

THE ORANGE COUNTY REGISTER

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At home on TV

O.C. builder to have moment in spotlight when episode of 'Extreme Makeover' he took part in airs.



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Story and photo by
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At five years old, Scott Cross and his sister Sheri earned pennies by sorting nuts and bolts for their father's construction company. Now at 29, Cross has his own Corona del Mar-based custom home building and remodeling company.

And Saturday, Cross and his SC Homes Inc. began an 106-hour marathon to help build a home for a needy family for the TV show "Extreme Makeover: Home Edition." The show, which starts at 8 p.m. Sundays on ABC, will air sometime in the future. Cross was not at liberty to discuss where the house will be or any details about the house.

Q. How did you get in touch with "Extreme Makeover: Home Edition?"

A. I have a cousin who's actually involved with the show and I asked him about it. I got in touch with the executive producers and we started planning

Scott Cross

Age: 29

Residence: Irvine

Family: Wife Shannon and Son Kayden, four months old

Hobbies: Traveling and going to the beach

right after Christmas.

Q. When do you start construction?

A. Ty Pennington and the whole crew surprised the family on Jan. 31. Demolition was on Sunday, and we didn't even get a break for the Super Bowl.

Q. How much time do you have to complete the project?

A. We have 106 hours to build the house. We'll be working in two 12-hour shifts split in two different teams. Thirty-five other companies on top of thousands of volunteers will participate. Construction businesses are donating labor, and materials are coming from Orange County. More than \$1 mil-

lion will be going into this project.

Q. How are you going to work with such a demanding work schedule?

A. We're doing a bunch of different things. We have accelerated concrete mix; Instead of taking 24 hours to dry, the concrete will take about an hour. We have companies doing stucco at one to two coats that takes eight hours instead of weeks.

Q. How long have you been in this business?

A. My company has been around for seven years, but my father - Mark Cross - was in construction since I was kid. We try to keep it all in the family.

Q. What's the most important thing you have learned from your father?

A. Basically his work ethic. No matter how badly subcontractors have treated you, you always have to treat them with respect.

Q. What makes SC Homes stand out from other home building services?

A. We're really into the

"green building" aspect and we're part of the U.S. Green Building Council. It's been a concern of mine for a long time. Right now, the green industry has become so affordable. Technology is going right now, and consumers are following.

Q. Did you expect to follow in your dad's footsteps?

A. Actually no. I went to college - San Diego State University - thinking I wanted to go into radio. I got offered a full-time job with a soft-rock radio station, but I couldn't do it.

Q. How many projects do you normally take on?

A. We're small. We usually two to four homes every year.

Q. What's your favorite part of your job?

A. Design and creativity in general. Being creative and doing things people think I cannot do.

Q. Is it hard for people to take you seriously because you're so young?

A. I don't prove myself with experience but with my personality and knowledge.