



Vivid Vision

2028

"Make me to know your ways, O Lord;
teach me your paths." Psalm 25:4

"The best prize that life offers is the
chance to work hard at work worth
doing." Teddy Roosevelt

www.wolfehomes.com

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Who We Are

It's December 31st, 2028, and Wolfe Homes is celebrating 48 years of excellence in craftsmanship, personalized service, and transparency. Over the last three years, we have united further and grown deeper under a shared vision, elevating our ability to execute creative solutions, communicate transparently, deliver excellence, and serve others humbly. When people in the Triad think of the highest quality and most trustworthy builder, Wolfe Homes is the answer—not just because of the homes we build, but because of the way we build them.



We have created a reputation rooted in trust, built on years of high standards, consistent results, and meaningful relationships. We're not just building houses—we're building a company that is defined by how well we take care of our clients, our team, and our community. Our success comes from relentless focus, a clear purpose, and the grace of God who has guided every step of the journey.

At the center of it all is our belief that what we build matters—but how and why we build matters even more. We know that lasting impact doesn't come from shortcuts or surface-level success, but from faithfulness, humility, and a desire to serve something bigger than ourselves. Wolfe Homes exists to enrich lives by expertly guiding clients on their construction journeys—making the world more beautiful, one home and one relationship at a time.





Culture

At Wolfe Homes, culture isn't just something we talk about—it's something we live out every day. It is the soul of our company, rooted in our values, shaped by our people, and anchored in principles that come from our faith. While not everyone here shares the same beliefs, we are united in living out shared values—excellence, creative solutions, transparency and humility—in everything we do.

We take immense pride in our work—not only in doing the job right, but in adding meaningful value to every client we serve. Our clients love working with us and take pride in living in homes we've built, renovated or that we maintain because we enrich their lives through expert guidance, honest communication, and enduring quality.

At the core of Wolfe Homes is our faith. We believe that “unless the Lord builds the house, those who build it labor in vain” (Psalm 127:1). This truth shapes everything we do. Our craftsmanship is more than a skill—it's a calling. We see our work as a way to honor God and love our neighbors. That spiritual foundation influences every part of our culture, from job sites to team meetings.

Each week, many of us gather for a voluntary Bible study—a space to reflect, ask questions, grow spiritually, and support one another. These moments have deepened friendships and grounded us in purpose. We also make space for regular prayer, whether to ask for wisdom before a big decision, to pray for safety at a job site, or to lift up someone going through a hard time. These practices are not forced—they're part of who we are, naturally woven into our company rhythms and relationships.

This spiritual foundation fuels our core values, and we live them out every day:

- We execute creative solutions — because we serve a creative God who equips us with insight and innovation.
- We deliver excellence — because our work is a reflection of our integrity and who we ultimately serve.
- We communicate transparently — because we value honesty, clarity, and trust.
- We serve others humbly — because our goal is not self-promotion, but blessing others through our work.

With a team of 60 professionals, each of us understands how to embody these values in our role. Whether we're sweeping up debris, entering hours into the system, meeting with clients, or coordinating trades, we know our daily work matters. Every person sees how their contribution fits into the larger mission. Each quarter, we gather as a team to share real-life stories of these values in action—reminders of how we're living out the Wolfe Homes vision, together.

We also invest deeply in our people. We know that when our team is well cared for, we give our best. That's why we launched Wolfe Academy, designed to help each of us grow in construction knowledge, leadership, business skills, and spiritual development. Wolfe Academy includes a dedicated Leadership Development Pathway that equips emerging leaders from every part of the company. Through mentoring, roundtables, workshops, and training in communication, business, and self-awareness, this pathway creates a clear, exciting road for growth. Whether someone starts in the field or the office, they can envision their future here—and they're given the tools to pursue it.

We each have access to a personal portal with payroll info, performance reviews, key results measurable, and growth plans tailored to our calling and goals. Our compensation is at or above industry standards and based on the value we bring. Our PTO and benefits remain generous, and our Quarterly State of the Company meetings provide clarity, alignment, and vision for the future. Our managers give honest, encouraging feedback and walk alongside us in becoming the best versions of ourselves.

We reject poor construction quality, bad service, and a lack of transparency—these have no place at Wolfe Homes. Instead, we pursue a culture of craftsmanship, faith, integrity, and unity. We don't just build homes—we build people. And together, we're building a legacy that will outlast all of us.



