

ENGINEERING-DRIVEN LUXURY

Tracery Professional Builders has built a reputation for delivering highly personalized residences defined by technical rigor, architectural clarity, and enduring quality



Founded with a mission to pair deeply personal building experiences with the highest construction standards, Tracery Professional Builders Inc. (Tracery) provides full-service custom homebuilding and residential remodeling throughout California's Santa Clara and San Mateo counties. At the helm is President and Founder Mark Macdonald, whose background sets Tracery apart in a crowded luxury market. With a Bachelor of Science in structural engineering, a master's degree in construction engineering, licensure as a Professional Engineer, FEMA training, and service as a volunteer assessor for the California Office of Emergency Services Seismic Assessment Program, Mark brings an engineering-first mindset to residential construction.

Combined with decades of hands-on experience since founding the firm in April 2000, this foundation informs a philosophy that homes should do far more than meet minimum code; they should function flawlessly, perform reliably, and endure. "From the beginning, we've focused on complex, high-quality residential construction," Mark says. "We take on projects that demand a higher level of technical expertise: custom homes, major renovations, and sophisticated structural and seismic work, and we're disciplined about how we execute them."

Performance over time

Such discipline is central to Tracery's identity. Rather than positioning itself as a design-driven or transactional firm, Tracery operates as a collaborative, technically grounded construction partner that prioritizes clarity, coordination, and accountability. "What truly differentiates Tracery is our engineering-driven approach," Mark explains. "We think deeply about how structure, systems, and craftsmanship work together. The goal isn't



Tracery Professional Builders, Inc.

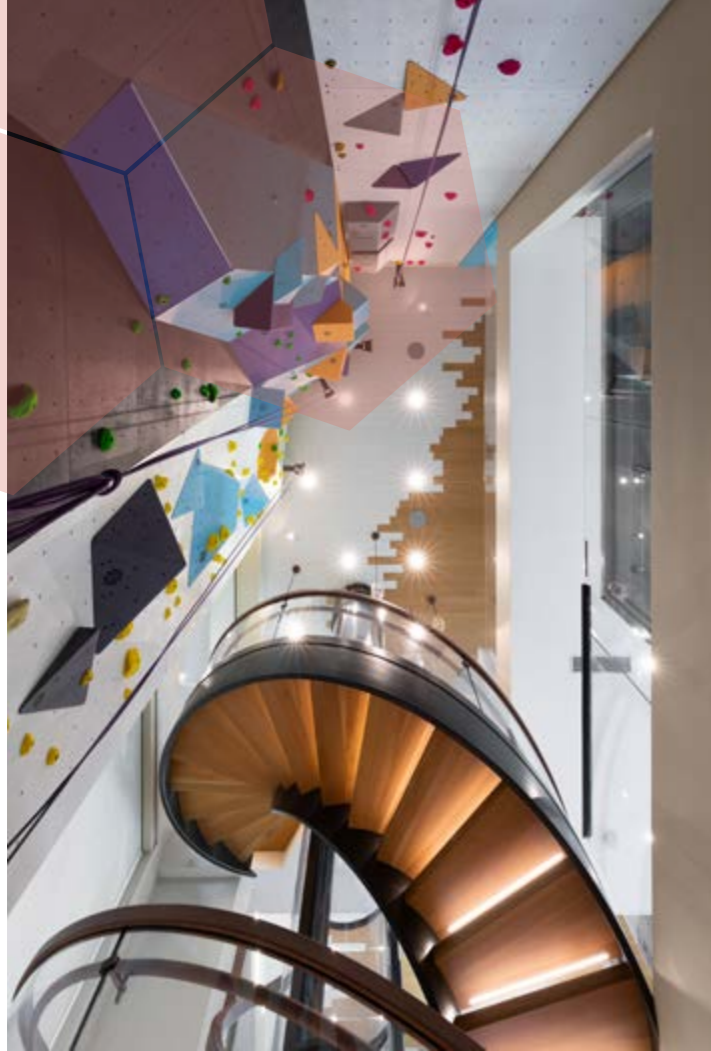
just beauty but performance over time. In an industry where shortcuts can be tempting, we've built our reputation on doing things the right way."

Extraordinary project

Mark remains personally involved throughout every phase of construction, from early pre-construction planning and budgeting through full construction management and final delivery. As a NARI Certified Project Manager, he emphasizes process as much as outcome.

