



MAGNOLIA HOMES





## THE MAGNOLIA STORY

In 1987, Karen Garner took a leap of faith by starting her own home building business as a female in a male-dominated industry. She knew she could bring “that extra touch” that makes a house a home and personalize the way homes were built in Memphis, TN, and surrounding areas. When her son, Reggie Garner, Jr., joined the team, he brought about qualities that have helped shape Magnolia Homes into what it is today. Much of which, we know he learned from watching his mom all his life: honesty, intentionality, reliability, and innovativeness.



Magnolia Homes continues to provide intentionally-designed, quality-built, personalized homes to their discerning home buyers thanks to the high level of expertise, heart, and soul put into each home we build. “Perseverance and a positive attitude has guided our business for the past 38 years and personally for my entire life,” says Karen Garner. “That extra touch” is not just a slogan for Magnolia Homes; it’s what we do and believe in every single day. Magnolia Homes would not be what it is today without the unwavering support from the towns we build in, the people we build for, and the employees we build with.

# MISSION STATEMENT

As your personal builder, Magnolia Homes is committed to innovative excellence, crafting uniquely personalized homes as distinctive as your fingerprint, and delivering exceptional experiences.





# M A G N O L I A H O M E S

1987

MARCH 5TH

Karen starts company and closes 4 homes  
1st Best in Show Vesta Award

Southern Living Builder Advertising / Preferred Builder

Leases 1st office

1988

Karen becomes a licensed TN affiliate broker

1999

1992

Buys 1st office in Cordova, TN

Adds 1st employee

2000

Reggie Garner, Jr. joins company and brings innovative ideas

2005

Karen and Reggie Develop Cool Springs in Lakeland

Karen develops first community in Lakeland – Heron's Ridge

2001

2008

Builds Office in Germantown

Karen is MBJ Executive of The Year

Vesta Host Site + Best In Show Awards

Develops and builds 1st Fayette County Community in Rossville, Saunders Creek

2007

2010

Showcase of Homes Begins

Karen receives Principal Brokers License

Opens first community in Collierville – Village Park

Reaches 500 + homes closed

2011

2012

25th year anniversary

Parade of Homes Began

2013

# T I M E L I N E



<p>2015-2018  <b>Memphis Most Favorite Home Builder Award</b>  <b>2015</b></p>	<p><b>\$31M+ in Sales Volume</b>  <b>2017</b></p>	<p><b>Wins Memphis Most Best Builder</b>  <b>Reaches 1000 closed homes</b>  <b>2019</b></p>	<p><b>Six communities and five furnished models</b>  <b>\$60M+ Sales Volume</b>  <b>Southeast Building Conference Golden Award Aurora Award</b>  <b>2021</b></p>	<p><b>Magnolia wins multiple SEBC Aurora Gold Awards for marketing pieces and website</b>  <b>NAHB Nationals Silver Awards for Interior Design + Kitchen in Custom Home</b>  <b>Magnolia launches buyer app and self-touring options</b>  <b>2023</b></p>	
<p><b>2014</b>  <small>2010-2014</small>  <b>City of Germantown Preferred Builder Award</b>  <b>Opens Architecturally Significant Luxury Community of Shepherd's Creek</b></p>	<p><b>2016</b>  <b>Wins Parade of Homes Favorite Home Award</b></p>	<p><b>2018</b>  <b>Karen Garner Wins Super Women in Business Award from MBJ</b>  <b>The Nationals NAHB Silver Award for Best Outdoor Living</b>  <b>Live Life Well® Tagline Trademarked</b></p>	<p><b>2020</b>  <b>Opens brand new 10,000 square foot office and Design Center in Collierville</b></p>	<p><b>2022</b>  <b>35-year mark</b>  <b>23 team members</b>  <b>44 communities built in 9 communities developed</b></p>	<p><b>2024</b>  <b>14th Annual Live Life Well event</b>  <b>Three new VIP pre-sale launches + three new model homes</b>  <b>Launched first realtor New Home Construction CE course where over 100 agents received FREE 6 hours of education</b>  <b>MEMPHIS MOST: Best Homebuilder (4th year in a row)</b>  <b>Best Locally Owned Company</b></p>







# PRICE ASSURANCE

Magnolia Homes strives to ensure our homeowners feel confident in their purchase. Using top-quality materials, our homes maintain long-term value and create a timeless legacy. Magnolia Homes have historically shown stable appreciation and will stand the test of time.

In 2022, we introduced the Magnolia Homes Pricing Promise on New Builds, our commitment to not enforcing escalation clauses and promising that if your base price decreases before closing, the difference would be credited.

# TAILORED SOLUTIONS

At Magnolia Homes, we pride ourselves on creating truly unique homes, ensuring no two are ever the same. Our thoughtfully designed floor plans offer a variety of customizable options, allowing you to create a home that perfectly fits your lifestyle.

