

FOR IMMEDIATE RELEASE

**JOHN R. DONALDSON, INC. RENAMED JDC CONSTRUCTION + DEVELOPMENT
GROUP**

**San Fernando Valley-Based Contractor Focused on Renovation and Revitalization of
Multifamily Projects on West Coast**

CHATSWORTH, CA – July 15, 2014 – John R. Donaldson today unveiled his construction company's new identity as [JDC Construction + Development Group \(JDC\)](#). Founded in 1992, the company formerly known as John R. Donaldson, Inc. also boasts a new [website](#) and logo. The repositioning comes as JDC has turned the majority of its attention to reconstructing and renovating apartment communities, with a sweet spot for transforming outdated or damaged multifamily assets of between 100 and 600 units throughout California and the Pacific Northwest.

“Most of our clients already referred to our company as ‘JDC’, even prior to the name change,” said Donaldson, JDC’s president. “Known in the industry as ‘JDC’, it made sense to officially shorten our name to provide simplicity and brand consistency for JDC employees, and current and future clients.”

As it renamed itself, JDC also took the opportunity to update its look and feel. Recognized for its carefully planned, well-executed and visually appealing apartment transformations of the highest quality, JDC selected an attractive and professional logo to reflect these outstanding brand capabilities. The adjacent tagline also reflects the company’s involvement in the ground-up development of several multifamily and single-family properties, as well as its growing roster of project supervisors and staff.

JDC’s reputation in transforming apparently obsolete apartment properties was greatly enhanced between 2005 and 2008, when it oversaw the major renovation of [Summer House](#), a 615-unit multifamily development in Alameda, CA. The \$35 million, 30-month project turned a virtually abandoned civic eyesore situated on 20 acres into a highly desirable upscale bayside address.

Since 2004, JDC has renovated and revitalized apartment communities throughout California and on the West Coast valued at a billion dollars and representing over 10,000 units. The company is currently involved in, or recently completed, the revitalization, development and consulting of nine separate apartment projects from San Jose to Long Beach, incorporating over 1,400 units. The total redevelopment budget for these projects is approximately \$19 million.

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Although multifamily property renovations and restorations are JDC's mainstay, the company also specializes in "soft story" earthquake retrofitting of apartment buildings and condominiums; rebuilding and renovating high-end custom homes; and, consulting for private corporations and insurance companies.

ABOUT JDC

Founded by John R. Donaldson in 1992, JDC specializes in the reconstruction and renovation of multifamily projects throughout California and the Pacific Northwest, with a focus on Southern California. The Chatsworth, CA-based company has overseen the construction or reconstruction of over 10,000 units with a total budget exceeding \$100 million. JDC is also involved in the ground-up development of several single-family and multifamily properties.

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