

Handcrafted Havens



ABOVE: Custom-built and luxuriously crafted, the Phoenix House's tall windows bring natural light into the home.

RIGHT: The living room of Phoenix House features towering windows and oversized moldings.

BELOW: Fine finishes like soft-close dovetail drawers and granite or quartz countertops come standard in a Greenspring Custom Homes project.



Greenspring Custom Homes is redefining what it means to be custom-built.

What makes a custom home? On paper, it's a house built according to a buyer's specifications. In reality, it's the experience of being in a handcrafted home, where every detail has received exquisite attention.

Greenspring Custom Homes prides itself on making that custom home experience accessible for modern homeowners. Fine finishes commonly found in million-dollar homes—think hardwood floors, oversized moldings, and quartz or granite countertops—come standard in a Greenspring home but without the hefty price tag.

"Our customers want more than cookie-cutter houses," says Craig Carlson, Greenspring's president. "We build high-quality homes that won't break the bank."

A second-generation homebuilder, Craig has partnered with his son, Brenden Carlson, a CPA who manages operations. Together, they've devised a project management system so efficient that they can build a 4,000-square-foot custom home in under eight months.

The company's flair for crafting affordable luxury is evident in the stately Phoenix House. Here, towering windows invite natural light into open spaces, while a bespoke gourmet kitchen with granite countertops and quality cabinetry reflects the owner's taste.

Less visible but equally as important is Greenspring's fidelity to sustainable materials and high-efficiency energy systems that seal the home. "We're environmentally conscious in everything we do, whether that's minimizing tree loss while clearing a lot or using recycled materials that will last generations," Craig says.

It's all part of Greenspring's mission to build exquisite spaces homeowners can afford. "Being able to enjoy the beauty and functionality of a sustainable, custom-built home within their budget is, for many people, a dream come true," Craig concludes.