

SEPTEMBER/OCTOBER 2024

PROBUILDER

PROFESSIONAL BUILDER

THE OFFICIAL PUBLICATION OF NAHB

40 UNDER 40

CELEBRATING THE
HOUSING INDUSTRY'S
NEXT GENERATION
OF LEADERS AND
INNOVATORS

ALSO IN THIS ISSUE

Kitchens Consumers Will Love: 12

Award-Winning Build-to-Rent: 36

The Push for Modular Codes: 44

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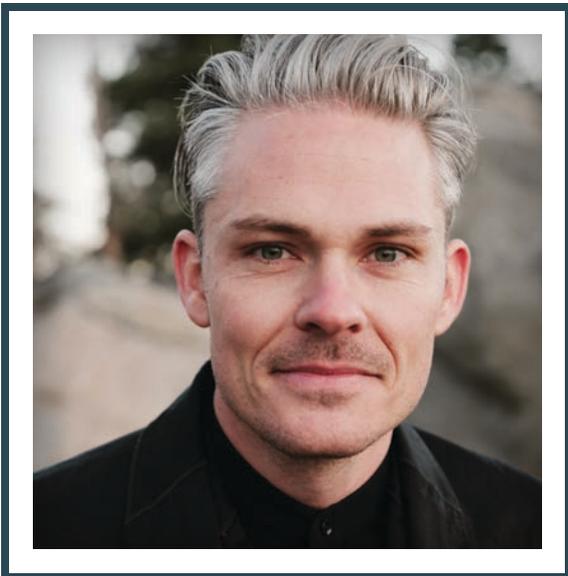
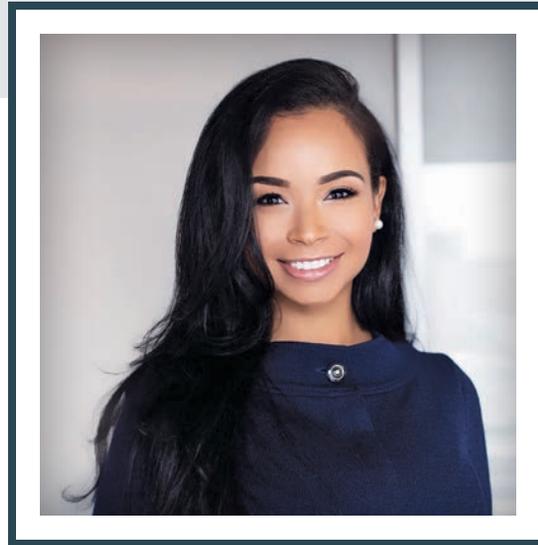
40 UNDER 40

NOMINATION TESTIMONIALS AND JUDGES'
COMMENTS EDITED BY RICH BINSACCA,
EDITORIAL DIRECTOR

RECOGNIZING AND
CELEBRATING OUR 2024 CLASS
OF ENERGETIC, INNOVATIVE
YOUNG LEADERS WHO
REPRESENT THE FUTURE OF
THE HOUSING INDUSTRY

VANESSA COLE, 34
CO-FOUNDER
COLE KLEIN BUILDERS

“My passion for affordable housing includes innovative projects like Zuri Gardens, the first 3D-printed micro-home community in Houston. My involvement in various industry-related events and volunteer work for the city further demonstrate my commitment to improving communities.”



ANTHONY GIANNINI,* 37
PRODUCT LEAD - DESIGN
AUTOMATION
HIGHARC

“Anthony almost single-handedly solved the problem of handling attached product in the drafting studio. I’m impressed by his creativity, vision, and the way he simplifies the complex nature of production home building into a platform that has completely changed how to market and sell homes.”

–Judge’s comment from Paul Hanson, president, Epcon Communities Franchising; Forty Under 40 class of 2020



MARK DANIELS, 37
ARCHITECT AND OWNER
MARK W. DANIELS,
ARCHITECT

“Beyond his impressive portfolio of work, what truly sets Mark apart is his collaborative spirit and ability to inspire those around him. He fosters an environment of open communication and creative exchange where ideas are freely shared and explored. Mark’s leadership empowers our team to push the boundaries of conventional design, resulting in projects that exceed expectations and leave a lasting impact on the communities they serve.”

