



BAYFAIR

HOMES OF
ENDURING SIGNIFICANCE





The *Grand Tradition* of Homebuilding



Bayfair has distinguished itself as Tampa Bay's premier builder of exceptional custom homes—an enduring name synonymous with quality, integrity, and architectural refinement. From grand waterfront estates to refined contemporary residences, Bayfair's portfolio reflects a timeless elegance that continues to define the region's most exclusive neighborhoods.

Guided by the leadership of James King, whose more than two decades with the company embody its unwavering commitment to excellence, Bayfair honors the principles established by its founders: superior craftsmanship, lasting beauty, and personal service. Each residence is a testament to the artistry and care that have shaped Bayfair's legacy—built not only to inspire admiration today, but to endure for generations to come.

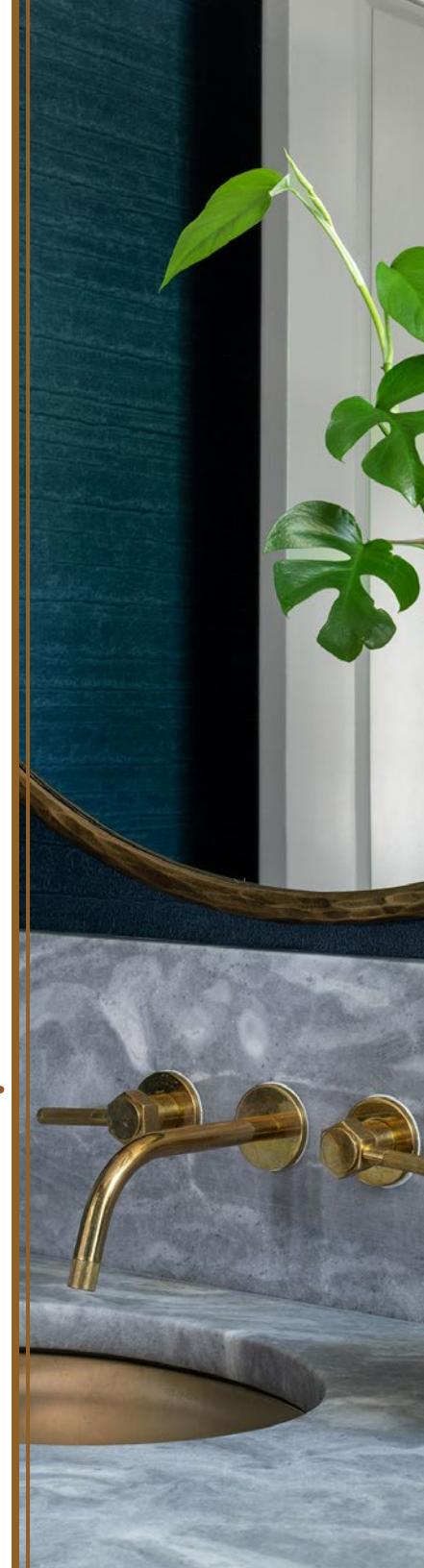


With a reputation grounded in trust and a tradition defined by precision, Bayfair continues to set the standard in luxury homebuilding. Every detail, from concept to completion, is approached with thoughtful consideration, ensuring a seamless experience and an extraordinary home that reflects the client's vision, lifestyle, and the timeless values upon which Bayfair was built.

The Origin of Excellence



Founded in 1989 by J. Michael Morris and later joined by David Seidenberg, the company honors the legacy of its founders through an unwavering dedication to craftsmanship, integrity, and refined design. Their vision established a tradition of excellence that continues to guide every project—preserving the timeless principles upon which the company was built and ensuring that each home stands as a lasting testament to their enduring legacy.





Regardless the architectural style, each Bayfair Custom Home is true to form with distinctive yet historically appropriate design elements.





BAYFAIR HOMES LEADERSHIP



James King
President / Owner

Mr. King brings over twenty years of distinguished experience in building luxury custom homes to Bayfair. In early 2025, he acquired the company and assumed the role of President, marking a new chapter in Bayfair's history. He holds a degree in Construction Management and Building Science Technology, which has been central to his career and leadership style.

Since joining Bayfair in 2006, Mr. King has played a key role in managing some of the company's most prestigious condominium and multifamily projects. His efforts have helped establish Bayfair's reputation for excellence in residential construction. In 2011, he was vital to the successful revitalization of Bayfair's custom home services, focusing on the discerning South Tampa market. This strengthened Bayfair's position as a leader in luxury custom homes.

