

PLATINUM  
PROPERTY GROUP

A GUIDE FOR

NEW CONSTRUCTION  
*IN*  
*CHARLOTTE*

ALL THE DETAILS YOU NEED TO  
SUCCESSFULLY BUILD A HOME



# WELCOME

We are Platinum Property Group,  
and we believe there's more  
potential than meets the eye.

We're a Charlotte real estate *collective* built around a simple idea: you shouldn't have to rely on one perspective when making one of life's biggest decisions.

Our team brings together expertise in luxury real estate, *marketing*, new construction, design, and construction—giving our clients a deeper level of *insight* whether they're buying, building, or selling.

For new construction especially, that matters. From evaluating a builder and homesite to understanding plans, finishes, future resale, and the details you may not know to look for, our job is to help you see the whole picture.

*Our approach is simple:*

More *expertise*. More perspective. Better-informed decisions.

We believe the best *outcomes* begin by seeing what others don't—and helping our clients recognize possibilities they may have otherwise missed.

*Questions about building in Charlotte?*

We'd love to be your resource.

*Alissa, Jeri, Wes + Meredith*

# FIRST THINGS *FIRST*

Before you tour, let's talk *representation*.

The builder's sales representative works for the builder. Your buyer's agent works for you. And with new construction, timing matters. Some builders require your agent to be identified when you first register or tour—so it's best to connect with us before you visit.

## WHY BRING YOUR OWN AGENT?

### CONTRACT + *NEGOTIATION*

Someone looking out for your interests.

### LOT + PLAN GUIDANCE

Help evaluating homesites, floor plans, upgrades + resale.

### *CONSTRUCTION* + INSPECTIONS

Guidance through selections, walkthroughs + inspections.

### THINKING ABOUT TOURING?

*Text us first.* We'll handle the details and make sure you walk in prepared.

[text the team](#)



# WHY CHOOSE *NEW* CONSTRUCTION

**Modern Comfort:** Today's homes are designed for how we actually live—open layouts, flexible spaces, smart-home technology, and modern finishes.

**Personalization:** Depending on the stage of construction, you may be able to choose finishes, fixtures, structural options, and other details to make the home your own.

**Efficiency and Low Maintenance:** New systems, appliances, insulation, and materials can mean greater efficiency—and fewer immediate projects or repairs.

**Builder Warranties:** Many new homes include builder warranties covering certain workmanship, materials, and systems, giving you added peace of mind in those first years.



# YOUR *CHARLOTTE* NEW CONSTRUCTION ROADMAP



## 01 *Define your vision*

We'll talk through how you want to live, where you want to be, your timeline + what matters most.

## 02 *Get financing in place*

Before we fall in love with a house, let's make sure we know what feels comfortable—and what your financing options look like.

## 03 *Explore builders + homesites*

We'll compare builders, neighborhoods, floor plans + homesites to narrow down what actually makes sense for you.



## 04 *Contract + design*

Once you're under contract, the fun begins—plans, finishes, selections + all the details that bring your home to life.

## 05 *Build + inspect*

We'll stay involved through construction, key inspections + walkthroughs so you know what's happening along the way.

## 06 *Close + move in*

We'll walk the home one last time, tie up the final details + get you to the best part: moving in.

*From “what if we built?” to Welcome Home—we're with you through it all.*



# BEFORE YOU *BUILD*

*A few things worth knowing before you fall in love with a floor plan.*

## *THE BASE PRICE IS JUST THE BEGINNING*

Homesites, structural options, design selections + upgrades can all affect the final price. We'll help you understand the real number as you compare options.

## *NOT ALL LOTS ARE CREATED EQUAL*

Orientation, slope, privacy, future construction + even where the afternoon sun hits can make one homesite a much better choice than another.

## *THE CONTRACT IS THE BUILDER'S CONTRACT*

New construction contracts can look very different from a typical resale contract. We'll help you know what questions to ask before you sign.

## *INSPECTIONS STILL MATTER*

Brand new doesn't mean perfect. Depending on the build, there may be opportunities for inspections at different stages—not just before closing.

## *THINK ABOUT RESALE NOW*

You may be building your dream home, but choices like lot, layout + upgrades can matter when it's eventually time to sell.



# LIVING *IN* CHARLOTTE

## *CITY + SUBURBS*

From walkable neighborhoods to gated enclaves and acre-plus homesites, Charlotte gives you very different ways to live—all within the same metro.