–James Lord, partner, Surfacedesign

ETHAN EPPS,* 30
OWNER AND BUILDER
SWIFT CREEK HOMES

“Ethan possesses a unique combination of leadership skills, productivity, innovation, and a passion for excellence that truly sets him apart as a standout home builder. His commitment to professional development and continuous learning is evident in his creative problem-solving abilities, which have contributed to his company’s success.”

–Laurie Woods, business development manager, Five Design



(* = NAHB member)



ANDY GOTTESMAN,* 34
LAND ACQUISITION MANAGER
M/I HOMES OF CENTRAL OHIO

"Andy has a deep appreciation for excellence. He aims to surprise and delight, go above and beyond, to do more with less. His brain seems wired to never settle for the status quo. He never slows down. There's always more from him, something extra getting done, a step beyond what would be expected."

—Will Duderstadt, VP and chief marketing officer, M/I Homes; Forty Under 40 class of 2017



ZACH CUSTER, 36
VP OF SALES AND MARKETING/PRINCIPAL BROKER
DAVIDSON HOMES

"In the time I've known Zach, he has consistently demonstrated outstanding leadership skills, inspiring those around him to strive for excellence and fostering a collaborative environment where creativity thrives. His ability to motivate and guide his team toward achieving common goals is second to none. He continuously seeks out opportunities to expand his skills and knowledge."

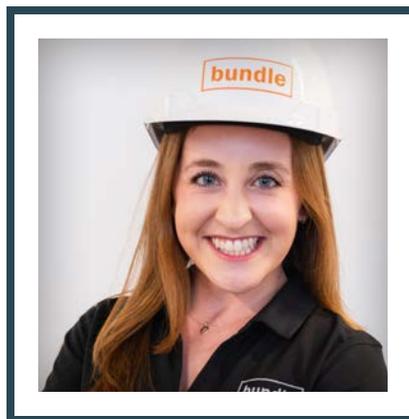
—Craig Neal, area sales manager—Charlotte, N.C., division, Toll Brothers



JANNA COLUCCI,* 32
CEO AND CO-FOUNDER
BUNDLE

"I really like what Janna and her company are doing to solve a real need for independent builders. By giving builders purchasing efficiencies and combined buying power, they're creating a more level playing field."

—Judge's comment from Paul Hanson, president, Epcon Communities Franchising; Forty Under 40 class of 2020

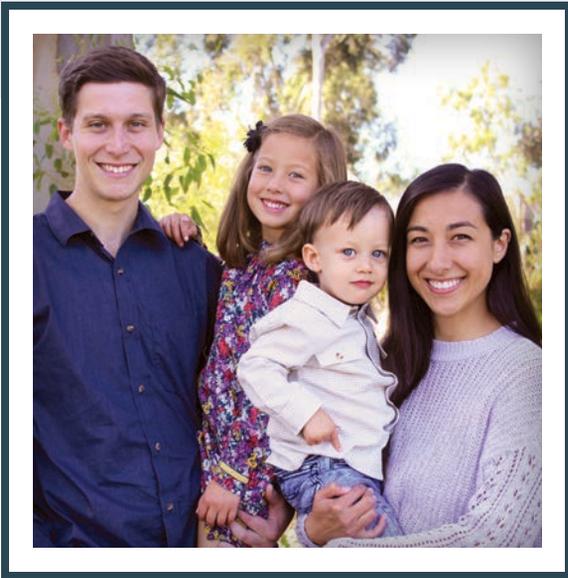


ADAM BILLINGSLEY,* 37
PRESIDENT AND CEO
REALISTIC BUILDERS

"In addition to his incredible leadership and willingness to go above and beyond, Adam's dedication to this industry is unmatched. He is always looking for ways

to improve the community by providing scholarships to students, serving on multiple boards around the area, and volunteering through local technical colleges. He is truly one of a kind."

—Michael Hawes, store/project manager, Floortech Interiors



MIKAELA ARROYO, 31

**CHIEF OF STAFF AND VP
JOHN BURNS RESEARCH AND CONSULTING, NEW HOME TRENDS
INSTITUTE**

"I can't imagine one person in our industry who flies so under the radar yet makes such an enormous impact on all things housing than Mikaela. Her epic professional growth, visionary leadership, commitment to excellence, and ability to get the right people in the right seats for them to succeed make her the type of leader who quietly lifts others up and finds joy in their success."

