foyer, crown molding throughout, mahogany trim and a master suite that takes up one whole side of the house. On the exterior, the French-styled home offers a stone entryway and first- and second-floor stone balconies with stone arches. Nine separate heating and air conditioning systems have been installed for comfort control.

"It's truly a wonderful house", exclaims Melkin. "It has always been important to me to build something beautiful, but I'm equally concerned about what you can't see and the quality that's behind the walls. Everything I install that's seen or unseen has to be of high enough quality that even professionals will recognize it as distinctive. That might seem like overkill to some builders, but it's the only way I'll build my homes."

This commitment to quality is what led Melkin to become one of the first builders in Maryland to use FlowGuard Gold® CPVC pipe and fittings. Today, she almost exclusively uses the CPVC product instead of copper.

Melkin credits her decision to switch to FlowGuard Gold® CPVC largely to her long-time plumber, Wayne Roberson of Roberson Plumbing. Initially exposed to the CPVC concept in the 1970's, Roberson, who along with his father and two brothers now runs the business his grandfather founded in 1906, first used it on a trial basis. "At the time, I think we were one of the only plumbers in the area to use CPVC," notes Roberson. "We were really sold on the benefits and convinced local wholesalers to start stocking it. Today we exclusively use FlowGuard Gold® pipe and fittings and have even turned down jobs where copper was specified."

When Roberson approached Melkin with the CPVC concept, she was open to his suggestion. "I have tremendous confidence in Wayne," she said. "I'm not a plumber, but I make sure I hire the best people in the business. So if Wayne was recommending the FlowGuard Gold® product, that was good enough for me, because Wayne knows the type of quality I demand in my homes."

One of the key benefits that initially caught Melkin's attention was the noise reduction afforded by the FlowGuard Gold® CPVC system. An NSF test confirms



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**Type of Construction:**

**Residential –  
Single Family**

**Installation Type:**

**New**

**FLOWGUARD GOLD®**  
PIPE & FITTINGS  
**NOT A DROP OF DOUBT.**

# FLOWGUARD GOLD®

that FlowGuard Gold® pipe is four times quieter than copper because of its ability to limit water flow noise and virtually eliminate water hammer. "I was very impressed with its quiet operation, especially when used in luxury homes," says Melkin. "I invest a lot in insulation in the homes I build in order to obtain an optimal quiet level. The FlowGuard Gold® system is excellent at reducing noise."



Roberson also explained that the FlowGuard Gold® system was safer, cleaner and faster to install and that's why his people preferred handling it. Even more important, however, was the system's reliability.

Roberson notes that the Washington/Maryland area is known for its highly corrosive water. "Before switching to CPVC, we used L copper because it offered more durability. But even that often couldn't hold up in this environment, and we saw many problems and failures."

Melkin shared Roberson's disappointment in copper's ability to last over the long term. "I have had to rip out copper pipe only after a short time because of leaks," says Melkin. "I stand behind my homes. Even if it's 20 years later, my clients are my friends, and I'm going to fix whatever problems there are. The FlowGuard Gold® product works out because there are no problems."

Over the years of using the CPVC alternative, both Roberson and Melkin have since discovered other benefits offered by the FlowGuard Gold® system, as well, including higher energy efficiency and less condensation than copper.

"With all the benefits, we have no problems getting the FlowGuard Gold® product approved in this region," says Roberson.

And the system's performance has more than won Melkin's approval. "The product meets all of my criteria for quality," explains Melkin. "I expect to use it exclusively as I go forward with an additional 4 to 5 homes in the same price range."

Since Lubrizol's development of CPVC plumbing systems over 45 years ago, more than three (3) billion feet of CPVC pipe has been installed in homes, condominiums, buildings, apartments and hotels, including twelve (12) million homes. For more information on the FlowGuard Gold® plumbing system, including pipes, valves, joining cement, caulks, sealants and tools, call 1-888-234-2436, X7393, or visit [www.flowguardgold.com](http://www.flowguardgold.com).

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