

BuildingTM **EDGE** MAGAZINE

The Local Voice in Building

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Randy and Jay Robinson
of Robinson Remodeling, LLC.



G.W. Robinson Remodeling
Bringing Value and Quality

G.W. Robinson

Bringing Value

Written by David Greenberg
Photography by David Johnston

Value and quality are the cornerstones of any business. One of the names in the building industry that is closely associated with value and quality is G. W. Robinson Remodeling, LLC.

Randy Robinson started his career in local construction in 1968 with his father, G.W. Robinson. Looking for a way to work together, he and his son, Jay Robinson, formed G. W. Robinson Remodeling, LLC. When they opened the remodeling firm, Randy and Jay expanded the business model that has made G.W. Robinson Builders one of the most re-

spected homebuilders in North Central Florida.

"G.W. Robinson Building, Inc. is well known in the community for its tradition of values and quality. The same traditions and values are engrained in our remodeling business," said Jay Robinson. "We continue our family name with pride. Our name identifies us with those values and traditions and we are honored to do business as G.W. Robinson Remodeling, LLC."

Doing business in the world of construction is something that comes natural

for Randy Robinson.

"I look for new challenges," said Robinson. "I get energized by being very involved. I enjoy putting projects together with clients, and then anticipating the final product and sharing the excitement along with our clients."

A Great Opportunity and More

While Jay Robinson also has fallen into his natural role in construction following his family's lineage in construction, he is also



Remodeling *and Quality*

excited about working with his father. Jay said he recognized the endless possibilities in renovation when he started in the industry and could not be more pleased to now be in a remodeling business.

“It is a pleasure to work with families who have already worked with my dad and grandfather in years past,” he said.

Certainly the father and son team bring a great deal to the table – all of it positive when it comes to the home remodeling business and green construction practices.

For this theater room, Robinson Remodeling needed to escalate the fill, modify the foundation system, and create a drainage system. Also for sound proofing, the remodeler called in a sound system company to make sure that the sound was balanced, and that noise did not flow up or down to or from the family room directly above it.



The owners of this 25-year-old home were considering a move to a new home because of its dated look, until Robinson Remodeling gave it a modern look. The changes in the kitchen included a drop soffit to go with the upper cabinets and rearranged kitchen appliances. Once it was done, the homeowner decided to stay, probably for many years to come.

“We have a green innovation approach to construction, an understanding of how to build green and how important it is to our customers and our community,” said Randy. “I have had the privilege of working with the evolving theories of green technologies over the years and have a respect and appreciation of energy conservation.”

Randy Robinson, the president of G.W. Robinson Remodeling is a long time Gainesville resident. During his time at G.W. Robinson Builders, Randy held every position in construction management through the years. He was involved with hundreds of families in building their new homes. Because of those connections, many of those families have turned to G.W. Robinson Remodeling for renovation and expansion work.

Randy has mentored many young professionals coming into the industry throughout his career. He has worked with dozens of college students as interns, bringing them through the ranks as assistant superintendents and estimators while they continued their education. He currently sits on the SFCC Construction Advisory Board.

Jay Robinson, the company’s vice president, has worked with his father and grandfather since he was 12 years old. And since the pair has been in business, the fresh, new ideas of the younger Robinson have been of significance in dealing with some of their clients.

A military veteran, he has served tours of duty in Afghanistan and Iraq. He graduated from Santa Fe Community College and the University of Florida with degrees in Political Science and Building Construction.

Like his father, Jay learned the business on his family’s job sites at a young age. With his education and managing engineering projects in the military his experience continued.

Exceptional Reviews

Whatever the secret might be, this father-son team is receiving exceptional reviews from those they are serving.

For Tony McCallister’s family, G.W. Robinson Remodeling moved walls, installed new flooring, and completely re-

modeled their kitchen.

“They completely turned the kitchen around,” said McCallister. “They created openings, removed walls, and did a lot of work which we expected to interrupt our day to day lives, however, we found the construction to pass by quickly and we were back in our kitchen before we knew it. Randy is relentless. Everything goes down in order. He laid it all out, and helped us to prepare for things. Randy and Jay are very meticulous. As remodeling goes, this was a pleasant experience.”

McCallister says there is no question he would use G.W. Robinson Remodeling again if he had the need.

“I refer them to people all the time,” he said. “I am in the insurance business. If people need repair or remodeling, they are at the top of my list.”

G.W. Robinson Remodeling added an office suite to the master bedroom on the home of BarBee Geiger using part of the screened-in porch to make the additional room.



This special-order shower needed to be assembled in place because of the size of the room. The unique unit includes horizontal jets, a built-in radio system with speakers, a spa and a steam bath.