—Deana Vidal, director, brand strategy, John Burns Research and Consulting, and New Home Trends Institute; Forty Under 40 class of 2023

**MICHAEL
BERGIN, 38**
**CO-FOUNDER AND
VP OF PRODUCT
HIGHARC**

"Michael has been instrumental in revolutionizing home building through digital solutions. His leadership in product development has enabled Higharc to introduce innovative



tools that simplify and enhance the design process using generative design, making high-quality, customized homes more accessible."

—Cameron Austin, senior brand and content manager, Ordergroove



GENEVIEVE BENSON, 38
**DIRECTOR OF BUSINESS
DEVELOPMENT
MILESBRAND AGENCY**

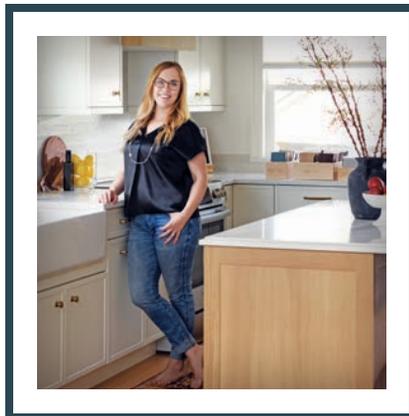
"Genevieve approaches challenges with a unique perspective, devising innovative solutions that not only meet but exceed client expectations. This creativity, coupled with her personal integrity and passion for excellence, has earned her the respect and admiration of colleagues and clients alike."

—Mary Grothe, head of wholesale and broker partnerships, PNI-HCM

JUSTINE BOOLE, 30
**OWNER
JUSTINE MARIE DESIGNS**

"Justine is a goal-oriented business owner who has worked her way up in each role she has taken on. She actively participates in the NKBA [National Kitchen & Bath Association] and manages more than 75 projects a year. She is constantly thinking of new ways to excel and keep growing, and she motivates others while doing so. I'm excited to see her go far in the building industry."

—Katie LaPoint, CEO, American Cabinet Suppliers





ASHLEY KEPLEY-STEWARD,* 35

DIRECTOR OF OPERATIONS

RED TREE BUILDERS

"Ashley is a very dynamic, energetic person and her enthusiasm for construction is infectious. Her energy helps keep the team focused, positive, and motivated to do better. Her passion to push excellence and innovation in the buildings she helps bring to life creates an environment that radiates to others as they try to accomplish what she envisions. While the construction field is focused on getting more women into construction, Ashley demonstrates the passion and drive to help propel this industry into the future."

—Brian DeCosmo, project manager, Red Tree Builders



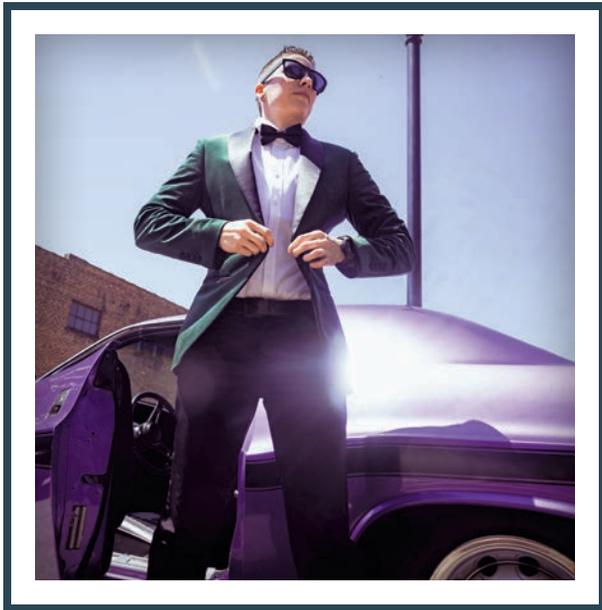
ASHLEY KANZLER,* 32

DIVISION PRESIDENT

DAVIDSON HOMES

"Ashley spends a portion of her free time mentoring young up-and-comers in the industry and coaching others to achieve their highest potential. She has been at the forefront of several growing operations, leading the charge to achieve success in the Houston market and overcoming challenges and obstacles to rise through the ranks to become division president extremely quickly."

