

Arthur Rutenberg Homes Moves into North Carolina, New Regional HQ & Franchise Companies in Charlotte

Legendary Luxury Homebuilder Arthur Rutenberg Homes, based in Clearwater, FL, announced this week its move into NC, its new Carolinas Region, two new franchise home building companies, three new communities, new regional HQ in Charlotte

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Legendary Arthur Rutenberg Homes Announces Move Into North Carolina, Charlotte Headquarters, Two New Charlotte Franchises, New Community Plans

CLEARWATER, FL – Arthur Rutenberg Homes, Inc., America’s largest franchise network of custom homebuilders, has officially confirmed its move into North Carolina with the announcement of its first two independently owned homebuilding company franchises in Charlotte – Paragon Homes of Charlotte, Inc. and Southern Inspirations LLC, confirmed Art Rutenberg, company founder and chairman. Charlotte will serve as the company’s Carolinas Regional headquarters.

Arthur Rutenberg Homes also confirmed its plans to become a leader in custom and luxury homes in key markets throughout the Carolinas, and has already committed significant resources towards this goal, including the development of the Southern Design Collection and the opening of its South Charlotte office. The new Carolinas Region for Arthur Rutenberg Homes will operate under the leadership of Region Vice President Jim Rosewater.

Arthur Rutenberg Homes was founded by Art Rutenberg in 1978 after an already highly decorated career. Today, he continues to lead the company and is actively involved in its day-to-day operations. Honored as National Builder of the Year and inducted into the National Home Builders Association’s “Legends of Residential Homebuilding,” Art Rutenberg, through his nearly 60 years of service and leadership, has become an icon in the homebuilding industry. And as Jim Rosewater stated, “Art is truly an inspiring and exemplary visionary. His contributions to both custom and production builders throughout the country are well recognized and deserved.”

In the Carolinas, Arthur Rutenberg Homes plans to award additional franchises to qualified and select builders, with plans for at least one additional builder in Charlotte. The two initial Charlotte franchises will start building new homes in a seven-county area that includes Mecklenburg, Cabarrus, York, Iredell, Union, Gaston and Lincoln counties. In South Carolina, the first Arthur Rutenberg Homes franchise in the region was awarded in 2007 to Monterrey Bay Homes in Myrtle Beach.

As Art Rutenberg stated, “Our franchises are represented by talented, local custom builders who recognize the value of our operating model and have the desire to grow and sustain a successful building business through good times and bad. We offer a proven format that supports long-term growth through pre-sales rather than spec building. It’s long been a better and smarter way to operate.”

As Rosewater emphasized, “One of the unique aspects of Arthur Rutenberg Homes is its ability to deliver high quality, cost-efficient, fully customized homes quickly and reliably for our customers. It all starts with our unique Rapid Pricing process which customers appreciate because it lets them know exactly what their home will cost, up front.”

Local industry consultant Diane Austin, president of Builder + Developer Advisors, who has assisted

Arthur Rutenberg Homes with their Carolinas entry, commented that “The Charlotte real estate community is very fortunate to have Arthur Rutenberg Homes enter this market. Art Rutenberg, truly a living legend in this industry, has always been a hero of mine, since the ‘80s. He’s a man of passion and exemplary integrity and has devoted his entire life to delivering the best home and value for the homeowner.”

Introducing Arthur Rutenberg Homes Franchise –
Paragon Homes of Charlotte, Matthews, NC

The new Arthur Rutenberg Homes franchise, Paragon Homes of Charlotte, is co-owned by Jim Rosewater, who is the company’s Region Vice President for the Carolinas, and Mitch Genda, well known and long time Charlotte builder, who will serve as Building Company President. The franchise’s new offices are located in Matthews, NC.

According to Rosewater, Paragon Homes will build single-family homes in prominent communities located throughout the greater Charlotte area, initially in Mecklenburg and York Counties.

Today, Paragon Homes officially announced they have selected Crescent Communities’ Springfield, in Ft. Mill, as the site for the Charlotte market’s first Arthur Rutenberg Model Home. The Springfield model home will also represent the first home design in North Carolina from the new Southern Design Collection.

“The Crescent Communities team is honored that Arthur Rutenberg Homes has selected Springfield as the location of their first Charlotte-area model. We’re confident that Jim Rosewater and Mitch Genda will continue the company’s long-standing tradition of quality in Springfield,” stated James Martin, Vice President, Crescent Communities.

Paragon Homes also officially announced featured builder positions within three Charlotte area luxury home communities. In addition to Springfield, the company will build Arthur Rutenberg Homes in Paris Projects’ Cheval luxury home equestrian community near South Charlotte; and Ashworth Developments’ waterfront community Heron Cove on Lake Wylie, SC.

Introducing Arthur Rutenberg Homes Franchise –
Southern Inspirations, LLC, Kannapolis, NC

The new Arthur Rutenberg Homes franchise Southern Inspirations, LLC is owned by homebuilding industry veteran George Kiser and located in downtown Kannapolis in Cabarrus County. Steve Liebenritt, who was formerly vice president of operations for KB Homes in Charlotte, has been named Building Company President.

According to Kiser, Southern Inspirations will build single-family homes in prominent communities located in Cabarrus County, Iredell County, the Lake Norman Area/ Mooresville, Davidson/Cornelius and North Mecklenburg County. Communities and model home locations will soon be announced.

As Kiser further stated, “We are so excited to be a part of bringing this legendary product to the Charlotte area. These homes have great versatility for today’s varied lifestyles. Open floor plans, designs for multi-generational living, extraordinary outdoor living areas, and featuring award-winning single level and first-floor master suite plans.”

Arthur Rutenberg Homes Introduces New Southern Design Collection

The new Arthur Rutenberg Homes franchises will offer new Southern Design Collection home designs. Home buyers can also select from the Arthur Rutenberg Home Florida Design Collection, currently comprised of 80 home designs, including many award winning designs. Plans range in size from 1,800 to 7,000+ square feet.

Professionally decorated model homes in select communities will showcase and set the standard for homebuyer expectations and introduce new buyer trends. Arthur Rutenberg Homes will build both within existing new home communities and for homebuyers who already own their own homesites.

One of America's most recognized new homes sales trainers, Bob Schultz has described Art Rutenberg as "a world class visionary and business man" who has, in his words, "brilliantly created the Arthur Rutenberg franchise that has become one of the most respected and trusted high quality homebuilders in the country." Schultz, who founded the New Homes Sales Specialists, was recently named to the national homebuilding industry's hall of fame as a Legend of Residential Marketing, a distinction that Art Rutenberg has also received.

As Schultz further stated, "I work with homebuilders all over the world, and can say with confidence that Arthur Rutenberg Homes sets a high standard by which all homebuilders can be judged. Homebuilders, large and small, come and go through economic cycles, but for more than four decades, Arthur Rutenberg Homes has maintained an unparalleled reputation for consistent quality and integrity."

Headquartered in Clearwater, FL, Arthur Rutenberg Homes currently has 29 independently owned and operated franchises in the Southeast, Florida, Georgia and the Carolinas.

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