



FOR IMMEDIATE RELEASE

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Builder Showcase Program Allows Buyers to Custom Design a Luxury Home

The Builder Showcase Plan allow buyers to design their dream home, and save time and money without sacrificing quality.

Sunset, S.C. – Today [The Reserve at Lake Keowee](http://www.reserveatlakekeowee.com) unveiled the first 20 new home plans in its Builder Showcase Program in collaboration with eight of the area’s most reputable custom home builders. Announced in October, the Builder Showcase Program brings together The Reserve at Lake Keowee and eight of its members – all of whom are highly respected, locally-based home builders. The program offers select home site owners at The Reserve a streamlined pathway of homebuilding information, resources and expertise to expedite their residency and, therein, maximize their experience at The Reserve.

“So many people who visit our community feel an immediate sense of connection and a desire to be here in a home of their own as quickly as possible. Particularly for out-of-state buyers, the task of building a custom home can seem like a very complex, to the point of daunting, undertaking. They aren’t sure who to trust, and often, they don’t have a reliable gauge of what a home will really cost to build, once everything’s said and done,” explains Chuck Walsh, director of sales for The Reserve at Lake Keowee.

“The Builder Showcase Program couldn’t be more simple and straightforward,” Walsh continues. “Every builder in the program is a member of The Reserve. The home designs are unique, available exclusively at The Reserve in the Lake Keowee area, and can be customized to the customer’s individual tastes and needs in a matter of days. And since these plans have been pre-approved by our Architectural Review Committee, and costs are already organized and communicated on the front end, buyers are able to feel confident and in control of the process from day one.”



The [Lake Keowee Homes](http://www.reserveatlakekeowee.com) in the Builder Showcase Program range from 2,500 to 4,100 square feet. Price per square foot begins as low as \$178, with total building costs ranging from \$500,000 to more than \$1.2 million. These luxury homes were designed to fit with the topography of home sites across The Reserve.

All 20 home plans are available for viewing online at www.reserveatlakekeowee.com.

Each of the eight builders in The Reserve’s Builders Showcase Program is based in the Upstate of South Carolina:

Summer Cove Cottage, a design by The Berry Group, is one of 20 new home plans available at The Reserve at Lake Keowee through its new Builder Showcase Program.

Scott Jerald | [ASJ Development](#)

Lee Hornbeck | [Becklan Custom Home Builders](#)

Bruce Adkins and Ron Tolley | [Golden Corner Construction](#)

Jeff Holder and Bobby Cummins | [Jeff Holder Builders](#)

Joe and Debbie Stroup | [Joe Stroup, Inc.](#)

Ray Foral | [Ridgeline Construction Group](#)

Kevin Sexton and Barry Griffith | [Sexton Griffith Custom Builders](#)

Ken Berry | [The Berry Group](#)

“To their credit, the participating builders are largely family-owned businesses with deep roots in and around this community,” comments Chuck Pigg, vice president and community manager for The Reserve. “They produce award-winning work, including recognition by the Homebuilders Association of South Carolina, and numerous industry and lifestyle publications like *Residential Design*, *GOLF Magazine*, and *Atlanta Homes and Lifestyles*. They’re also behind the handiwork of many of The Reserve’s master-planned amenities that buyers fall in love with during their discovery tours, including our Guest House, Greeter’s Cottage, Pool House and Pavilion – not to mention a multitude of homes. There is a certain comfort in seeing dozens of examples of their craftsmanship already within our community. For those who have the desire to build a home here, those are the kind of proof points that allow buyers to get started sooner rather than later and to embrace and enjoy the journey along the way.”

About The Reserve at Lake Keowee

With a membership of more than 550 families from 30 different states, The Reserve at Lake Keowee is a lake, mountain and [golf community](#) stretching across 3,900 acres including 30 miles of shoreline on Lake Keowee. Created by Greenwood Communities and Resorts, The Reserve offers more than \$100 million in completed, family-friendly amenities, including a [200-slip Marina](#), Village Center complete with Guest House and a Jack Nicklaus Signature Golf Course and more than 1,400 acres of parks, preserves, trails and green space. Build your home on a beautiful [home site](#) or view the luxury [Keowee homes](#) for sale. Homes and homesites, complete with club membership, begin at \$200,000.

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