—Jordan Kirk, land analyst, Davidson Homes



BLAKE HILL, 36

ASSOCIATE/CO-STUDIO MANAGER

MCINTOSH PORIS ARCHITECTS

"Passionate about architecture that benefits underserved residents, Blake's work during the past 12 years transforms urban blight into multifamily communities. A prime example is his current community-development work to revive an abandoned Detroit school listed on the National Register into affordable housing. His adaptive reuse and modular housing expertise are worthy of recognition."

—Tom Morr, account manager, Taylor & Co.



JOSH KASSING, 32
SVP

MARY COOK ASSOCIATES

“Josh is a passionate leader of projects and people with an innate ability to cultivate relationships. He has been a force not just in business development but also in the creation of innovative processes and organizational structures, allowing the team to tackle increasingly complex projects. Under his leadership, our contract interiors revenue increased 433%, procurement and installation revenue grew 175%, and our repeat-and-referral business stands at 95%.”

—Mary Cook, founder and president, Mary Cook Associates



NICK HOWARD, 36
CFO

STONE MARTIN BUILDERS

“I have watched Nick lead Stone Martin Builders through exceptional growth. His deep knowledge of the business and adaptability has allowed him to continue to be successful in changing market conditions and as a leader in uncertain times. Nick obviously understands the financial aspects of the business, but he takes his knowledge a step further with an understanding of what goes on in the field and with the homebuyer experience.”

—Daniel McClurkin, executive director, credit officer, Texas Capital Bank



CHRIS KILPATRICK, 39
PRESIDENT

**FOOTHILL CONSTRUCTION
GENERAL CONTRACTORS**

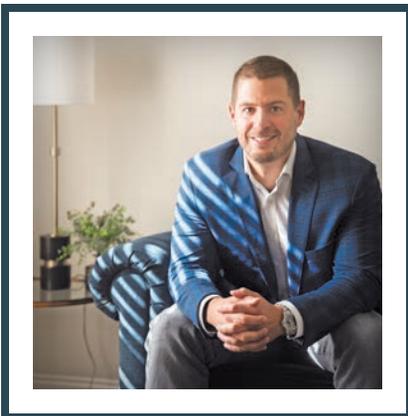
“As a leader in construction, I believe every successful project is built on the foundation of true partnership. From the building department to the engineers, the framing crew, and the clients, I strive to create an environment where collaboration and teamwork are at the forefront. It’s through this shared commitment that we elevate each project beyond expectations, ensuring that success is not just an outcome but a standard.”

JEFF KIRK, 38
COO

NORTH CAPE CONTRACTORS

“As agents working in the luxury new-home space, we can attest to the quality of Jeff’s workmanship. Where others would economize, he chooses pride in the end product. He partners with only the highest-end local vendors and it shows not only in the resulting aesthetics and durability of the project but you can feel it in his homes.”

—Jeri Smith, managing broker, and Jessica Dodge, broker/Realtor, Windermere Real Estate





NIKKI LYTLE,* 25
COMMUNITY SALES MANAGER
RIVERSIDE HOMEBUILDERS

“Nikki cares about her customers and strives to create an exceptional homebuying experience. She has been given struggling communities and has turned them around—five sales per month selling a remote location



through April 2024—because of the relationships she builds with potential buyers and the knowledge she has about our products.”

—Lindsay Kellam, operations analyst, Riverside Homebuilders

KYLE MCGEE, 29
FOUNDER AND CEO
SUNCHASE COMPANIES

“As the founder of Sunchase Companies, Kyle has spearheaded \$30 million in development projects, built more than 100 homes, facilitated over \$100 million in real estate transactions, and currently owns and operates

214 apartment units. His entrepreneurial success is coupled with a robust educational background and an unwavering commitment to community service.”

—Leslie Evans, director of operations, Sunchase Cos.



HOW WE SELECT OUR FORTY UNDER 40

Recognizing 40 of the most accomplished, promising, and interesting young leaders and innovators in the housing industry from a pool of more than 140 candidates is a supreme challenge we take very seriously.

Following a process initiated last year, we asked four past Under 40 awardees to serve on a judging panel to help evaluate and select the class of 2024. Using a two-stage process, we eventually (if painfully) whittled down the group to the 40 superstars you see here—the cream of housing’s crop of young, inspiring talent.

