



SC HOMES

One of the most sought-after general contracting firms in Orange County, SC Homes was conceived from the creative mind of Scott Cross, who envisioned a company that would take a more youthful, sustainable and tech-savvy approach to construction. With his extensive business background, building expertise and state-of-the-art software system, Cross creates a truly enjoyable, and surprisingly fun, experience for his clients. Here, the master homebuilder and company president divulges to *bask* his passion for construction, dedication to his clients and what it means to be green.

Tell us about SC Homes. How and when did the concept begin? I started SC Homes at the age of 21 with the intention to create a general construction company with a youthful, green and tech-savvy approach. As an entrepreneur, I feel that you can make a successful company when you have a problem to solve. I saw a large problem in the high-end residential contracting world with some of the ‘old-school’ mentality and felt that I could make a change. I found a young company building a software program for general contractors that connected the client with their builder in a new way, which would allow the client to be as involved or uninvolved as they would like. I also felt that the typical builder was someone without an extensive business background, and I thought that I could implement some of my business skills into an industry that wasn’t used to that and receive great results. My company has proven itself in the industry and is now one of the most sought-after general contracting firms in the Orange County area.

Did you always want to be a builder? I did not always want to be a builder; my passion was in radio and business. I studied communication at

SDSU, where I graduated in three-and-a-half years with a Bachelors of Science degree in Communication. I worked at the college radio station throughout those years and I was at a local radio station for a little over two years. Once out of college, I decided I wanted to do something else and my father had a tract home company he started a few years prior, so I decided to work with him for a year until I started my own company, building high-end residential work in Newport Beach.

What sets SC Homes apart from others in the industry? Our relationship with our clients. We are a young group of individuals looking to create a fun atmosphere for our clients. It can get overwhelming and just plain tedious to build a home, and we try to have some fun with it. With our software system, the client is able to sit back and relax while feeling confident that we are building their dream home. I always tell clients when they walk into our office for the first time that we are as fun as our office shows.

What’s your ultimate goal with every client? This is the easiest question of the bunch—to make my client happy. My guys in the field hear this day in and day out. Building a home can be

stressful and we want them to just be happy and smile all the way through the process.

You’re a member of the Orange County Chapter of the U.S. Green Building Council. Tell us about that. Green Building can be looked at as some sort of trend, and I like to look at it as a need. I believe that we don’t need to be building these certified homes in order to be called a green home. We can simply do things to the home with a green conscious and with little to no impact on the owner’s pocket book. If we can just implement green items in our normal everyday practice, it doesn’t get labeled a ‘green home,’ yet we are still being green conscious.

What do you enjoy most about this business? Design. I am really into making the home something special and putting that SC effect on everything I touch. I always try to find at least one ‘wow’ factor in every home without being over-the-top. When someone leaves one of our homes, I want them to remember one key component.

Words to live by when designing or building a home... Have fun and create something that will not die with time. Build something timeless.



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