



SCOTT MEHLMAN, Founder & Partner at Mehlman Brothers Development



The Art of Taking Care of People

Scott Mehlman, Founder and Partner at Mehlman Brothers Development, understands that magic happens when you combine aesthetics with practicality. In fact, his company is known for creating beautiful homes suited for today's modern lifestyle in St. Louis' central corridor.

Mehlman's business is unique: while he and his brother build custom homes for clients, 75% of the time they are purchasing lots, tearing down existing structures, and rebuilding luxury homes to sell. This means that he brings clients to trusted vendors, but more often than not, he is the client himself!

"With all of our vendors we look for people aligned with the quality product we are producing, but who also understand the art of service," he said. "Immerse understands what my clients and I require; they take care of us with a specific type of white glove service—a standard that we hold ourselves to as well."

In residential real estate, reputation is everything. "Vendors can make or break your reputation," he said. "Because Immerse was an offshoot of a third-generation family business, much like Mehlman Brothers, they understand that their interactions affect our reputation—and that is important."

Selection and variety are also imperative, and contributes to the art of taking care of people. Mehlman remembered walking into Immerse for the first time around seven years ago and being wowed by the showroom. That's something he still experiences and is excited to share with clients.

"There is nothing like it in St. Louis. Aesthetically pleasing and practical, my clients or my designer are escorted through a decision-making process with knowledgeable, long-term staff members," he said. "They are exposed to exclusive brands featuring top kitchen and bathroom technologies and it makes a definitive impact."

According to Mehlman, personal attention, detail orientation, an educated sales staff, and a proactive approach to problem solving contribute to the art of taking care of people—and Immerse is an artist in service.

St. Louis' Experiential Kitchen and Bathroom Gallery

BY APPOINTMENT ONLY

immersestl.com

836 Hanley Industrial Court, St. Louis, MO 63144 • P: 314-375-1500