

**GREGORY BEALE | Founder & CEO**

The Beale Group | Builders Studio of Sebastopol | Thrive Construction Group |  
Farm to Coast Collective

Gregory Beale is the founder and CEO of five highly successful interconnected businesses based in Sebastopol, California. Farm to Coast Collective at the Livery on Main is Greg's latest venture.

The power of community is at the heart of all Greg's business models, and this project is no exception. The Livery on Main is comprised of a food hall, co-working hub, and state-of-the-art event center. The space will provide a comfortable, versatile environment for businesses and community members to come together in the heart of downtown Sebastopol. Inside the Livery, the Collective will collaborate with talented West County chefs, vendors, artists, and small entrepreneurs utilizing a successful shared services model developed in Greg's early enterprises.



A licensed contractor, Greg holds a Bachelor of Science Degree in Construction Management with an option in Architectural Project Management. While Greg oversees the leadership teams of all his companies, he finds true success in empowering others to find their strengths. Greg believes that it is essential to focus on small ideas if we want the world to change for the better. He constantly looks ahead to find new ways to support and give back to the community.

Throughout his career, he's prioritized his family while following hobbies of surfing, performance cars, and the outdoors. Dogs have always been close to Gregory's heart.

### Growing Organically

Born and raised in a small beach town in southern Santa Cruz County, Greg found his love for inventing, creating, designing, and building from a young age. He developed as a natural creator and entrepreneur early, selling vegetables at a stand in front of his house and designing and building expansive tree forts.

School rarely captured Greg's interest until he discovered the construction management major in his third year of college at CSU Chico. For the first time, he found motivation behind classroom learning. After graduating, his knack for envisioning and anticipating the intersections of building and design prompted him to create a business that he ran out of his apartment. Greg spent his days building while supplementing his income by drafting at night. He quickly saw the benefit of using his skills as a drafter in combination with construction knowledge as he remodeled homes. This multidisciplinary approach became the basis for Greg's future endeavors as his business grew beyond solo entrepreneurship.

## Keeping it Local

Greg moved north in 2011 to the small Sonoma County town of Sebastopol in Northern California, where his wife Caitlin was raised. The Beales saw Sebastopol as the ideal community to raise their family and grow their respective businesses (Caitlin is a Registered Dietitian Nutritionist and freelance health writer with her own wellness company).

Thrive Construction Group (formerly Gregory Beale Construction) started in 2008 and followed Greg from San Luis Obispo to Sonoma County. Thrive focuses primarily on custom residential remodels and additions. Builders' Studio of Sebastopol, an architecture and engineering firm, was a natural progression and opened in 2017. Builders' Studio and Thrive work closely together, engaging with homeowners in a collaborative design/build process.

In 2019, Greg started The Beale Group, a business management firm that provides shared back office and management staff and systems. This shared-service model keeps overhead expenses for Thrive and 'Builders' Studio down, while raising net profits. It allows each business and their team to truly focus on their passion and strengths while The Beale Group handles the daily administrative tasks.

## The Next Chapter

The Beale Group family of business sets the stage for Greg's most ambitious project, Farm to Coast Collective and The Livery on Main. The project is currently in the design phase, with plans to break ground in August 2021 and expected completion in autumn 2022.

Like everyone else, Greg saw first-hand how COVID-19 turned local businesses, especially restaurants, upside down. Greg sees The Livery on Main as a community revitalization project - for the community, by the community. By utilizing The Beale Group's shared resources in combination with the entrepreneurs within The Livery on Main, tenants can build upon their strengths by using the efficiency and support of The Beale Group's shared resources.

Once again, Greg believes that individuals can truly find success when empowered by those around them. As a result, The Beale Group offers tenants back-office support like design, marketing, HR, and point-of-sale services. Additionally, a shared stewarding and support staff allows these smaller owners to grow their operations and realize profits that might be out of reach for a standalone business.

The Beale Group empowers small businesses to create sophisticated and sustainable systems that positively impact business health, employee efficiency, and quality of life. Greg believes that this collaborative approach is vital to help create and support an ecosystem of community-minded and human-centered businesses in Sonoma County.

## Businesses



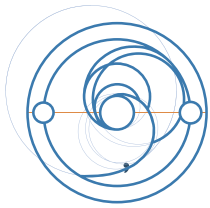
**THEBEALEGROUP**  
empowering small business

### **The Beale Group**

Human Resources | Sebastopol, CA

The Beale Group is devoted to creating experiences where passion and purpose come together while leading the way for social and economic equity within our community. The Beale Group empowers small businesses to create sophisticated and sustainable systems that positively impact business health, employee efficiency, and quality of life.

By providing management, tools and back office support The Beale Group is the engine that runs in the background to drive businesses forward.



**Builders Studio**  
OF SEBASTOPOL

### **Builders Studio of Sebastopol**

Architects and Engineering | Sebastopol, CA

A collaborative group of designers, managers, engineers and builders that cater to homeowners who desire to reinvent their living spaces into unique environments that are specific to their individual style, function and feel. Also catering to design professionals and contractors that have complex projects which would benefit from a collaborative and comprehensive team approach.



**THRIVE**  
CONSTRUCTION GROUP

### **Thrive Construction Group**

Construction Group | Sebastopol, CA

A green building and remodeling company who has developed a building method and puzzle-solving process that puts people first. Thrive creates or remodels homes that uniquely reflect one's individual lifestyle while being in harmony with the environment. Thrive blends tradition and innovation, artistry, craftsmanship and functionality into one cohesive expression.



### **Farm to Coast Collective**

Community Developer | Sebastopol, CA

The collective aims to support talented West County entrepreneurs while creating a go-to, comfortable, versatile space for business and community in the heart of downtown Sebastopol.

**For more information about The Livery on Main, visit [www.livery135.com](http://www.livery135.com)**