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October 2011

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Add an event

CONSTRUCTION INDUSTRY NEWS

Scott Cross joins HGTV's 'Professional Grade'

The founder of the Corona Del Mar-based homebuilder partners with the new room-renovation TV show.

BY KYLIE MALSTROM
Published: October 06, 2011 08:00 AM

Scott Cross, founder of Corona Del Mar-based SC Homes Inc., has joined HGTV's new show, "Professional Grade." He will determine whether home makeover projects meet the high-quality standards of licensed construction companies.

Cross will value the contestants' work, done at retail price. If he determines that a project is worth more than what was spent on it, the homeowners will be awarded the difference.

Joining the show "seemed like a good opportunity to show my talents and the capabilities and successes of SC Homes," said Cross.

He also touted the benefit to Orange County, saying, "Every opportunity for the county to be on national television ... helps create exposure for the county. After "The O.C.," "[Real] Housewives" and others ... started to air, it has helped increase awareness of how amazing our county is and has helped bring [in] tourism."

SC Homes has been responsible for projects in Orange and L.A. counties, spanning original home designs to specific projects such as ocean-view pools and custom home theaters.

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Corona Del Mar's SC Homes gives 'Extreme Makeover'
Report: Homebuilding swells during the first six months of 2011
Local homebuilders say 'the worst is over'

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