We understand that financing a home is just as unique as designing one. That's why we provide a wide range of financing options through our knowledgeable preferred lenders. From temporary and permanent interest rate buydowns to utilizing your current home equity and construction financing, we tailor solutions to fit your specific needs. Plus, we offer specially curated incentives and structures to make your home-buying experience even more personalized.

When it comes to the design, we believe in creative flexibility. You have ample opportunities to customize your home to match your unique design preferences and specific needs. Our experienced architects, vendors, and design team are here to support you every step of the way, ensuring your new home is everything you've dreamed of.





## CONCIERGE-LEVEL

At Magnolia Homes, we incorporate our slogan “Live Life Well” in all aspects, including the concierge-level service we provide our homeowners. We pride ourselves on intentionality throughout the entire process, from the moment you enter our doors until long after the closing date. We accomplish this with our entire team of highly-educated, personable, and client-oriented individuals. We come alongside you throughout the exciting building process of your dream home.

In addition to our human resources, we have a wide variety of digital tools that are concierge-level. These include our Magnolia Homes app, where you can find a wealth of information about your builder, community, and most importantly your home. We also provide a 3D experience for building your home, providing you with the ability to visualize what will be coming to life!

## TOP-TIER WARRANTIES

Magnolia Homes is the superior choice in building your custom home for a variety of reasons, but one of the highest standards we offer are our top-tier warranties. With each home, we provide the 10-Year QBW, backed by Liberty Mutual. In addition, we provide trusted, curated materials and products that come with individual warranties, some even ranging in 25 to 30 years after installation. Along with the incredible warranties we offer, we also have an accessible and helpful team that will come alongside you to provide you with the support and information needed. Our ultimate goal is to assist our homeowners to Live Life Well in every aspect of their home for many years after closing!





# DESIGNER-CRAFTED HOMES

An exceptionally-built home without sacrificing opulence: that's what you can expect when you build with Magnolia Homes. We offer designer-crafted homes that are brought to you in large part by the tools we offer and the education opportunities provided to our Design Team. This team is comprised of highly-knowledgeable, personable, and hard-working individuals. The Design Team's priority is to efficiently guide you in creating the home you've always dreamed of, while ensuring you're selecting stylish and timeless elements throughout.

We offer opportunities for both available inventory homes, hand-selected by our very own Founder and President Karen Garner alongside our Design Team, as well as custom build opportunities. Our Design Center houses an incredible array of materials to choose from, each carefully vetted. We pride ourselves on working with trusted vendors and brands that provide our homeowners with the utmost quality materials and excellent service.

Along with our Design Team and our incredible Design Center, we also provide helpful tools for our homeowners. These include updates on what our team is seeing in design trends, hand-crafted design guides to assist you in making decisions prior to your appointments, the LightRoom platform to visualize the elements you've selected on other Magnolia Homes, and the BuilderTrend platform for easy payment opportunities and timeline updates. With a designer-crafted home, you deserve a designer-crafted experience.



# OUR BUILDING PROCESS



## INITIAL STEPS



Select community, floor plan, home site, or Available Home along with any available customizations & luxury finish options!



At signing, a deposit equivalent to 10% of the sales price (15% for Shepherd's Creek) for New Builds is required along with a Pre-approval letter from lender or proof of funds from financial institution. Deposits for Available Homes vary.



Once all outstanding items are fulfilled, agreement is processed & a fully ratified copy is sent. It's official!

## DESIGN & PRE-CONSTRUCTION



An introductory Welcome e-mail will be sent with detailed next steps & dates for the Design Center Appointments!



Review the Welcome to the Design Center information, Design Selection Guides, and complete the Exterior Selections Worksheet prior to the appointment.



The Magnolia Homes team is working behind the scenes to ensure everything is ready to begin construction and final floor plans are also being sent to the Town for permitting.



A Pre-Construction meeting is scheduled within 30-45 days with the Magnolia Homes Team to review final plans and home details prior to the foundation being poured.

## CONSTRUCTION & COMPLETION



Following framing completion, an electrical meeting at the home is scheduled to discuss lighting placement, door swings, and other items.



Online BuilderTrend system utilizes Change Orders & invoices to be paid that reflect items added during the building process along with providing construction process updates.



Construction will continue to completion. Custom Magnolia app available for direct chats or questions throughout the build.



The Magnolia Team will be in touch to finalize all necessary items including applicable Sales price Amendments.



A New Home Orientation is scheduled to review the home and its systems in detail. Closing is scheduled for a different day and keys are received once the home has funded.

WELCOME HOME!

