



A Dream Team For Dream Homes

A partnership between friends opens new doors for custom building in Brunswick County | Braddock Built Renovations has established itself as a well respected, capable renovator in this region and beyond. But a new partnership has sparked the creation of a new division for this business, Braddock Built Custom Homes.



East facing, this breakfast nook was specifically designed for the homeowners to enjoy their morning coffee with views of the sunrise over a nearby golf course.



TO BUY OR TO BUILD? | The first and most crucial decision a homeowner must make. Will they be satisfied with purchasing an existing home or prefer one designed and built to their personal needs? Fortunately, those in Brunswick County who venture into the world of custom-built homes have many amazing resources. The Parade of Homes showcases exceptional properties where builders cater to a wide range of tastes, from turnkey homes to fully customized masterpieces. Now, Brunswick County is even more fortunate, as an esteemed remodeler has extended her services to encompass custom-built homes.

With the beginning of a new partnership, Braddock Built Renovations has expanded its horizons to include Braddock Built Custom Homes. Betsy Braddock, owner of Braddock Built, and Cathy Brown, an accomplished construction coordinator, with 24 years of experience working with Ernie of Ernest G. Crews Construction, Inc., have fostered a deep friendship rooted in mutual respect for each other's work in the design and construction industries. This treasured friendship has evolved into a dynamic partnership committed to crafting custom homes that surpass expectations.

Both Betsy and Cathy have been dedicated to the world of construction since 1999. After working in commercial real estate, Betsy transitioned to the construction industry where she worked with her father in Atlanta, Georgia. Her passion for building only grew stronger but she noticed a lack of women doing what she wanted to do. "I told my dad that I was joining his renovation team. He told me there just weren't any girls in construction. 'Why not?' I demanded. Then I told him that I would be and that I'd do it all in a red dress." Since then, Betsy has proudly worn her iconic red dress and heels in promotional materials throughout her career in construction. After honing her skills in Atlanta, she found an opportunity to move Braddock Built Renovations to coastal Carolina. As an exceptionally skilled builder in Brunswick County, Braddock Built has become one of the only construction firms specializing in high-end renovations in the region. Inspired by a desire to create transformative spaces and consider



"We're more than just builders."

the building science of whole-house systems, Betsy is proud to have brought dream homes to clients from around the world.

Cathy's path began in customer service, where her love of understanding and caring for people grew. She then got the opportunity to work with Ernie of Ernest G.

Crews Construction. In her collaboration with Ernie, Cathy excelled as a construction planner and coordinator, demonstrating her exceptional attention to detail. When Ernie decided to retire earlier this year, Cathy knew her mission wasn't over; it was just evolving. "For me, it's all about the connection with people. I still have previous clients who keep in touch. They continue to send Christmas cards years later, or they call me with questions about their home. Connecting with someone like that is what I love doing and I want to keep doing that." Her unwavering commitment to understanding clients and improving their lives through the magic of home design and construction coordination became the driving force behind this partnership with Betsy.

What sets Braddock Built Custom Homes apart is their deeply personal approach. Betsy and Cathy start the process by getting to know their customers. Before any design takes shape, they immerse themselves in their clients' dreams and aspirations. Cathy emphasizes,





The 2023 POH Guidebook cover features a custom home recently finished by Ernest G. Crews Construction, coordinated by Cathy Brown who has recently partnered with Braddock Built to open a new custom homes division.



An upper floor bunk room boasts ample room for fun. Custom built-ins provide enough space for books, games, or personal items with individual reading for each sleeping nook.

"We're more than just builders. We build a relationship with our clients to understand exactly how they want to live in their homes. Then, we bring those ideas to reality". This method results in fully customized spaces that not only look stunning but also function seamlessly, aligning perfectly with the homeowners' lifestyles. Once the vision is crystal clear, they guide clients through the design process, making it a tangible and immersive experience. From marking out spaces with tape on the floor to experimenting, adjusting, and perfecting every aspect, clients will feel like they've already cooked, entertained, and relaxed in their kitchen before a single cabinet has been built. Betsy's words resonate, "Anyone can look at a blueprint, but a blueprint can't tell you how a space feels to live in. We help with that understanding."

As functional aspects of each space are meticulously determined, clients transition into the creative realm of 'the details.' Betsy and Cathy, true experts in the field, guide clients through this exciting phase, introducing them to styles and elements they may not have considered. The fixture and finish selection can be overwhelming for some, but Betsy and Cathy find the exploration of personal tastes exciting. Every inch of the home from the largest features to the smallest detail, down to the hinges on the

doors, is carefully tailored to match the client's preferences. The result is not just a house; it's a work of art, an embodiment of the client's lifelong dreams, and often, more than they ever imagined.

Throughout their careers, both Betsy and Cathy have cherished the impact they've had on their clients' lives. Their unwavering dedication to addressing individual client needs and providing exceptional service throughout the building process is a testament to their genuine care and commitment. They're not just building homes, they're fulfilling dreams. The talents of these remarkable women are undeniable and they seem poised to excel in any field they choose to conquer. When asked what they're most excited for in the future, they both express their anticipation for connecting with even more wonderful people and crafting homes that bring joy year after year. These residences are designed to be more than just structures; they are homes, where every detail reflects the unique dreams of those who reside within them.

Betsy and Cathy's unwavering dedication to client-centered design encapsulates the spirit of custom homes where every choice is, like Betsy often toasts,

Up to you!