"We invest heavily in pre-construction," he says. "Constructability, cost analysis, and value evaluation happen early so clients can make informed decisions. Once construction begins, communication and accountability are critical. We treat homeowners and the design team as true partners from start to finish."





That approach was on full display in Trcery's recent completion of a landmark custom residence of extraordinary scale and complexity, a project Mark describes as defined by architectural clarity, technical precision, and a high degree of customization. As he notes, true luxury is found in meticulous detail, thoughtful originality, and an uncompromising commitment to quality, where even the smallest decisions matter. The home's architecture is disciplined and modern, characterized by sculptural forms, clean lines, and a restrained material palette. Custom elements are not ornamental, but integral to the architecture itself.

"At the heart of the residence is a dramatic three-story vertical circulation core, featuring an all-glass elevator encased by a free-floating

stair," Mark says. "A custom three-story climbing wall forms a sculptural backdrop, while structural glass railings maintain transparency and uninterrupted sightlines throughout. The home also incorporates museum-quality finishes, European-sourced materials, and a fully integrated smart-home system.

"A bespoke ceiling installation, fabricated overseas and installed by Trcery team members, functions as both artwork and acoustic solution. Floor-to-ceiling Vitrocsa structural glass systems flood the interiors with natural light, while a custom-built five-car garage includes a mechanical vehicle carousel, allowing cars to rotate and exit without reversing."

However, projects of this caliber inevitably present challenges. "Coordinating the three-story vertical core while maintaining alignment,

symmetry, mechanical integration, and structural performance was the most complex aspect," Mark notes. "When advanced systems, custom fabrication, and tight tolerances intersect, there's no room for error."

Quiet enhancements

Those challenges were met through long-standing collaboration and trust. Trcery operates with a deeply integrated team of partners, many of whom have worked together for decades, fostering a culture built on mutual respect, shared accountability, and pride in craftsmanship. "This isn't just a job for us," Mark shares. "It's who we are. The relationships we've built over time allow us to solve complex problems with confidence and precision, and we're incredibly proud of what we accomplish together."



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The solution lay in planning and precision. Components were modeled and sequenced well in advance, and Trcery employed full-scale mockups and on-site layout tracing to verify proportions and tolerances before permanent installation. “Much like master builders who once drew full-scale layouts on cathedral floors, we use mockups to test constructability and long-term serviceability,” Mark explains. “It allows us to resolve details proactively and think about how the home will be maintained years down the line.”

Beyond his work at Trcery, Mark brings these same values to the broader industry as a NARI Bay Area Remodeling Competition judge. “I look for coherence – projects where the design intent is clear and the execution fully supports it,” he reveals. “The best work shows restraint, technical mastery, and thoughtful decision-

making rather than relying on scale or luxury alone. Craftsmanship should quietly enhance the architecture, not compete with it. Innovation matters, but only when it serves functionality, durability, and long-term livability.”

Great listening

This perspective mirrors a broader shift in the luxury residential market. Today’s clients are increasingly prioritizing comfort, resilience, and long-term value over sheer size. Healthy living environments, seismic resilience, solar power, battery backup, EV charging, and integrated technology have become essential considerations rather than optional upgrades. “Our role is to guide clients through that complexity,” Mark says. “They have demanding lives, but we provide clear, time-tested systems, so they can stay focused on living not add to their stress, we

proactively manage the details.”

