

Lexington Homes Inc.

A Home for Everyone

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Lexington Homes has been a cornerstone in northeastern Wisconsin since early 1990. The Green Bay, Wis.-based company is driven by the passion to build the finest, most energy efficient and luxurious homes for its clients. Lexington Homes' primary goal is to ensure the highest level of craftsmanship. The company accomplishes its aspiration by using superior products and by employing staff who are experts in the field. The company is notorious for supporting its clients through the design phase, building process and even after the sale is complete.

Jeffrey Marlow, president of Lexington Homes, acknowledges what sets his company apart from its competition. "The difference between us and our competitors is the people on our staff and that we are a fully faceted developer. We're not sitting around waiting for the phone to ring. We develop the land, build streets, sidewalks, homes and multi-units that people can afford. As the markets shift, we shift. In the mid '90s, we focused on multi-units. Then in 2001 until 2003, when the market started changing, we ramped up our residential again. We've built over 700 homes since 2003," says Marlow.

Building to Help Communities Grow

The company continues to raise the bar, and according to Marlow is the busiest ever in its 20-year history. Marlow estimates that five percent of their business comes from custom jobs and the rest is derived by speculation. "If you don't build it, they won't come. As a standard, people can comfortably afford to pay two-and-a-half times their yearly income on a home. The average income here in

Brown County is around \$66,000 a year. That means we need to be building \$165,000 homes if we want to see continued growth in our communities. You have to build what people can afford now."

Lexington Homes has 35 employees including seven general contractors. In terms of state ranking by volume, the company



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is typically between the number two and the number five of home builders in Wisconsin. Although the company is currently specializing in homes priced under \$200,000, Marlow notes that it will build a home for anyone. "Our

focus is to give people quality affordable housing. Yet, if you want a million dollar home, we absolutely do that as well. Our Legacy Series of homes will build several estate sized projects each year. We have our building teams separated

into different divisions. Our Designer division focuses on projects that are under \$200,000. Then we have our top-of-the-line division, which is the Legacy division. And our Signature division handles everything that falls in between those two."



The company also has an extremely high-performing real estate division, Team Stimpson, which has won Coldwell Banker, The Real Estate Group's 2008, 2009 and 2010 Top Producer designation. Team Stimpson has also been recognized as the number one selling real estate team of Coldwell Banker in Wisconsin for the last two consecutive years. "We are completely diversified in our sales



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a new home built for the TV show "Extreme Makeover: Home Edition." Lexington Homes was the general contractor selected for that project. The seven-member family had been living in a 700-square foot Cape Cod style home. In just 96 hours, the professionals at Lexington Homes, with the help of its treasured subcontractors and suppliers, partnered with a community of volunteers, built a brand new 4,200-square foot home. "It would typically cost between \$300,000 and \$400,000 to build a home of that style, but most of the materials and work was donated and volunteered," said Marlow. With a feat such as this, and with decades of passionate workmanship and design under its belt, the team at Lexington Homes is proud to celebrate many successes. •

division, selling not only our new construction properties but land, commercial, multifamily and pre-existing real estate also," reveals Marlow.

Award-winning Company

In an effort to promote energy efficiency, Wisconsin launched the Focus On Energy Homes Program, and Lexington Homes has fully embraced the initiative. According to Marlow, Lexington Homes is the state's second largest builder in terms of built homes that meet Focus On Energy guidelines. In recognition of that fact, the firm has won the Governor's Home Builder of the Year Award.

The team at Lexington Homes has worked on hundreds of projects over the years, but its work on one in particular was featured on national television. A family in Neenah, Wis., was selected by TV producers to have

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