THE MAGNOLIA EXPERIENCE

Build On Your Lot

Your land. Your vision. The Magnolia Experience.

A kitchen that brings everyone together. A porch overlooking a place you love. Room for the way your life is growing. Building on your own land begins with what matters to you. We'll help you bring your home ideas, property and investment together.

Magnolia considers select custom homes on privately owned land near our Collierville and Rossville communities. Each property and project is reviewed individually.

Why build with Magnolia

10-year QBW warranty: Industry-leading 10-yr structural warranty backed by Liberty Mutual.

Dedicated design team: Personal guidance through materials, finishes and selections.

Concierge experience: The Magnolia team coordinates and oversees all steps during a transparent, homeowner-centered process, from planning and foundation to finishing touches.

From your first ideas to welcome home

01 Share your vision: Your land, home ideas, desired total investment range and timing.

02 Begin designing your home: Early plans alongside property review, with architect guidance if needed.

03 Bring the details and investment together: Plans, selections, pricing and a clear view of costs.

04 Prepare and build: Readiness, construction and coordinated communication.

05 Welcome home: Orientation, home care and warranty support.

Start with page 1 of Let's Plan Your Home, our companion fillable questionnaire. The following pages explain the decisions behind each stage.

Your land and its possibilities

Tell us about land you own, have under contract or are considering, along with your home ideas, desired total investment range and timing. We'll explore whether Magnolia is the right fit and explain your next step.

Own land: Share the address, survey or property map and known restrictions. Tell us about shared ownership or a proposed lot split.

Pending or considering a purchase: Send the listing and any purchase or inspection deadlines so we can discuss the site early.

Still searching: Tell us your preferred area and the space you want for your home and outdoor plans.

What we review	Why it matters
Location and access	Service area, ownership, legal access and room for construction equipment.
Usable space and rules	Room for your home and outdoor plans within property restrictions, building setbacks and reserved access or utility areas.
Utilities and wastewater	Availability and cost of water, power and other services, plus sewer or septic requirements.
Soil and drainage	Slope, soil, flood areas, streams or wetlands that may affect foundations, layout or approvals.
Site preparation	Clearing, demolition, grading, driveway work and utility extensions that affect the investment.

Review the property and plans together

Home plan design starts early, alongside this review. As we learn more about the land, we'll consider how the layout, driveway and outdoor spaces fit. Key site findings need to support the design before detailed plans and pricing move forward.

Know which details need a closer look

Each property needs its own review. We'll explain which surveys, studies or professional reviews may be needed, who will arrange them and any proposed fees before that work begins.

Your next step: Share the property information you have, your must-haves and any purchase deadlines. "Not sure" is a useful starting point, too.

Designing your home

02 Begin designing your home

Home plan design starts early, alongside the property review. Explore layouts, style and the spaces you love as we consider how your home may best fit the land.

Already have plans: Please share them, along with the architect's name and any information about permission to use or modify the drawings. We'll discuss their fit for your homesite, goals and investment.

Starting with ideas: We have architects we recommend who can help. Bring inspiration, your must-haves and how you want your home to function. You do not need finished drawings to begin the conversation.

Think ahead to a pool, outdoor living, guest space or a separate building. We'll discuss the design starting point, proposed services, fees and revision terms before you commit.

03 Bring the details and investment together

Work with our dedicated team to bring the plans, site and selections together. At the Magnolia Design Center, our design team guides you through materials and finishes that work together and feel like home.

Start with your priorities: Share the styles and details you love, along with practical needs such as durability, storage and everyday care.

See your choices together: Consider how flooring, cabinetry, countertops, lighting and other finishes relate to the overall look and feel of your home.

Connect selections to the project: As choices develop, we'll review their effect on scope, pricing and timing and document approved selections.

Explore the Magnolia Design Center

Your next step: Bring existing plans or inspiration and identify what matters most. Your plans and selections can develop with guidance.

Bring the details and investment together

Your land and your full investment shape the plans. We'll refine plans and pricing with a clear view of what Magnolia includes, which costs are estimated and what you'll arrange or pay for separately.

Plan for	What to include
Land	Purchase or remaining payoff and related costs; show land already paid for separately.
Your home	Living space, garage, porches, structural choices, materials and finishes.
Site preparation	Clearing, demolition, grading, drainage and retaining walls.
Access and utilities	Driveway, utility connections or extensions, water, sewer, well or septic work.
Design and approvals	Plans, surveys, engineering, site studies, permits and required reviews.
Outdoor plans	Landscaping, pools, fencing, separate buildings and independently arranged work.
Financing and moving	Lender costs, interest, insurance, temporary housing, storage and moving.
A project reserve	Money for unexpected costs, kept separate from optional upgrades.

Understand the numbers

An estimate is an early cost that may change as details become clearer. An allowance is an amount set aside for something not fully selected or priced. We'll review how these items work in your agreement and how your choices affect the total.

