

Ohio Couple Finds Building Their Carolina Residence To Be A Model Home Experience.

Having a pair of certified project managers as clients might put a bit of pressure on any homebuilder. Fortunately, Jeff Logsdon isn't just any homebuilder.

Jeff Logsdon brings a level of experience and expertise to luxury home building that, along with outstanding support from the professionals at Arthur Rutenberg Homes, ensured the smooth and successful planning and execution of Jerry and Nancy Canterbury's home.

The Canterburys – Ohio State University alumni who “just missed each other at school” – met shortly after Nancy graduated. In the years that followed, their careers took them to Delaware, Pennsylvania, and back to Ohio. Tiring of the Cleveland winters, they began auditioning prospects for a future hometown. Naturally, they created a spreadsheet to assist them with the selection process. This spreadsheet included such criteria as days of sunshine per year, cost of living, inches of snowfall, and average annual temperature. North Carolina ticked off all the boxes, and Charlotte and Raleigh, which both also met the requirements of a large corporate footprint and plentiful project management jobs, made the short list.

When Nancy was laid off from her Cleveland job in 2008, the time seemed right to make the move. They purchased a home just south of Raleigh in the small town of Holly Springs, and quickly made a circle of friends. Jerry continued his consulting work, and Nancy found local employment. When she received a full time job offer in Durham a few years later, they decided to find a new home that would make Nancy's commute easier, yet not be too far away from their friends in Holly Springs.

In the meantime, Jeff – coincidentally, another OSU alumnus – was also putting down roots in the area. After a suc-

cessful career in residential construction, he wanted to start his own business. In 2008, he chose Raleigh as his home, and as the home base for his future company. By 2011, when he was ready to start, Arthur Rutenberg Homes was expanding into North Carolina. The company had just opened in Charlotte, and Jeff was a great fit to pioneer the Raleigh market.

“After almost 30 years in homebuilding, I was ready to start my own business,” says Jeff. “I was starting from scratch. I had to take care of banking, securing lots, and finding sub-contractors.”

Arthur Rutenberg Homes could provide him with a well respected brand, operating systems, buying power, a web presence, and architectural services. New home plans were being designed for the Carolinas as Jeff came on board.

“I knew the Arthur Rutenberg franchise model could help me. I knew we could become larger together.”

So Logsdon began building around the time the Canterburys began looking. The three of them had previously met at an OSU alumni event. Their paths crossed a second



Left to Right: Jerry and Nancy Canterbury, Arthur Rutenberg Homes builder Jeff Logsdon



The Canterbury's Woodcliff 1173, Traditional elevation D

time when Jerry and Nancy began house hunting.

Jerry had first noticed a sign for Weycroft Reserve during one of his runs on the American Tobacco Trail, a path that winds through the woods behind the Raleigh area community. Jeff Logsdon's company, Hearthstone Luxury Homes, was one of the three preferred builders in Weycroft Reserve. Jeff had just built one Arthur Rutenberg Homes' plan, The Berkeley, and had a model home, The Woodcliff, under construction across the street. When the Canterburys showed up at his open house for The Berkeley, the acquaintance was renewed and discussions began.

The model home, and the design team at Arthur Rutenberg Homes, proved to be key to helping Nancy and Jerry determine exactly what they wanted. They knew they wanted an open design with large rooms, but were really uncertain about a specific floor plan.

“They walked through both homes, but were undecided as to what they wanted for a couple of months,” says Jeff. “The Woodcliff model was our point of reference, but it was also invaluable to be able to try different configurations of floor plans through the PFP (Personalized Floor Plan) process. We were able to customize plans quickly, provide them detailed quotes, and help them work through their decision process.”

“Even once we had narrowed it down to these two homes, we kept going back and forth,” recalls Nancy and Jerry. “Do we need

an upstairs? Do we want a dining room? What about a 3-car garage?”

“I kept asking, ‘so how much more is this, Jeff?’ until it quickly became apparent that everything we saw in the model was all included in the quoted price.”

“Jeff was so patient with us. He would listen to us, sketch out our ideas on a legal pad, and the next day we could see a very detailed, professional floor plan.”

Having existing homes to preview also helped.

“We could look at one home, then walk across the street and look at the other to compare. Being able to walk in and look and feel how the space worked, it helped us settle on this house.”

There is another major benefit of the models Jerry is eager to point out.

“The nice thing is, when you walk into an Arthur Rutenberg model, what you see is included. That's not true of many other builders; you fall in love with the model, but then you find out that much of what you are expensive upgrades.”

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Once the Canterburys selected the Woodcliff model, very minor alterations were required: a slightly enlarged master bedroom and a special litter closet in the laundry room for the two resident cats (names).

With the plan finalized, it was time to select a home site and start construction. Of course, Nancy and Jerry had very specific ideas about that, as well.

“Our house is near the front of the first phase of the community – a location I would not have thought to choose,” admits Jerry. “We told Jeff what we wanted in a lot, and he told us we needed to look at lot 25. When we hesitated, he said go walk this lot. His designer, Kendra (Tetrault) told us the same thing: go walk the lot.”

“They got what we wanted. They listened to us. This lot is exactly what we wanted. There is plenty of buffer from the entrance, and our home backs up to woods. It offers the privacy and the quiet we required.”

The Canterburys signed a contract in June of 2012, and were in their new home the following January. They were pleased with the entire process.

“We are both certified project managers,” Jerry points out. “Having a plan, having a schedule, knowing who is responsible for doing what ... is totally important to us.”

When it came to selecting colors and finishes, Jerry encouraged Kendra and Nancy to do the first pass on design decisions, with him weighing in afterward. Despite Kendra's

initial reservations about that plan, the system worked. Nancy and Jerry were so in tune on decisions, just a few tweaks were made to the original selections.

The occasional blips that occur during any construction process were non-issues for the Canterburys, because Jeff and his team took care of it. When a dent was discovered in the outdoors air conditioning unit just before closing, the unit was quickly replaced. When a manufacturing problem delayed delivery of the kitchen range hood, a more expensive hood was installed at no additional charge.

"Everyone was more than accommodating during planning and construction," says the Canterburys. "They were constantly problem-solving, even things we didn't see – and we're picky!"

Today, Jerry and Nancy and their two cats are feeling very much at home. They got the big open floor plan they were looking for, with spacious rooms, and a beautiful outdoor living space that overlooks wooded land.

"The beauty of this house, I think, is we can live on the first floor," says Nancy. "And we have so many options with the bonus room upstairs. Right now, it houses our workout equipment."

"This house is so well-built. It's so solid. When we had our housewarming, I noticed our friends, especially those who have built homes, taking a good look at the details. They were impressed."

Jeff is gratified by the response.

"I built their house myself," he says. "I am a local custom builder, with the benefit of being part of a great brand."

"We love our home. And we love this area," says Jerry. "It is never completely brown. It's evergreen. When I return home from traveling and I'm landing at the airport, I can't believe I live in such a great place."

The Canterburys are also happy with their choice of Weycroft Reserve, and their leap of faith in building in a new community.

"We were the fourth family in," says Jerry. "In a new community, you tend to bond together. We're enjoying making new friends here; we've had three block parties already."

"And it's easy to see the direction the community is moving. From my home office window, I see people in nice cars driving by slowly ... occasionally stopping to take a picture of our house!"

A great-aunt's mahogany cabinet fits perfectly in the dining room niche. The adjacent wet bar is ideally situated for entertaining.

