

CHARLOTTE URBAN

# HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



Contributing Editor

BUILDING A  
BETTER HOME



M A R Y  
L U D E M A N N



## THE BENEFITS OF A FEMALE BUILDER

*Being a woman in a male-dominated profession certainly has its challenges but I believe this different perspective also provides benefits to my clients that may not be readily apparent.*

Good builders get the job done well, on schedule and on budget and their clients are satisfied. Great builders do those same things, plus they listen carefully, empathize well, cheerlead and hand-hold when necessary and take even the smallest needs of homeowners seriously. And their clients are blown away.

So much of being a great builder requires teamwork, great interpersonal and communication skills, and the ability to easily identify with people and walk around in their shoes – all traits which tend to come more naturally to women. In addition, women are often the driving force behind building and remodeling projects, and dealing with a female builder can make them feel more at ease.

Pamela, a recent client of mine, shared her thoughts on the benefits she found in hiring a female builder to build her new home.

*“I have undergone several building projects that were headed by male contractors, and I have to say that the difference was apparent to me right away. In the first meeting, Mary*



*pulled out a notebook and took notes the entire time. She was attuned to everything I was saying, and committed to getting it right. This spoke volumes to me about her desire to listen and communicate well.*

*It is wonderful to work with someone so intuitive. Mary really grasped the aesthetic we were looking for, and she was able to reflect it both in a technical way, and in a design sense. She has a great eye, and so she was adept at handling everything from framing to finishes.*

*I've never worked with a builder as empathetic and supportive. She guided us through every aspect of the process in a really confident, yet gentle way, so that it actually became fun and enjoyable. She worked closely with me on the selections I was excited about, and when it came to those I wasn't very interested in, she took the burden off me by paring the options down and making thoughtful choices that were very reflective of my style.*



*All that said, I think the most significant aspect of working with a woman was how comfortable I felt. She didn't just accommodate me; she understood me. The things that were important to me were important to her, too – no matter how small. She was even able to anticipate things I didn't think of, but really appreciate, like the ideal placement of outlets for holiday decorating. And she wasn't just thoughtful of me – she greatly understood my husband's needs as well.*

*I think that, as a woman, Mary understands husbands and kids. She relates to the day-to-day tasks it takes to manage a household. And she also knows those subtle extra touches that make a house a home. And that has made this project a truly great experience for us.”◆*

Mary Ludemann is the founder of New Old 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](http://www.newold.com) or email them at [building@newold.com](mailto:building@newold.com).