



Company Background

Celebrating 25 years of luxury home building in Arizona

- OVERVIEW:** Founded in 1985, Cullum Homes is one of the oldest and most reputable luxury homebuilders in Arizona. The Scottsdale-based business specializes in \$1.5+ million custom and semi-custom homes in affluent areas of the Phoenix metropolitan area such as Scottsdale, Paradise Valley, Silverleaf, Firerock and Desert Mountain. Cullum Homes was the proud recipient of a *Custom Home* magazine Pacesetter Award, and has been listed among the Fastest-Growing Residential Construction Companies in *BUILDER Magazine's* "Fast Track" ranking.
- VALUE PROPOSITION:** Using the visionary, innovative design process that it is known for, Cullum Homes prides itself on building luxury homes with a smaller footprint, higher energy efficiency, and all the warmth and richness you would expect from a high-end Cullum custom home. Cullum's commitment to quality can be seen by its trade partner involvement with GuildQuality, the National Association of Home Builders "Builder20" Club and EEBA (Energy & Environmental Building Alliance).
- SERVICES:** Cullum Homes offers design/build of custom and semi-custom homes, luxury home remodels and green building. They also offer in-house architectural design, tile installation, granite fabrication and master trim carpentry services to their customers.
- LEADERSHIP:** Rod and Kim Cullum, Owners
Eddie Strong, Senior Designer
(bios and headshots are available)
- CURRENT PROJECT:** The Village at Paradise Reserve - 32 spectacular new homes within the Paradise Reserve community. Arizona's newest luxury home community, Paradise Reserve is located at 40th Street and Lincoln Drive in Paradise Valley. Each Village home is anticipated to sell at price points between \$1.5 and \$2.5 million, and will range from 3,352 to 5,100 square feet.
- HEADQUARTERS:** 8408 East Shea Boulevard #D100
Scottsdale, AZ 85260
www.CullumHomes.com
- MEDIA CONTACT:** KWPR Group for Cullum Homes
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MARKET

Cullum Homes is a family-owned and operated business, started by Rod and Kim Cullum in 1985. Over the past 25 years, it has grown from offering affordable single-family homes at mid-market price points to designing and building custom or semi-custom homes ranging from 4,000 to 18,000 square feet, and priced at \$1.5 million and up. Their primary focus is building homes located in Paradise Valley, Scottsdale, Northeast Phoenix, Silverleaf and Desert Mountain. They currently have 21 employees.

Rod and Kim Cullum are both NAHB Certified Green Professionals and alumni of ASU (Arizona State University). They live in Paradise Valley. Their two children, Brad and Lindsay, are currently students at ASU: Brad is a senior working on his bachelor's degree in the School of Sustainable Engineering and the Built Environment, and Lindsay is in her final year of graduate school for a Masters in Architecture.

INNOVATION

Cullum Homes is one of the first builders in their industry to have created a virtual reality building environment using the latest in digital imaging. The best-of-class architectural simulation allows clients to see their home from any room or angle, or even see the view out of any window on their home - all before the first nail is driven.

STABILITY

Throughout the past 25 years, Cullum Homes has remained at the forefront of the building industry in Arizona. Market knowledge and understanding are key, and are an ongoing focus and priority for owner Rod Cullum. While economic conditions curtailed growth in the community, it also created challenges and opportunities that Cullum Homes welcomed. They pride themselves on listening to what their clients wants and needs are, which resulted in a revamp of their company during the real estate downturn. The Cullum team has refocused on building the smaller scale homes their clients now desire, with all the same quality and amenities of a large Cullum custom home.

PHILANTHROPY

Over the years, Cullum Homes has proudly supported numerous philanthropic organizations in the valley, most notably Habitat for Humanity and Rebuilding Together, which rehabilitates homes and community facilities for low-income, disabled and elderly individuals. In partnership with their trade subcontractors, suppliers and service providers, they look forward to hosting numerous events at the Village at Paradise Reserve to benefit local charities.