Thank you to our judging team:

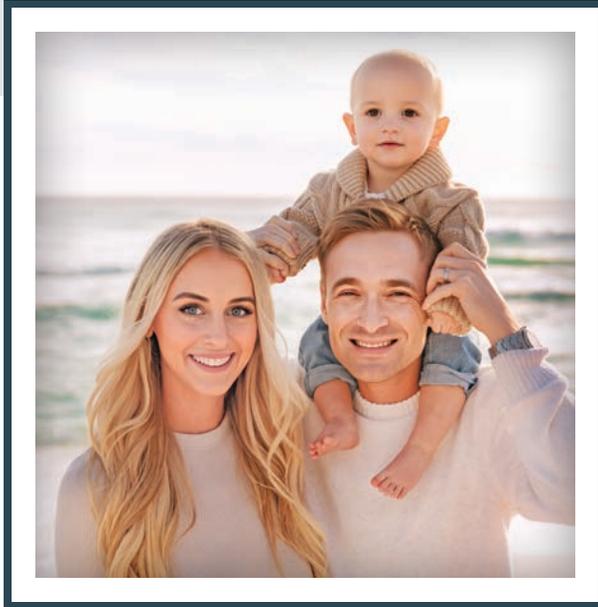
JACKLYN GRANICZNY (Under 40 Class of 2019) An interior designer since 2005, Jacklyn is known for her attention to detail and frequently partners with high-end builders, earning the nickname “Eagle Eye” from contractors.

JAMIE HASTINGS (2019) is the director of sales at Schell Brothers. When not piling up industry awards and accolades and setting sales records with her team, Jamie is supporting her kids in their sports endeavors and taking advantage of living in a coastal area with her family, horse, and a slew of household pets.

PAUL HANSON (2020) is the president of Epcon Communities Franchising, building homes and communities popular with the 55-plus demographic. He explores the outdoors by hiking our National Parks (33 so far) and endures Midwestern winters by skiing.

TOPHER MCLARTY (2021) is the director of net member growth at NAHB and oversees the association’s Young Professionals program. He is passionate about embracing new challenges and fostering inclusivity in all interactions.

NOMINATIONS FOR THE 2025 CLASS OF FORTY UNDER 40 WILL OPEN IN MID-APRIL 2025 ON [PROBUILDER.COM](https://probuilder.com)



TAYLOR MARQUESS,* 32

**PRESIDENT
RIVERWOOD HOMES**

"Taylor has taken the reins of Riverwood Homes and is doing it in the right way. In addition to his great leadership skills, he has a natural business acumen and really seems to enjoy the home building business. I wish we had more young leaders like Taylor entering the industry!"

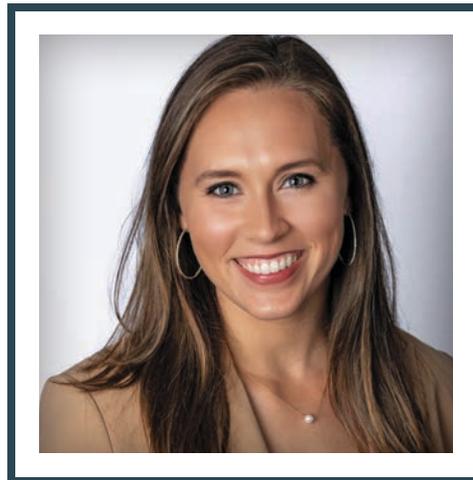
—Jim Work, president, Silverthorne Homebuilders; *Forty Under 40 class of 2023*

SHANNON MCMAHON, 30

**NATIONAL MANAGER,
HOMEBUILDER PARTNERSHIPS
OPENDOOR**

"Shannon has helped expand the Homebuilder Partnership Program to include 90-plus home builders and nine of the top 10 builders in the U.S. by sales volume. In 2023, she led the execution of Opendoor's partnership with a leading public builder for 20-plus divisions across the country. Shannon's work was instrumental in Opendoor's 98% year-over-year increase in acquisitions in Q1 2024."

—Sophia Cavalluzzi, account manager, *Cutline Communications*



**CHRISTINA
MAXWELL**,* 30

**VP OF OPERATIONS
WOODLAND HOMES OF
HUNTSVILLE**

Christina currently leads all field operations by overseeing trade contractors and superintendents and reformed the company's warranty department processes and financials. "I owe my success in leading my teams to a continued commitment to excellence and passion for innovation."