Mr. King continued to guide the company's development efforts, most notably leading the development of the exclusive Carencia custom estate home community in Odessa, Florida.

A core part of Mr. King's approach is his enjoyment in working closely with clients, partner architects, and valued trade partners. He is committed to turning their unique visions into outstanding, lasting homes that reflect Bayfair's signature style and quality. His leadership is driven by a deep passion for craftsmanship and solid building science principles. He remains dedicated to creating custom residences that uphold Bayfair's legacy of style, durability, and excellence.

With over 23 years of homebuilding experience, Mr. Dougherty is the head of sales and marketing at Bayfair. A native of Tampa, he began his career with Bayfair while completing his degree in marketing and economics at the University of South Florida.

Mr. Dougherty has extensive experience in homebuilding, having contributed to Bayfair's growth through active expansion across Hillsborough, Pasco, and Hernando counties. From 2011 to 2016, he held leadership roles at a nationally recognized strategic marketing agency specializing in luxury real estate development. He also worked for a Fortune 500 homebuilding company, where he played a vital role in planning and executing Tampa-area master-planned communities while leading the national marketing program that helped the company establish itself as a local marketplace leader in the premium and luxury housing segments.

Mr. Dougherty returned to Bayfair in 2017, where he has been instrumental in guiding clients through Bayfair's highly acclaimed sales and design process, helping them embark on their custom home journey.



Ryan Dougherty
Executive VP - Sales



DESIGN | BUILD SERVICES

Bayfair has been one of the most respected all-inclusive luxury design | build firms in the Tampa Bay area for over 35 years. During that time, our team has assisted hundreds of clients in the design and construction of over 600 timeless homes.

This success is due to our commitment to our clients and our belief that building a home should be an enjoyable, memorable experience. Our team takes great pride in having the knowledge and expertise to take care of the details, and whether you desire to live on an exclusive South Tampa lot overlooking the water, need recommendations on how to secure financing as a first-time homeowner, or want to walk through one of our many homes to ensure you are making informed decisions along the way, you can, because each client relationship and each home built is a part of our legacy.

Choosing Bayfair as your home builder means you have a partner you can count on to deliver on their promises and stand behind their work throughout the entire homebuilding process.



BAYFAIR FACTS:

- LOCALLY OWNED & OPERATED SINCE 1989.
- OVER 600 COMPLETED HOMES HAVE BEEN DESIGNED & CONSTRUCTED BY BAYFAIR THROUGHOUT THE TAMPA BAY AREA.
- NEARLY 12% OF BAYFAIR HOMEOWNERS RESIDE IN THEIR SECOND, OR THIRD HOME BUILT BY BAYFAIR.
- BAYFAIR IS ONE OF THE FEW SMALL-VOLUME LOCAL CUSTOM BUILDERS TO OFFER TRUE FLEXIBILITY TO CUSTOMIZE AND PERSONALIZE YOUR DREAM HOME.



OUR PROCESS | YOUR JOURNEY BEGINS HERE

Building your Bayfair custom home is about more than just craftsmanship — it's about delivering a seamless, personalized experience that makes every step enjoyable. We partner with you from the initial consultation through to your move-in day, ensuring clear communication, expert guidance, and a home that matches your vision perfectly.

OUR COLLABORATIVE DESIGN-BUILD APPROACH

We place a premium on the experience of building your home, not just the end result. Our team listens carefully to your goals, understands your lifestyle, and helps navigate every aspect with transparency and care. Building with us means you will always know what's happening, who to contact, and how your project is progressing.



STEP 1: GETTING TO KNOW YOU AND YOUR VISION

The process begins with a complimentary discovery session where we explore your ideas, budget, timeline, and property details. We evaluate the feasibility of your lot or assist in finding the ideal location. This step ensures a strong foundation for planning the perfect custom home tailored to your needs.



STEP 2: DESIGN AGREEMENT & CRAFTING THE DESIGN

Once your dream takes shape, we work closely with you to develop a detailed architectural design. Using cutting-edge design technology, we create plans that reflect your style and preferences, along with an initial cost estimate to provide budget clarity.



STEP 3: DETAILED DESIGN AND FIXED PRICING CONFIDENCE

With your input, our architects refine the design to capture the essence of your vision while aligning with your budget. We then present a comprehensive fixed-price, with allowances for finishes, proposal covering the entire scope of the project — no hidden fees or surprises. This fixed pricing, along with mutually agreed finish allowances, ensures financial confidence throughout the build.