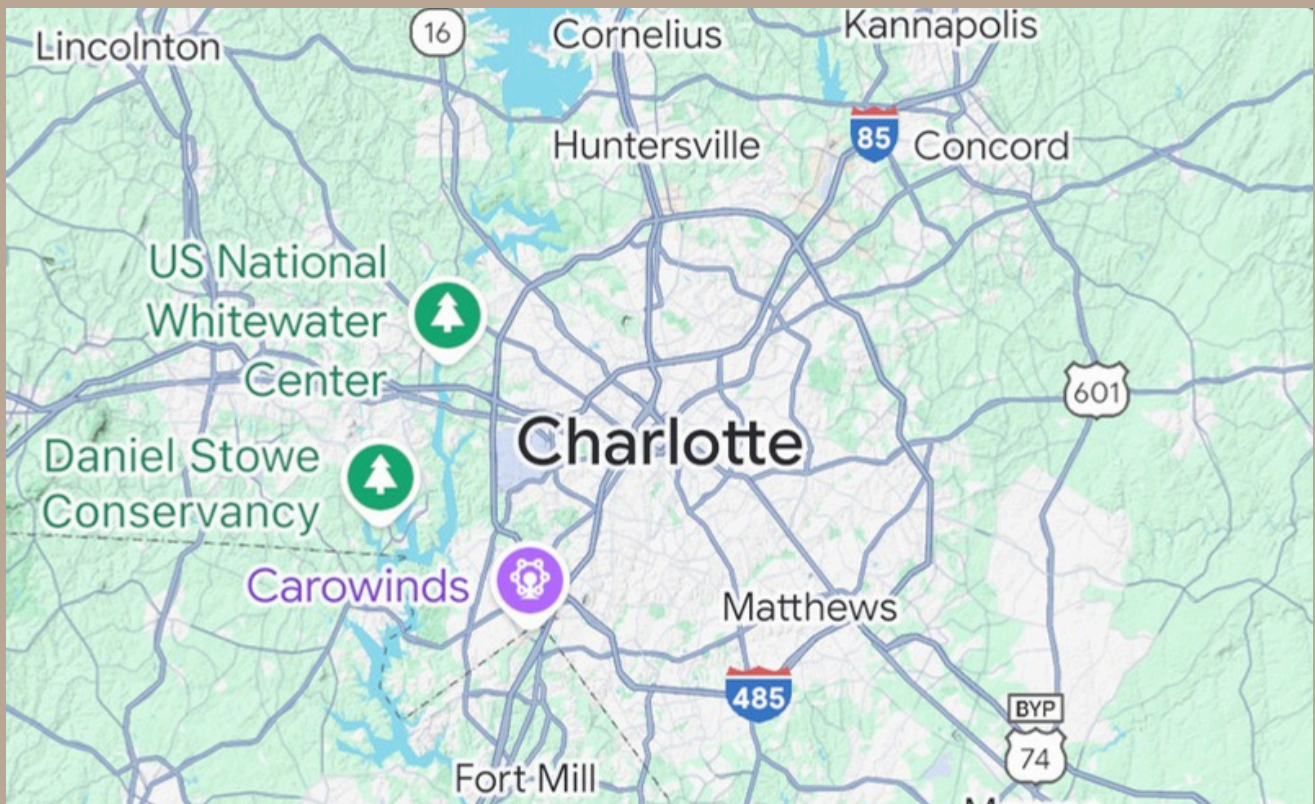
## *EVERYDAY LIFESTYLE*

Great restaurants, shopping, sports, greenways, local coffee shops + a major airport make everyday life here incredibly easy.

## *ROOM TO BREATHE*

One of the biggest draws for new-construction buyers? You don't have to go far from the city to find larger homes, pools, privacy + more land.

*The right Charlotte location isn't just about the house—  
it's about how you want to live.*





# Grandfather Homes

*Custom homes, thoughtfully designed.*

Charlotte-based Grandfather Homes is known for custom residences that pair distinctive architecture with thoughtful, livable design. Their work spans intimate luxury communities, estate homesites, and one-of-a-kind custom builds throughout the Charlotte area.

## *WHAT WE LOVE*

### **CUSTOM FROM THE START**

Homes are designed around the homeowner's vision—not simply a standard set of finishes.

### **ARCHITECTURE MATTERS**

Grandfather collaborates with respected architects and designers to create homes with their own identity.

### **INDOOR + OUTDOOR LIVING**

Pools, terraces, outdoor fireplaces + entertaining spaces are often integral to the home's design.

### **LOCAL EXPERTISE**

Charlotte-based, with custom communities and projects throughout the region.

**PPG TIP:** If you love a Grandfather home that's already built, we can also help you explore what building something entirely your own could look like.





# Pike Properties

*Design-forward homes with personality.*

Pike Properties creates luxury homes that feel anything but cookie-cutter. Their projects are especially recognizable for distinctive architectural details, thoughtful interiors, and spaces designed around how people actually live.

## WHAT WE LOVE

### DESIGN-DRIVEN

Expect thoughtful details, interesting materials + spaces that don't feel like every other new build.

### CHARLOTTE INFILL

Pike currently has projects throughout established Charlotte neighborhoods, offering new construction without necessarily moving farther into the suburbs

### THE PIKE HOME PLANS

They also offer a collection of Pike-designed home plans, with the option to discuss something more custom.

### BUILT FOR REAL LIFE

Their own philosophy says it well: designed for living, built for life.

**PPG TIP:** Pike is one we'd have on your radar if you want the benefits of new construction but love the character + location of an established Charlotte neighborhood.





# Arcadia Homes

*Livable luxury, built around you.*

Founded in Charlotte in 1994, Arcadia specializes in fully custom luxury homes with an emphasis on timeless design, craftsmanship, and a highly personalized building experience.

## *WHAT WE LOVE*

### **TRULY CUSTOM**

Every Arcadia home is unique and designed around the individual client.

### **BUILD WHERE YOU LOVE**

Already own land? Arcadia can build on your property, in addition to offering homesites in select luxury communities.

### **ESTABLISHED EXPERIENCE**

More than 30 years of building custom luxury homes in the Charlotte region.

### **A HIGH-TOUCH PROCESS**

Their approach emphasizes transparency, communication + visibility throughout construction.

**PPG TIP:** Arcadia is especially worth exploring if your vision starts with you—your land, your architecture, your lifestyle—and you want the home designed from there.



# What's *next*?

Whether you've already fallen in love with a builder or you're still figuring out what "new construction" looks like for you, we'd love to help you explore what's possible.

## LOOKING FOR A *HOMESITE*?

We'll help you find the right place to build.

## COMPARING BUILDERS?

We'll help you understand your options + find the right fit.

## READY TO *START* TOURING?

We'll coordinate the details so you have representation from the beginning.

GET IN CONTACT

Your first step is *easy*.

Tell us what you're looking for.

We'll take it from there.

*get in touch here*

text the team



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brokered by eXp Realty