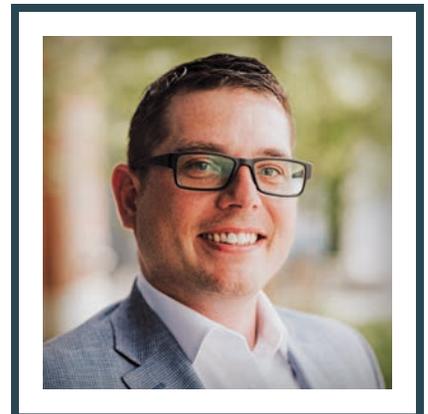


CHRIS LASKOWSKI, 34

**HEAD OF MARKETING
NEW HOME STAR**

"Over his 12-year tenure, Chris has led our growth to become the largest private seller of new homes in the country, directly managing more than \$3 billion in sales volume. He also led the founding of our charity arm, Giving Every Moment, and most recently launched a dedicated marketing agency for home builders."

—David Rice, founder, *New Home Star*





SCOTT SNODGRASS, 39
FOUNDING PARTNER
MERISTEM COMMUNITIES

"A Texas native and former farmer, Scott defies the norms of real estate development with a vision for inclusive communities. He believes in the interconnection of natural, human, and built systems to foster community, sustainability, and wellness."

—Eric Podolsky, account manager, NewGround PR & Media



JASON RHOADS,* 35
CEO

RHOADS CREATIVE

"Jason is a creative marketing professional who has vastly improved returns on investment for his clients and created an app for them to visualize website traffic and data."

—Judge's comment from Topher McLarty, director of net member growth, NAHB; Forty Under 40 class of 2021

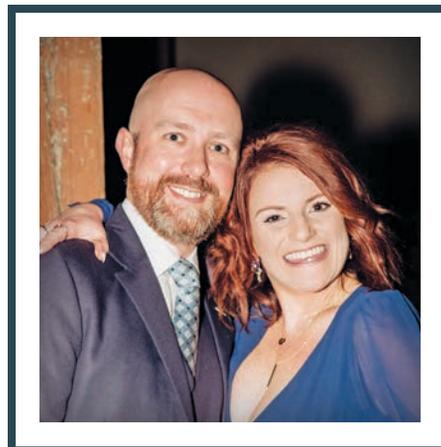


ANDREW LEWIS, 37

PRESIDENT AND CEO
COMMONWEALTH FOUNDATION
(NOMINATED AS GM OF BERKS HOMES' PENNSYLVANIA REGION)

"Within two years under his leadership, Andrew more than doubled our settlements, having an impact not just on his region but on our companywide performance. His career is marked by remarkable achievements that extend beyond business growth. A combat veteran and former state legislator, Andrew has demonstrated unwavering commitment to leadership and showcases his dedication through effective and impactful public service."

—Mike Benshoof, president, Berks Homes



MIKE MOXLEY,* 38
FOUNDER AND PRESIDENT
THREADKORE

"Unsatisfied with current builder software offerings, Mike assembled a team and began building an enterprise resource planning platform. He resigned from being CFO of a midsize home builder to help lead and shape ThreadKore. He is not only helping hundreds of companies build homes more efficiently but is also saving hundreds of thousands to millions of dollars a year."

—Amanda Frisbee, executive assistant, ThreadKore



JACKIE ROWLAND, 35
CO-FOUNDER AND CEO
RUSSELL ROWLAND

"Beyond her impressive project portfolio, Jackie is deeply involved in professional associations and service organizations, all while growing her company exponentially. Her dedication to the community is clear through her ongoing support of organizations focused on affordable housing, technical education, and community improvement. Her achievements embody leadership, service, and excellence, serving as an inspiration to all."

—Parker Rowland, CFO, Russell Rowland



MEGAN RONQUILLO, 36
SENIOR MARKETING MANAGER
EPCON FRANCHISING

"I call Megan a 'unicorn' in that she is both strategic and creative, able to apply her unique gifts for the company's betterment. She has taken on increasing responsibility, overseeing our network of 80-plus franchise builders, advising on their marketing strategies, and assisting in tactical execution, as well as overseeing the successful completion of two new websites—huge projects she took on in addition to her usual workload."