Building with Excellence



We are delivering the highest quality craftsmanship and exceeding client expectations by following our Build Process on every project. We continue to send out a weekly updates, schedules and change orders each week. Over the past three years, we have:

- Built 15 new custom homes
- Completed 55 remodeling projects
- Completed 300 service projects
- Launched HomeWorks with Wolfe, with 50 homes enrolled in regular maintenance

All of our projects are built to the highest construction standards like the Carrolls, Long and Fuller projects that took a lot of hard work but solidified our reputation as the most skilled and trusted builder in the region- a company that is completely trustworthy because of our transparency. Every project continues to have a team inspection and 3D scan before insulation, ensuring long-term quality and ease of maintenance. One of the reasons we stand out is our extreme organization. Every item in our warehouse, office or jobsite has a designated place and is returned after use, ensuring efficiency for the next person. Our meticulous organization both physical and with our digital records sets us apart —every document, tool and material is carefully accounted for, making our operations seamless and efficient.



15 New Homes Completed

55 Remodel Projects Completed

300 Service Projects

50 Enrolled HomeWorks Clients

Our in-house trades—Electrical, Painting, and Carpentry—set the gold standard, making Wolfe Homes stand out from the inside out. Every line is straight, every surface is clean, and every detail speaks to the pride we take in our craftsmanship. Whether it’s wiring, trim work, or a perfectly painted wall, our goal is for every installation to be the cleanest and most technically sound the inspector or client sees all month. Our 3D scans routinely show the precision of our work, and we pass inspections on the first try 95% of the time. These teams have become a benchmark for internal excellence, and if we ever bring another trade in-house, it will only happen when a values-driven leader emerges—someone capable of building a team that matches this level of integrity, skill, and value to the client..

We have a clear design process that we follow with every client—but it’s flexible enough to feel tailor-made for each home we build. Some clients prefer to move quickly and make selections in a few focused meetings using our curated showroom, while others want to take their time and visit every showroom in Greensboro—and we’re glad to walk that journey with them. Our process is built to be as custom as the home we’re designing, while still being repeatable enough to ensure excellence on every project. Our in-house cabinet lines, including Showplace, give us even more control over quality, timelines, and value—so clients can count on both beauty and dependability from design through installation.

To maintain our high standards, we’ve introduced new tools and processes:

- Invoice approvals now show remaining budgets, purchase orders, and change orders- including any PO or CO associated with the line item on the Schedule of Values (SOV) before they approve the cost.
- When a project concludes, all data can seamlessly transfer to the HomeWorks team, preserving historical information.
- Our Build Process is well documented and followed by all
- Completed Design Brief for every project



Service Projects & HomeWorks

We continue to complete service projects for clients with construction excellence. Clients choose to work with us for life because they trust our standards and appreciate how we show up—with clarity, consistency, and care. We've transitioned most of our service projects to fixed pricing, which allows us to be fully transparent about scope and cost from the beginning. This approach eliminates surprises and builds confidence. The Service Division remains a vital part of Wolfe Homes because of how frequently and meaningfully it connects with our client base—often serving as the entry point to a lifelong relationship.

HomeWorks with Wolfe was launched a few years ago and has added tremendous value for our clients. Instead of waiting for something to go wrong, we provide proactive maintenance solutions that keep homes running smoothly year after year. Every new HomeWorks client receives a custom Home Maintenance Blueprint that outlines immediate, routine, and long-term maintenance tasks—some extending up to 15 years. The program has become so valuable that 95% of homeowners continue their service even after a home is sold. Our Service Projects and HomeWorks employees are energized by the unique value they bring and see their work as more than maintenance—it's stewardship. They know they are building trust, preserving quality, and caring for homes that Wolfe has poured heart and craftsmanship into.

Much like taking your car to the Mercedes dealership mechanic for an oil change and learning your brakes need attention, HomeWorks operates with that same level of attentiveness. When we're on site for a routine task, we're always looking ahead—checking systems, spotting potential issues early, and communicating clearly with our clients. It's not about upselling—it's about excellence and foresight. What sets us apart from other builders is that we build with long-term care in mind—because we know we'll be the ones maintaining it. That means we think differently about materials, systems, and accessibility from day one. Whether we're adjusting a door, checking HVAC filters, or inspecting a crawl space, our clients know we're not just maintaining their home—we're actively protecting its value and performance for the long haul with the detailed record of maintenance to prove it.



Sales & Marketing

Our sales and marketing efforts are so effective that we have a waiting list for our clients and we only work with clients who are a great match and want to be expertly guided through their construction process. Our marketing strategy includes bimonthly blog posts and aligned social media/email campaigns that further establish Wolfe Homes as the expert in our community. Every email campaign we send is informative for our clients. We have started writing a book on how we provide outstanding craftsmanship, personalized service, and transparency so that we can help other builders do the same. We have won at least one award from the NC STARS program as part of the North Carolina Home Builders Association. We have 10,000 followers on Instagram which allows us to tell the stories of our people and our builds. We carved out our unique identity and contribute to the industry by hosting a podcast called Kingdom Craftsman where we talk about building homes, lives, family, teams and legacies that honor God.