STEP 4: CONSTRUCTION AGREEMENT FINALIZATION AND PERMITS

After approving the design and pricing, we formalize the construction agreement to establish clear terms and commitments with all parties involved. Our team handles all necessary permits and approvals, streamlining the pre-construction phase so you can focus on selections and preparations.



STEP 5: SELECTIONS AND PREPARATION

You'll collaborate with our experienced design team to choose finishes, fixtures, and materials that make your home truly yours. From cabinetry to paint colors, every detail is carefully curated. Meanwhile, our construction manager coordinates logistics, orders materials, and schedules the build timeline.



STEP 6: BUILDING YOUR HOME

Our skilled construction team brings your plans to life with precision and quality craftsmanship. We provide consistent progress updates through our client portal, keeping you informed and engaged. Our network of trusted professionals ensures every aspect meets our high standards.



STEP 7: FINAL WALKTHROUGH AND TURNOVER

When construction is complete, we conduct a thorough walkthrough and walk you through various features of your new home and ensure you are familiar with key systems in your home. We then secure your occupancy certificate and celebrate the milestone with you as you prepare to move into your new



STEP 8: WARRANTY AND ONGOING SUPPORT

Our commitment lasts beyond turnover and move-in with a one-year warranty on workmanship and a ten-year structural warranty. We remain a reliable resource for future questions or enhancements — your satisfaction and peace of mind are our priorities.







Using only the finest craftsmanship, each Bayfair home is built to exacting specifications. With a wide selection of luxury finishes available, the personalization of each custom home is attainable through Bayfair's vast network of suppliers - including both domestic and international specialty design boutiques.



THE FINEST CRAFTSMANSHIP

Bayfair's exclusive relationship with Tampa Bay's most talented artisans ensures that every Bayfair home encompasses the finest craftsmanship and signature design details.

From rich mouldings with impeccable finishes to imported antique timber ceiling beams, it is the mission of every team member at Bayfair that each home not only incorporates the finest materials, but is also crafted to the highest standards in order to ensure an authentic quality.

It is this philosophy of fine craftsmanship that has earned Bayfair a reputation for building some of Tampa Bay's finest estate residences.





Creative and luxurious outdoor living elements are just one of Bayfair's many design philosophies in creating a home that will embody the best of Florida living.





LEGENDARY BUILDING EXPERIENCE



The process of designing your new Bayfair custom home is like no other. Whether you choose a home design we've already crafted or choose to build a custom design, our commitment to quality design, construction, and service will be evident from the initial contact to post-closing homeownership.

If you choose our exclusive custom design process, your initial design consultation with Bayfair's exclusive in-house architecture team will help identify the architectural style, design needs, and owner preferences in order to start the concept design.

Our architecture team will not only consider your design needs, but they'll also anticipate the use, scale, and definition of each space, ensuring the final design will achieve superior balance and most importantly, the comfortable elegance for which Bayfair's homes are recognized.

Bayfair's expertise in design doesn't stop with the architectural design phase of your new custom home. Our in-house client services team will assist you in selecting the finishes that will best complement your tastes and preferences.

Choose from an unprecedented selection of materials at our custom design center, located in South Tampa. In addition, our network of exclusive trade partners can assist in identifying and obtaining rare or unique finishes.









Equally as important as the exterior and interior architecture, the hardscape design for each Bayfair home is carefully crafted early in the design process.

From taking advantage of view corridors afforded via appropriate placement of the home to impressive ornamental features, Bayfair's architectural, design, and landscape teams collaborate to ensure each hardscape design achieves estate proportions and elegance.







Often recognized throughout Tampa Bay's prestigious and historic neighborhoods, gracious estate homes design and built by Bayfair incorporate timeless and thoughtful design details, which assist not only with exuding a grand aesthetic, but also pay homage to the rich history which adorns some of Tampa Bay's most luxurious estate residences.