# OUR BUILDING PROCESS

At Magnolia Homes, our quality craftsmanship, efficient construction, intentionally-chosen materials, and attention to detail make a huge difference in the world of home building. These aspects ultimately set our Building Process apart! With over 65 years of experience combined, Karen Garner and Reggie Garner, Jr. oversee each home as it is being built. From concept to creation, the Magnolia Homes team is there every step of the way providing that extra touch that is characteristic of Magnolia Homes! Our goal is to make each individual house feel like the home of our buyers' dreams.













# COMMUNITIES OVERVIEW

Expect quality craftsmanship, timeless designs, and exclusive locations when you work with a trusted homebuilder like Magnolia Homes! Our exclusive communities in multiple locations in Collierville and Rossville, Tennessee, offer a range of sizes, amenities, and lifestyle preferences to ensure we have the perfect home for you and your family. Explore our curated, designer-crafted homes that are in progress or near completion!





## CYPRESS GROVE

Located off of Collierville Road, Cypress Grove is a wonderful place to build your dream home with beautiful, family-size home sites located within a short distance from some of Tennessee's top-ranked schools and incredible public parks. This community is only a short drive from Highway 385, providing easy access to-and-from Memphis or Nashville! Cypress Grove will captivate you each day, with its gorgeous community ponds at each entrance, safe sidewalks throughout the community, elegant streetlamps, and fabulous Town of Collierville services. Cypress Grove provides its homeowners with an exclusive included feature package, The Classic, with elevated offerings that you will appreciate on your home for years to come!





## SHEPHERD'S CREEK

When searching for the place to call home, discovering the ideal neighborhood in a beautiful town is a buyer's ambition. Collierville is one of those idyllic places, blending history and heritage with modern convenience and comfortable living. An exclusive neighborhood with a distinguished benchmark of excellence in architectural design, Shepherd's Creek off Shea Road is the definitive address for solitude, serenity and convenience! In Shepherd's Creek, our homeowners are offered the Estate Package – an accommodation of elevated features that make this community luxurious and completely unique. Each home features customized interiors and exteriors and is inspired by a broad collection of styles. Shepherd's Creek reflects the quality of a meticulously planned community and a well-chosen neighborhood in the noteworthy Town of Collierville.





## OAK HILL

Our Oak Hill Community finds itself in the pinnacle location in Collierville off of Shelton Road in between Collierville-Arlington and Peterson Lake. Within minutes from fantastic local parks, charming Town Square, walking trails, and award-winning schools, Oak Hill is the idyllic place for your personalized, luxury home. There is even a dazzling community pool for residents to enjoy! Our homeowners in Oak Hill are offered an elevated experience with luxury included features with our exclusive Signature features. The Signature series includes enhanced windows, elegant designs with custom millwork, premium flooring, custom cabinetry, high-end appliances, luxury fixtures, advanced technology, energy efficiency, enhanced security and safety, and professionally designed outdoor living.





# VILLAGES OF SAUNDERS CREEK

Located in Rossville, TN, The Villages of Saunders Creek is the pinnacle of quiet life in a private, inviting haven! Adapting timeless architectural styles found within the European countryside and other old-world locales, these luxury homes are situated on open and wooded homesites. Beautifully appointed in the unmatched Magnolia Homes style, these cozy homes feature a full range of amenities and details. Our homeowners in this community adore the Classic Features, with elevated offerings that you will appreciate on your home for years to come! Rossville is full of scenic views and natural beauty, home to a charming historic Town Square, and offers an abundance of community activities that add to the small town feel. There's no better place to call "Home Sweet Magnolia Home!"





# THE COVE AT CYPRESS GROVE

From vibrant exteriors to cozy interiors, the Cove is the ideal place to call home! Located right off of our Cypress Grove Community on Collierville Road, this exclusive community exudes charm with its cottage and farmhouse style homes. You will find gorgeous sidewalks and walking trails, a pond with a fountain, and incredible community amenities. The Cove has been adored by many because these homes have been built with a majority of its space located on the first floor. Our dream for this community was to offer low-maintenance homes without compromising luxury! We have absolutely loved welcoming homeowners in, but we have less than a handful of opportunities left to call The Cove home!



**1** The Cove at Cypress Grove  
579 Cypress Green Lane

**2** Cypress Grove  
579 Cypress Green Lane

**3** Oak Hill  
266 Kelsie Lane

**4** Shepherd's Creek  
660 Bushwillow Lane

**5** Villages of Saunders Creek  
515 Saunders Creek Circle

**6** Magnolia Homes Design Center  
193 Cartwright Farm Lane  
\* by appointment only

YOURMAGNOLIAHOME.COM (901) 309-0710







## DESIGN CENTER

After over 38 years of homeowner feedback combined with years of dedicated planning and construction, Magnolia Homes began offering a redesigned home personalization experience for our homebuyers in 2020! We've made personalizing a home seamless and fun with our client-focused and customized process, our professional Design Team, and our world-class design studio! Our homeowners are supported and expertly guided every step of the way with a concierge-level service.





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