We have created a sales process for each area of our business that tells the story of the workings of that area. When a new home sells in our area that is in our target market, we send them a “welcome to the neighborhood” gift that includes the plans and project details of any projects we have done on their home as a way of making their move easier and setting us up as the obvious partner to maintain or renovate their home. At local country clubs and events, people rave about the quality craftsmanship, personalized service and transparency of Wolfe Homes. They say things like “You’d be crazy to work with anyone else.” or “It might cost a little more, but in the long run, the value they bring is worth every penny.”

Client Experience & Satisfaction

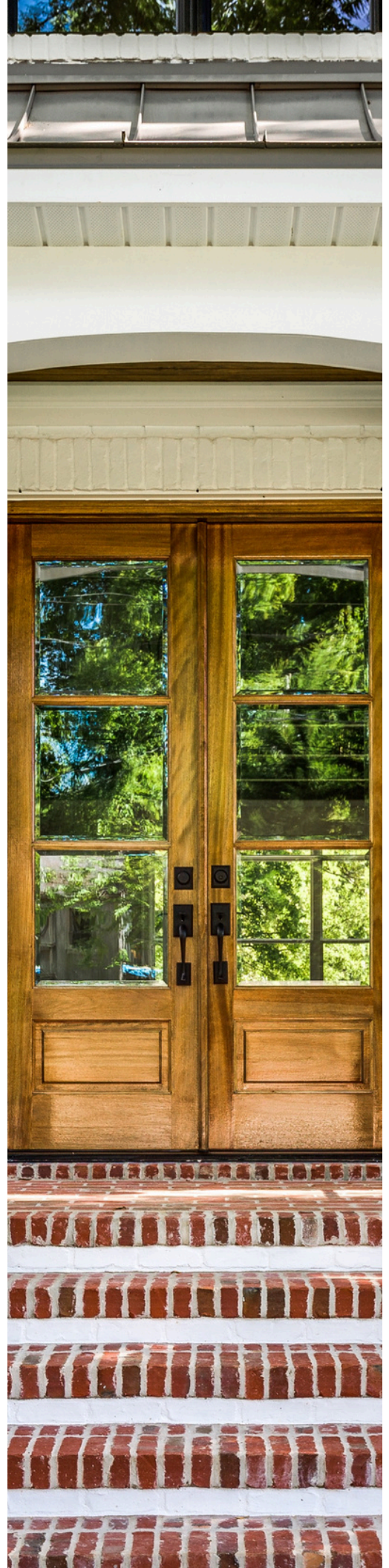
Our clients are raving fans because they experience our core values—and the heart of God—in every interaction. From the first meeting to the final walkthrough, our Discover, Explore, Define, Build, and Enjoy process is grounded in care, clarity, and servant leadership. We don't just build homes—we walk alongside people during one of the most meaningful journeys of their lives, and we do it with purpose and humility.

Clients often say they felt peace throughout the process. They recognize something different in the way we communicate, solve problems, and show up—especially when things get tough. Many say they saw God's character reflected in our honesty, patience, and commitment to do the right thing, even when it's costly.

We go beyond expectations with thoughtful, personal touches that make the experience unforgettable. From our groundbreaking ceremonies to our drywall parties, for example, are more than just jobsite milestones—they're gatherings where friends, family, and neighbors come together to celebrate the vision taking shape. These moments embody the joy, unity, and hospitality that reflect the heart of Wolfe Homes.

Every aspect of our service—from proactive communication to our user-friendly online portal—is designed to help clients feel informed, empowered, and at peace. They can easily access invoices, schedules, weekly updates, and make payments, which brings added clarity.

Our client relationships often span decades. Families return to us as they grow and dream of new possibilities, knowing that Wolfe Homes will walk with them again—faithfully, skillfully, and with a spirit that honors God in all we do. Whether it's a custom home, renovation, or small project, we don't just build something beautiful—we build lasting trust, one story at a time.





Trade & Subcontractor Experience

Our trade partners are essential to the success of Wolfe Homes. We don't see subcontractors as outside help—we see them as an extension of our team and a direct reflection of the quality we promise our clients. That's why we invest in building strong, lasting relationships rooted in clarity, respect, and mutual benefit. When we work with a new trade, we walk them through our onboarding process so they understand our expectations around scheduling, jobsite cleanliness, craftsmanship, and communication. We set them up for success from day one, because we believe great work begins with shared understanding and alignment.

