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Tracery Professional Builders

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Situated in such a unique environment, Bay Area builders need to have more capabilities than the average contracting teams. Mark Macdonald, P.E. M.S.C.E., President and Founder of Tracery Professional Builders Inc., has three construction degrees—including a B.S. in structural engineering. The company he leads has a goal to create structures that are designed to go beyond basic code requirements and a strategy that provides for durability even after a major seismic event. Macdonald believes, “Our technical expertise and continued training make us true industry leaders.” When taking on a new client, Tracery’s approach begins with listening and then educating the client on home essentials and their process. Macdonald adds: “If we start with the fundamentals of transparency and great communication, we set the right tone for the entire project and get the ball rolling on teamwork.”

“
YOU ALWAYS HAVE
THE TIME TO TAKE
YOUR TIME, TO DO IT
RIGHT THE FIRST TIME.
HIGH-QUALITY
WORKMANSHIP IS
AT THE HEART OF
EVERYTHING WE DO.”

Design Trends

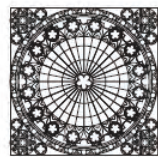
Macdonald shares the top ideas and asks emerging today.

- **Storage:** This important element is often overlooked but gaining more focus. We love storage solutions and provide our clients with creative ideas.
- **Tile and Wallpaper:** These materials have come a long way in recent years and clients are really leaning into using them.
- **Radiant Floors:** Decisions that result in long-term comfort add value to a home.
- **Car Care:** Solar and battery car charge stations are always discussed in today’s projects.
- **ADUs:** A separate dwelling or in-law suite is a must in luxury home building. With California’s incentives and relaxed regulations, ADUs are extremely popular.
- **Function First:** The most important conversation with clients is how they are going to use the house. Style choices are wonderful, but functionality is absolutely critical.

Top High-end fixtures and dramatic lower lighting elements take this luxury kitchen remodel to new heights. **Right** Bespoke tile designs make a stylish and sophisticated statement in this state-of-the-art kitchen. **Far right** A chic corner tub and generous windows make this spa-inspired bath feel even more luxurious.

Photography Top + Far right by Scott Donschikowski Architecture & Design Photography; Right by Kathryn MacDonald Photography





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