—Rob Krohn, VP of marketing, Epcon Franchising and Epcon Communities



JENNA SKUZA, 36
DIRECTOR OF SALES
TOLL BROTHERS

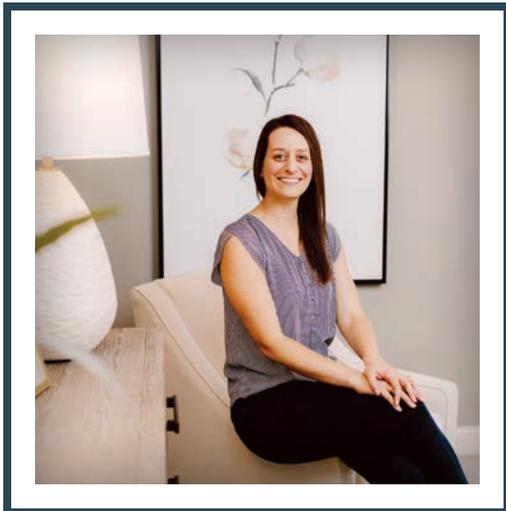
"Jenna is accountable, a great communicator, and is a student of her craft, always striving to become better. She knows how to drive results for whatever the current mission is. She has a high ceiling and is going to continue to do great things for her company and the industry. I look forward to watching her continued success as her career progresses."

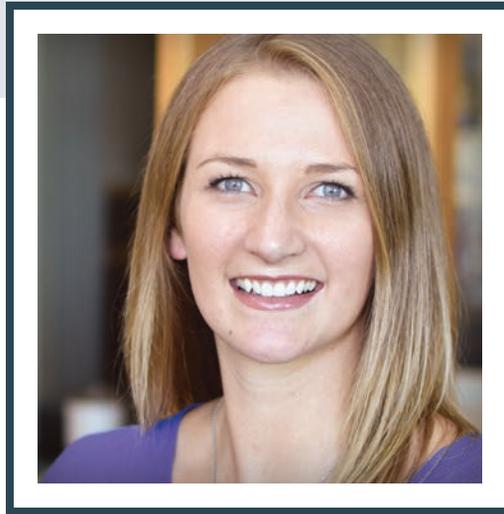
—Ryan Jerke, division president, Trophy Signature Homes

KAROLYN SHELTON,* 31
COMMUNITY SALES MANAGER
RIVERSIDE HOMEBUILDERS

"Many salespeople seek to just 'make the sale,' but Karolyn meets with our in-house attorneys and development leads to understand the hows and whys of the contracts, closing documents, surveys, and property owner association and restriction documents to better inform potential buyers. Her attention to detail and passion for success are the reasons why she is always one of Riverside's top salespeople."

—Tim Fleet, founder and president, Riverside Homebuilders

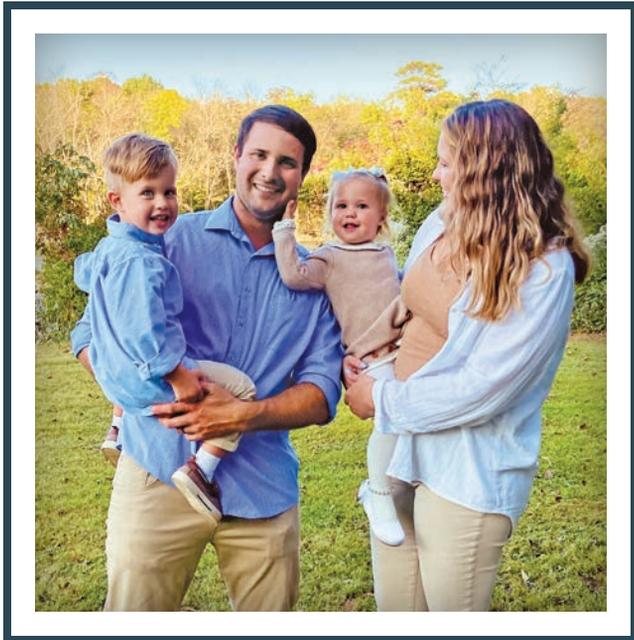




DARIAN WAGNER, 35
PRINCIPAL / SENIOR ARCHITECT
DAHLIN ARCHITECTURE | PLANNING | INTERIORS

"Raised in a home builder family, Darian's ambition and talent have led her on a career progression that continues to evolve. She took an internship at Dahlin during her undergrad studies, then worked in construction to help build her grandmother a single-story attached condo. Since returning to Dahlin, her rapid rise includes leading the firm's board of directors and mentoring teams in multiple regions on the design of residential communities and low-density attached projects. She also co-leads a youth group for high school girls interested in the industry."

