

## HEADING SOUTH



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# Heading South

Construction firm works on key RAD redevelopment in south Florida

**Jonah Hetland**  
Chief Operating Officer of CMA, Inc



Construction Management  
Associates (CMA)

President :: S.R. Mills | Location :: Kenosha, Wisconsin

A Wisconsin-based construction firm with a growing national reputation is working on one of the first HUD Rental Assistance Demonstration (RAD) developments ever in Florida.

Stanley Terrace, located in Deerfield Beach, is a 1970s-era property that will undergo a significant rehabilitation to its 96 units of affordable housing. Leading the construction aspect is Construction Management Associates (CMA), the general contracting arm of Bear Real Estate Group, located in Kenosha, Wisconsin.

The development marks the most significant effort in Florida to date for the company and serves as an example of its ability to take on complex projects anywhere in the United States.

#### CONNECTIONS MAKE THE DIFFERENCE

CMA's involvement on Stanley Terrace originated back in Elgin, Illinois, where it worked on a successful multiphase redevelopment with the local housing authority. The executive director then connected the firm with the Deerfield Beach Housing Authority, allowing CMA to interview for the first phase of the RAD development.

"Like with any rehabilitation project, it is extremely important not to look at it as just a traditional construction deal, where we're going into it to do a set amount of work and then leaving," says S.R. Mills, President of CMA. "You really must be very in tune with the needs of the residents and ensure the transfers and the time that they're away from their home is minimal. We are very concerned about the end-user experience."

The fact that CMA is part of a vertically-integrated organization allows it to provide an elevated level of service, according to Mills.

"We do development, construction and property management," he says. "We understand how the different disciplines are interconnected. And with that, we are also very good at performing any of those individual disciplines for clients in an efficient manner."

#### A MULTILAYERED APPROACH

In Deerfield Beach, CMA was able to take a cohesive approach—thanks in large part to its background and parent company.

"Because we can play different roles throughout the entire process, it allows us to make sure we are thoughtful as to how those various disciplines are connected," Mills says. "We always try and think a few steps ahead to ensure we are not creating any issues for our other partners on the development side or the property management side."

Jonah Hetland, Chief Operating Officer for CMA, says the team is excited about its work with DBHA and the opportunity it has to serve a new market in Florida.

"There's a big need for additional home rehabilitation and redevelopment work in the area, and so we look forward to continuing to push the Bear Real Estate Group and CMA flags in terms of both development and construction," he says. 