

# Alaina Money puts Fresh Paint on affordability and Garman's expansion



**Alaina Money**  
Co-owner/  
Partner  
Best Work  
Durham, N.C.

**A**laina Money began her career in home building working on-site sales for national builders before landing at Garman Homes, in Cary, N.C. Eventually she became division president before moving up in July to her current post with Best Work, Garman's holding company. This year the production builder's sales are expected to increase 24 percent to a projected \$57 million with 187 closings, compared with 141 closings in 2016.

One engine for that growth was Fresh Paint by Garman Homes, a new line of houses starting at under \$200,000. Another factor is the whole-home design packages that Money and Garman Homes' division president Allison King curated, which both simplify the building process and let buyers personalize their production-built home by picking a package based on their preferred aesthetic. Money also writes the blog "Build Like a Girl," which won a MAME award for best social media by a company.

**Q** What are Garman's expansion plans? Why these markets, and how will your responsibilities as a partner in Best Work figure in those plans?

**A** Several years ago we made it our mission to align ourselves with world-class developers of [master

planned communities] in our market because we wanted to build alongside the best in the business. Positioning ourselves in this way forced us to become a better builder and earn our spot lot after lot, house after house.

Our expansion strategy is to work with the same caliber of developers and solve those tough segments in MPCs, specifically where there is an opportunity to disrupt the affordable market with a design-driven product from Fresh Paint—markets such as Denver, Dallas, Austin, and Nashville. Pittsburgh is also on our list because you can take the girl out of Pittsburgh but you can't take Pittsburgh out of the girl. Best Work—the holding company for Garman Homes, Fresh Paint, Durham Building Co., Better Homes and Gardens [Real Estate], Go Realty, and the Go School of Real Estate—is about creating a family of companies where people are inspired to do their best work. As a partner at Best Work, my responsibility will be to identify developer partners, explore and evaluate these market opportunities, make connections with the best builders in the market, and earn a chance to build alongside them.

**Q** Garman is known as the builder with personality; being clever, crafty, even a little offbeat in its home market. How can you establish that brand identity in a new territory?

**A** I think the fact that we've always allowed our freak flag to fly will help us show up in these markets in a really authentic way and with a tremendous amount of humility and gratitude for the opportunity to just be there. We've chosen markets where we think

we have the best chance for people to get who we are and understand that it's about so much more than just building homes for us. It's about creating places where people are inspired to live their best life; to get more than they expect; to understand how personal this is for us. I'd like our brand identity to be inspired by the cities where we build and by the people who have made those cities their home. My mission will be to find out how Fresh Paint can reflect what is unique and special about each market and combine that with our commitment to #rageagainstbuilderbeige.

**Q** Are the entry-level, modestly priced homes gaining traction in your markets, and is Fresh Paint by Garman having an impact on that target buyer?

**A** Compared with some parts of the country, our entire market could be considered modestly priced. When buyers show up from California or parts of New York, we like to joke with them about how our houses must seem free to them! With each city we explore, we're gaining more perspective on just how much we have to be grateful for in the Raleigh-Durham market. I do think entry-level and modestly priced homes are gaining traction in our market and will continue to do so as long as there are builders and developers that want to solve the puzzle of how to build something remarkable. It takes a certain level of investment from each stakeholder—no one can afford to be greedy. **PB**

To read the complete interview with Alaina Money, go to [probuilder.com/money](http://probuilder.com/money).