-Eric Podolsky, account manager, NewGround PR & Media



GRAY VENABLES,* 27
SENIOR PROJECT MANAGER
MARNIE CUSTOM HOMES

"Gray's passion for excellence and his growth mindset, problem-solving abilities, integrity, and leadership make him an outstanding candidate. He consistently displays kindness, works hard, and has the ability to find compromises. Gray's leadership is defined by his integrity, resilience, and ability to empower others. He has consistently delivered projects on time and within budget, ensuring high client satisfaction. His accomplishments include completing extremely large, complex, and detailed oceanfront homes in nine-month time frames while adhering to strict community moratoriums."

-Celeste Henry, marketing director, Marnie Custom Homes

ERIC VISSER,* 39
CEO
VISSER CONSTRUCTION

"I founded Visser Construction in 2016 and have built or renovated nearly 200 units in Anchorage so far. We employ up to 25 people during peak construction months. I am involved with the Cold Climate Housing Research Center and Alaska Center for Appropriate Technology, raised \$40,000 for a friend with cancer, liaise for the Anchorage Home Builders Association Care Endowment, and advocate for smart building regulations."

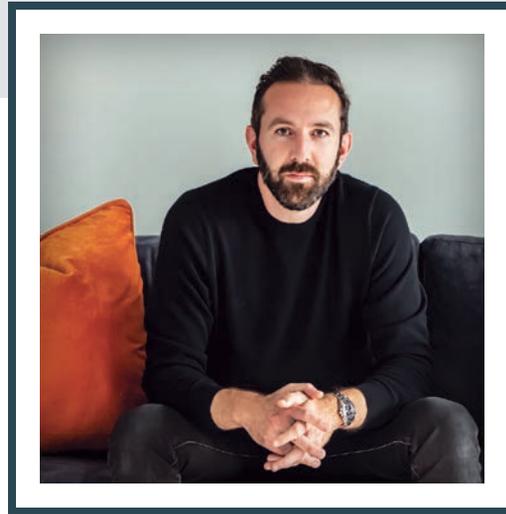




PHILIP WORLAND, 38
CO-FOUNDER AND CHIEF PRODUCT OFFICER
CECILIAN PARTNERS

"Phil didn't begin his career in home building, but he's now one of the most skillful people bringing digital transformation to real estate. He left the comfort of a large firm to co-launch Cecilian Partners and help builders and developers modernize their operations and the customer experience, leading the development of award-winning products by co-creating solutions with clients."

–Jessica Kerrigan, VP of strategic marketing, Cecilian Partners



MARIE WATKINS,* 39
DIVISION PRESIDENT
MANUEL BUILDERS

"I've learned everything I know about home building from getting out to the field, listening, asking questions, and then challenging the 'this is how it's done' mentality. I've built a process to streamline but still fully customize homes at affordable price points so more people can realize their dream home. I've moved from being a salesperson to a sales manager, into operations, then as our custom division president, and am now leading our new Texas operations."



DANIELLE YEGGE, 37
OWNER/HOME SPECIALIST
STYLE & STRUCTURE

"As one of the few female owners of a building company in Minnesota, Danielle has broken barriers and set new standards in an industry traditionally dominated by men. Her approach to process, marketing, and customer experience has set her company apart in a competitive market. She regularly donates her time to speak to students about career opportunities, inspiring the next generation to pursue careers in construction."

–Heather Wimberger, marketing and project manager, Style & Structure



DONNA WIGGINS,* 36
DIRECTOR OF MARKETING
MUNGO HOMES

"My entire professional career has been dedicated to the home building industry. I am incredibly fortunate to work for an organization with amazing leadership that has allowed me to gain knowledge in all areas of our business, to network, and to learn from peers and trusted partners on a national level. I look forward to new challenges, the prospect of leading more members of our multifaceted marketing team, and aligning us as a true lifestyle brand in what is soon to be 10 markets."

