

Eco-Conscious Construction



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President Josh Baker founded BOWA Builders, Inc., with college friend Lawrence Weinberg in 1988; each invested \$5,000 in the venture. Little did they know, the McLean, Virginia, company would grow to be one of the largest home remodelers in the country.

BOWA has diversified over the years, moving from modest projects to large, whole-house renovations and new custom homes. Baker estimates that new construction currently accounts for 25 to 40 percent of BOWA's portfolio.

From its inception, BOWA has placed a premium on partnering with top architecture firms to deliver a high level of craftsmanship. "We function as part of a team," says Baker, "not only as a builder but as a construction expert and a consultant to designers on the technical side."

BOWA recently introduced an environmental incentive program that rewards clients for making environmentally conscious upgrades to 2009 construction projects, rebating fees on up to \$100,000 of "green" upgrades in related costs. "We've had a very positive response to the program," says Baker. "It came about because we wanted to make sure what we were doing was in line with our beliefs."

The 80-person company, which was named "Remodeler of the Year" in 2006 by *Professional Remodeler* magazine, aims to help clients through every step of a project, says Baker, from obtaining permits to walking homeowners through the complex selection process

BOWA has introduced an environmental incentive program that offers rebates to clients for going green.



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BOWA Builders' sales team includes (back row, left to right) founders Josh Baker and Larry Weinberg and (front row, left to right) Joe Burke, Steven Kirstein, Patricia Tetro, Rich Cassagnol, George Hodges-Fulton and James Finn.

with a dedicated project coordinator. "It's not only about what the project looks like when it's done," says Baker. "Our product is the entire process—not just the pretty picture at the end."