We also work hard to make their experience as smooth and professional as possible. One of the ways we've done this is by rolling out direct deposit, allowing trades to get paid faster without having to waste valuable time picking up checks. It's a small change with a big impact—and one more way we show that we value their time and reliability. We also regularly meet with our key trade partners to make sure the relationship is strong, expectations are clear, and the work feels rewarding for both sides. These conversations have helped us maintain consistency, solve problems early, and build mutual trust over time.

Beyond the job site, we make space to show appreciation. Our annual trade cookout has become a meaningful tradition—a chance to say thank you, build community, and remind everyone that we're in this together. We know that the best work comes from people who feel valued and heard, and we're committed to making Wolfe Homes a place where great tradespeople are proud to work, year after year.

Community & Crazy Ideas

The heart behind Wolfe Serves is Isaiah 58:12 “Some of you will rebuild the deserted ruins of your cities. Then you will be known as a rebuilders of walls and a restorer of homes.” We recognized that we have been given much in our company and want to seek the welfare of the city we live in and bless those less fortunate than us. With that heart we have donated over 2000 hours back to the communities we work in.

Part of that effort is owning homes where we provide affordable rent to refuge families. If they follow our program, and learn the basics of home ownership by maintaining their home, they can receive a portion of their rent back for their own purchase, ultimately achieving the dream of becoming homeowners.



Each year, we set aside a portion of our income to reinvest in expanding this mission. We are actively seeking land and/or units to expand this model and fulfill our mission of helping people afford homes and teaching them how to maintain them.

Another crazy idea we've started is Wolfe Adventures. The goal of this program is to help our team rest and recharge with fun from all the hard work we do. The program owns different properties, that it lists as short-term rentals, available to eligible employees at a deep discount. We plan to acquire a beach, mountain, or lake property to offer a range of refreshing experiences for different seasons and preferences. Time away restores creativity, deepens family bonds, and prevents burnout—so we're investing in it intentionally. Wolfe Adventures is more than a perk; it's a way to say, "You matter," and to create lifelong memories for those who make Wolfe Homes what it is. We do this to retain the best employees and provide a space for them to recharge well.



Finances

We believe that good financial stewardship brings glory to God—because managing resources with wisdom, integrity, and discipline honors the One who entrusted them to us. We run Wolfe Homes with financial clarity and discipline. We keep six months of operating expenses in cash, have no vehicle debt, and only carry debt on land we’re holding for future clients.

Our budgeting process is intentional and forward-looking. Rather than setting numbers and walking away, we continuously review and adjust to reflect real-world conditions and opportunities. This approach allows us to stay on track while staying flexible—keeping our plans aligned with our goals. Over the last few years, this discipline has helped us consistently finish within a narrow margin of both our projected revenue and overhead budgets—a reflection of thoughtful planning and steady execution.

We don’t just guess—we plan, monitor, and adapt. We set goals we believe in, and then we do the work to hit them. That kind of alignment helps us make confident decisions, build a strong team, and grow responsibly. Our financial health gives us freedom: to invest in our people, give generously, and remain steady when challenges come.

GOALS

- Six months savings
- No vehicle debt
- 5% of revenue budget
- 5% of overhead budget
- Only debt on land held for development

Closing Thoughts



As we reflect on the past three years, we're reminded of just how much work has gone into building what Wolfe Homes is today—and the incredible results that have followed. We're extremely proud of what we've accomplished together because we've done it with transparency, craftsmanship, and a heart for personalized service.

We've worked harder than ever. We've grown as a team. We've served our community, supported one another, and prayed for each other through both the highs and the hard moments. And we're starting to see the fruit of that labor—stronger relationships, better processes, and a company full of people we genuinely love working alongside.

It's humbling to look around and see so many raving fans—employees, subcontractors, and clients who genuinely believe in what we're building. But we haven't stopped there. Over the last three years, we've raised the bar even higher—refining our process, deepening our relationships, and making the client experience more thoughtful and memorable than ever before. This growth is no accident—it's the result of intentional effort, shared values, and the grace we've experienced along the way.

It's our life's mission to glorify Jesus, and we believe the way Wolfe Homes is running is something He would be proud of.

We'll close with two quotes that reflect the spirit of what we strive for: "Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution." — Aristotle and "Commit your work to the Lord, and your plans will be established." — Proverbs 16:3

Thank you to each of you who has helped make this dream a reality. We're honored to walk this journey with you.

— Alex and Josie Wolfe

Goal Tracker

Goal Tracker