The whole process was marvelous,” she said. “G.W. Robinson built the home in 2000. That’s why I went to Randy, who was the person we worked with when we built the house. Randy and Jay carried through with the same attributes we liked during the original building. They put together a plan with costs, and there were no surprises. What I really liked was they checked on progress every day, and their timeline was totally accurate. They have so much experience that they came to us with great suggestions.”

Brian Byrne had G.W. Robinson put an extension on his home for an office and home gym.

“G.W. Robinson originally built our home. Randy made the whole process very easy,” he said. “My wife and I remember signing a contract, and never worrying about anything. We had a newborn baby at the time, and we have five other children. He was very sensitive to that, and made the work environment as safe as possible for my children. I can tell you I am usually very picky, but I would highly recommend him to anyone, and I already have.”



The remodeling work on this home included creation of this extremely unique front entry.

Team and Process

The Robinsons say there are two main reasons for the positive responses from the people with whom they work. One of the reasons is that the two of them are so involved, but the other is the team.

“Our subcontractors play a vital role on our team, and many of them have worked with our family for many years,” said Randy Robinson. “Our relationships are well established, and our processes have been well developed over the years. From concepts to the final walk-through, each project flows from our sales and design team to estimating team, and then to our field supervision staff. As president I personally stay involved with each project, and interact with each of our customers. I really enjoy the opportunity to build new relationships. We pride ourselves on having a close and professional relationship with our clients.”

The Robinsons know it takes more than the team to make the job successful. You can have a great team – which they do – but if you don’t have a great plan to go with it, you won’t be successful.

Again relying on their experience, they have created a plan and a process that ensures success.

One of the biggest keys in creating something that will work well for everyone is bringing G.W. Robinson Remodeling into the process at an early stage.

The first phase of the project involves communication. G.W. Robinson Remodeling gets a sense of the client’s goals, scope of work and budget, and begins to consider plans in very general terms. The second phase includes developing and reviewing a preliminary plan, with input from the engineer and key subcontractors. At the end of this phase a proposal is put together so that the client can see the factors which the contract will be developed upon.

The third phase involves researching conditions of the existing home. In the fourth phase clients make selections, a final budget is developed, and a contract between G.W. Robinson and the clients is drawn.

The fifth phase is a pre-construction meeting detailing the entire process, and then construction itself. In the final phase, as the project nears completion, a walk-through is conducted, and a final checklist is completed.





Robinson Remodeling worked directly with the homeowner on this summer kitchen, creating good flow from the existing lanai to the pool area. Special effort was also made to eliminate moisture concerns.

But that doesn't mean the job is done. If things come up later, G.W. Robinson Remodeling will be there to handle any issues that may come up.

"That is part of our commitment," said Randy Robinson. "In my years in construction I have always strived to deliver quality and integrity. Our company is dedicated to building futures for our clients and fulfilling the promises of our commitments."

Family and Community

The tradition involved with a G.W. Robinson company includes family and community. It started with G.W. and Kate Robinson.

Randy Robinson has been married to his wife, Bobbie, for 31 years. He has a long list of community involvements in and out of the building industry.

Son, Jay Robinson, married to his wife, Courtnee for four years, is a veteran and active volunteer in Alachua County for veteran affairs.

Jay is associated with the Collegiate Veteran Society (CVS) which assists veterans with education and led the organization's efforts to build a 100-foot Veteran Memorial Flagpole on the Santa Fe Community College campus by I-75. He is now involved with Jim Lynch, Alachua County Director of Veteran Affairs and John Gebhardt, Director of Veteran Affairs at SFCC and UF, in building a scholarship bridge fund for returning combat veterans attending school in Gainesville.

But no matter what they are doing, the father and son team of Randy and Jay Robinson are doing it with quality.

"We enjoy working together," said Jay Robinson, "and we love what we are doing. It is all part of our commitment. We could not ask for anything more."

G.W. Robinson Remodeling understands that renovating your home is one of the most important investment decisions you will make.

"Our staff will meet with you in order to understand your goals and visions," said Randy Robinson. "We look forward to working with new clients to provide the prestige, value and quality we are committed to by building futures and fulfilling promises."

To learn more about the services offered by G.W. Robinson Remodeling, LLC., call (352) 375-7917.



Among the distinctive features of this kitchen are a commercial grade gas unit, the granite countertops and the tile backsplash.



This fireplace offers a different look with a combination of rock and tile.



Randy and Jay Robinson stand in the family room of a home that was remodeled to emphasize the owner's passion for fish tanks. The tank and the entertainment center are angled in a way that they can be seen from a number of rooms. Also, a special closet was built behind the tank in order to service it.