ARCHITECTURAL EXPERIENCE

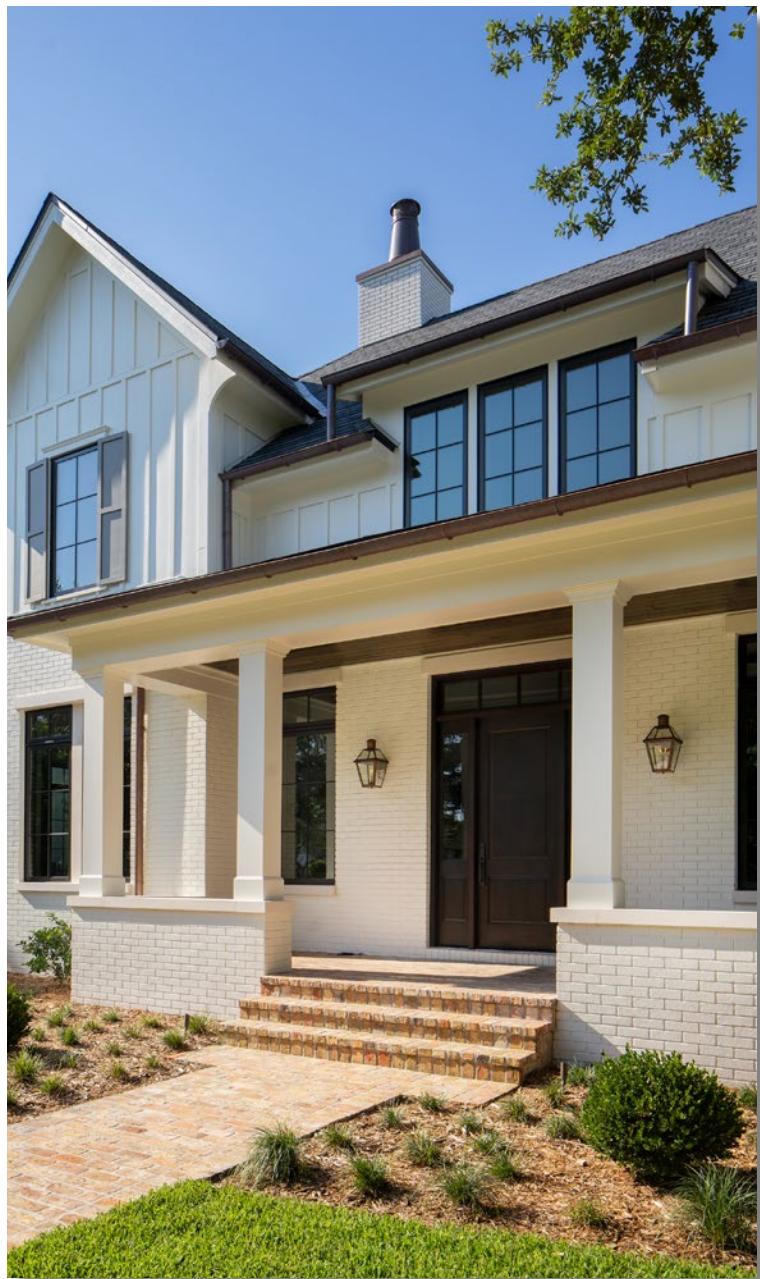
Bayfair's exclusive in-house architecture team brings a wealth of experience to both the design and build process. From the initial concept study to the final construction of your new custom estate home, a one-on-one relationship with our architecture team ensures that each Bayfair custom home accurately incorporates its owner's requirements throughout the various design and construction stages.

In addition, Bayfair's extensive portfolio of custom homes built throughout the Tampa Bay area, of all different architectural styles, ensures that each Bayfair home possesses authenticity and balance in fine design and livability.



Regardless of the architectural style, each Bayfair home incorporates the design features of today's modern lifestyle.

During each step of the design process, each Bayfair home undergoes rigorous internal design reviews, including a review which ensures both the exterior and interior architecture incorporates and honors historical design elements and proportions - in order to accurately reflect the architectural style intended.





From bespoke cabinetry, rare marble and fine plumbing fixtures, our team is ready to bring your vision to life.







Choosing Bayfair affords you the opportunity to personalize your home with assistance of our interior design team so that your new home will be unique to your personality and style preference.



Building a custom home exactly to your tastes is an exciting and rewarding experience when you choose Bayfair.

Bayfair builds homes with genuine warmth and a truly human sense of scale so the feeling inside is comfortable, cozy and inviting.

In every Bayfair home, you will find finishing touches which are becoming a rarity in modern construction. On a structural level, every aspect of the construction is designed and built to endure for generations.





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Specifications, availability, pricing, and other information contained within this guide are subject to change without notice.
This is not an offer where prohibited by law. Please consult with a Bayfair representative for technical details related to your homesite and / or home.

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