Discuss funding early

Building on your own land can involve different financing from buying in a Magnolia community. We'll confirm the arrangements for your project, including who will arrange construction financing. If you plan to borrow, discuss land equity, the appraisal, payments and cash needs with your lender early.

Explore financing and lender resources

Your next step: Review the full investment and your priorities. Keep money already spent on land separate from the new funds you'll need.

From planning to construction

With plans, agreements, funding and approvals in place, construction begins. We'll confirm the decisions and site conditions needed for the agreed scope before work starts.

Prepare for a clear start

Plans and selections: Review the drawings, specifications and choices needed for the agreed start. We'll identify outstanding decisions and explain when your input is needed.

Agreements and funding: Your project agreement explains services, pricing, payment arrangements and how changes will work. Confirm the financing arrangements for your project.

Approvals and site readiness: We'll coordinate the next steps for required permits, reviews, property access and site conditions within the agreed scope. Some steps depend on information or approvals from outside parties.

Your concierge experience in practice

The Magnolia team coordinates and oversees all steps during a transparent, homeowner-centered process, from planning and foundation to finishing touches.

A Magnolia team member coordinates appointments, updates and next steps with the right specialists. Our team coordinates construction scheduling, trade partners, site supervision, quality reviews and walkthroughs within the agreed project scope.

You'll know who to contact and which decisions need your input. Choose a main household contact, share travel or relocation commitments and coordinate separately arranged work with us before scheduling delivery or installation.

Make decisions with the full picture

Requested changes can affect cost and timing. We'll review those effects and document your approval before the affected work proceeds. Your schedule reflects the home, site conditions, approvals, materials, weather and decisions along the way.

Learn more about the Magnolia process

Your next step: Stay connected with your Magnolia contact and share questions or changes early so the team can coordinate the next step.

Confidence beyond move-in

Your walkthrough is a chance to get to know your home, learn how its features work and discuss any remaining completion items. We want you to feel comfortable with both your home and the support available to you.

Prepare for move-in

We'll explain the inspections, occupancy approval and payment or closing arrangements needed before move-in. The details are confirmed for your home and project.

Learn your home's care

We'll share home care guidance, explain how to reach our warranty team and help you understand the information provided with your home. Keep your warranty documents and care information accessible.

Your 10-year QBW warranty

Industry-leading 10-yr structural warranty backed by Liberty Mutual.

Your home includes a 10-year limited structural warranty through Quality Builders Warranty (QBW). Coverage, exclusions and homeowner responsibilities are defined by your warranty documents.

View QBW warranty details and homeowner support

Your next step: Use the warranty page to connect with our warranty team when a concern arises. Share the details requested so the team can guide you through the next step.

A little more clarity

You do not need every answer before we talk. These are a few of the questions that often shape the first conversation.

Do I need to own land before we talk?

No. Tell us whether you own land, have a purchase pending, are considering a property or are still searching. Share any purchase deadlines so we can discuss the site early.

Can Magnolia build on any property?

Each property and project is reviewed individually. Location, access, restrictions, utilities and site conditions help determine whether Magnolia is the right fit.

Can we use plans I already have?

Please share them. We'll discuss their fit for your homesite and goals, along with permission to use or modify the drawings. If you need a starting point, we can recommend architects.

What if I am still working out my investment range?

Share your current thinking and what it needs to cover. Approximate figures are welcome. We'll discuss priorities and clarify which costs are included or separately arranged.

How long will my home take?

Timing is specific to the home, property and project readiness. We'll discuss the anticipated sequence as the plans, site review and approvals develop.

Can I make changes or arrange part of the work myself?

Tell us early. We'll review how a proposed change or separately arranged item affects scope, cost and timing, and confirm responsibilities before work proceeds.

What should I complete before our first conversation?

Start with page 1 of Let's Plan Your Home. Estimates and "not sure" are welcome. Share any property information or inspiration you already have, and complete the remaining pages as details become available.

Project details are confirmed individually. We'll explain proposed services, responsibilities and fees before you commit.

YOUR FIRST STEP

Let’s plan your home

Complete page 1 of our companion fillable questionnaire, Let’s Plan Your Home. Share what you know; we’ll help with the next step.

What to share now

Your land: The property address or preferred area, plus whether you own land, have a purchase pending or are still considering your options.

Your home: The spaces, style, size and must-haves you have in mind. Existing plans or inspiration are helpful.

Your investment and timing: Your desired total investment range, what it should include and any move-in goals or purchase deadlines.

Helpful materials if you have them

A property listing or map, survey, site photographs, known restrictions, existing plans and inspiration images. You can share additional details as the conversation develops.

Where we go from here

Send the completed first page and available materials to your Magnolia contact or OSC@magnoliahomesinc.com. We’ll discuss your goals, review the property information and explain the next step, including any proposed services or fees.

Tell us about your project

901-468-3344 | OSC@magnoliahomesinc.com

Explore more with Magnolia

Design Center | Our process | QBW warranty | Financing resources

This guide outlines the general experience. Your project agreement and warranty documents confirm the services, pricing, responsibilities, timing and coverage for your home.