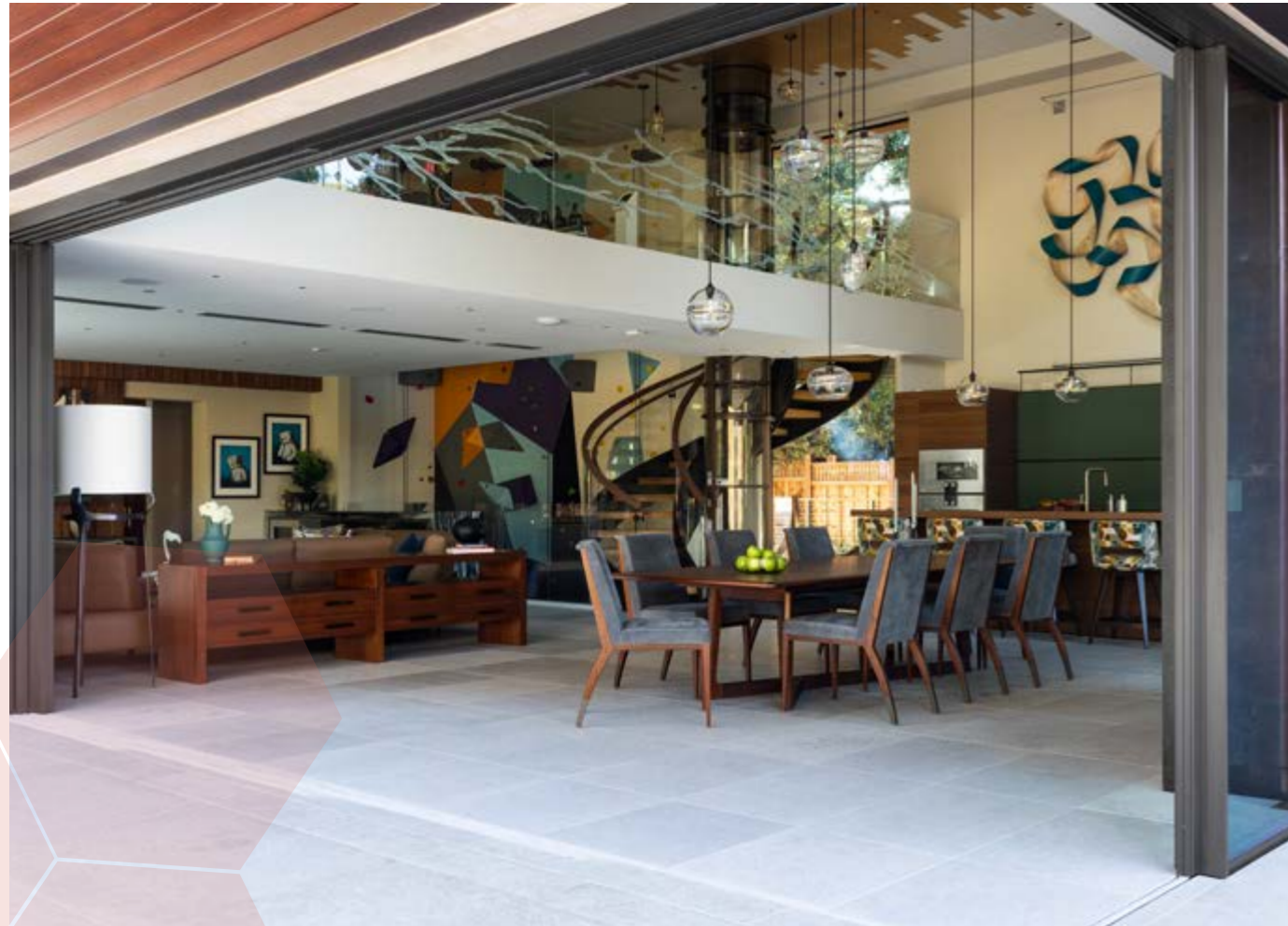
Looking ahead, Trcery is engaged in several significant projects across the Peninsula and Silicon Valley, including two custom estates in Atherton and a historic renovation in Los Altos Hills. The firm is also expanding its pre-construction services, offering earlier collaboration with architects, designers, and homeowners. “Early involvement creates clarity around cost, schedule, and constructability while preserving design intent,” Mark notes. “That’s where great projects begin, and it all starts with clear communication and great listening.”

A lifelong learner, Mark is also exploring how emerging technologies like AI can further improve planning, coordination, and communication. Trcery currently operates its systems through Buildertrend, and Mark continues to mentor younger builders,

with plans to potentially return to adjunct teaching at the graduate level. “Sharing knowledge and helping shape the next generation of builders is important to me,” he states. “It strengthens the profession and raises the standard for everyone.”

Ultimately, regardless of growth or scale, Trcery’s philosophy remains unchanged. “Every home we build reflects the people who live in it,” Mark concludes. “We’re honored that architects, designers, and families trust us with their vision and resources, and we carry that responsibility with intention and care. Our role is to translate that vision into a home that is enduring, deeply personal, and built to perform, offering a place where life unfolds and memories are made.” ■

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