

CHARLOTTE URBAN

HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



Contributing Editor
BUILDING A
BETTER HOME



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THE BENEFITS OF CUSTOM



*Through the years,
I've found that people
have a difficult time
seeing tremendous value
in custom building.*

Or, they believe it's a luxury that's out of their reach and they decide they're better off working with what they have. However, consider this: custom building isn't about over-the-top embellishments; it's about creating a home that fits you.

Custom building is nothing more than the creation of a solid, streamlined design based on your family's specific needs. However, as simple as this concept is, the impact is weaved into every part of your day-to-day life. A custom design transforms your home, taking it from something to be managed and worked around, to a workhorse that does the heavy lifting for you, making your daily life easier.

As a mom, I know all about managing a busy household. I have scrounged for that missing shoe, packed the lunches, and been dismayed at the muddy boots and the wayward backpacks. I am intimately familiar with the daily rhythm of work, school, laundry, dinner, dishes and dog-walking. And I know how easily that rhythm can be thrown off with a home that doesn't quite meet your needs.

Being in the trenches myself has given me an intuitive understanding of how my clients need their homes to work for them. I know the right questions to ask. Have kids and need a zone to tackle and coral kid clutter? Let's add a hard-working command center off your kitchen. Constantly wading through toys? Let's create a nearby playroom that can transition to a homework station as your children enter school age.

Tired of giant dog beds, messy food bowls and slobber spots? Let's create a special out-of-the-way spot for Fido in the kitchen, mudroom or under the stairs, with a built-in feeding





station and bed. Tired of sharing a closet with a messy partner? Let's create separate closets and dressing areas that ensure you only have to look at your own tidy area.

Custom building allows you to define and carve out the different spaces in your home. It allows you to maximize efficiency and improve your lifestyle. It's much more efficient to design and build exactly what you need, rather than retrofit spaces that end up working "just okay."

It's remiss to ignore that there's also an aesthetic element to a custom build. But that too is about meeting your individual needs. Rather than sitting in your living room wishing there was more sunlight, or that that ugly column in the middle of the room would just disappear, your home will be a space that you find beautiful and comforting everywhere you turn. In my book, that's what a custom builder's job is – making a home the functional, happy and welcoming respite it was always meant to be. ♦

Mary Ludemann is the founder of New Old Custom Home Builders and has been designing and building homes for over 12 years. To discuss your next dream build or renovation project, contact New Old at 704-975-5196. For more information, visit www.newold.com or email them at building@newold.com.

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