



"I'm a builder more than I am a contractor. By the time I start a house, I have the dimensions memorized and know the house from north to south."

BRETT MURPHY, OWNER & PRESIDENT

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Covering all bases

Arrowood Construction, LLC earns clients' trust through hard work, precision artisanship, and personality

by Christopher Cussat

EVEN WHILE STUDYING BUILDING SCIENCE AT AUBURN

University, focusing on commercial construction and project management, Brett Murphy's mind was set on doing residential work. In fact, he was forever determined to help realize individual clients' dreams and forge a connection with them and their homes that would last for the rest of their lives. Since 2005, when Murphy founded Arrowood Construction, LLC, he has successfully been doing just that.

Simply put, Arrowood's business is the construction of custom homes. "We provide design services through multiple local architects as well as construction and consulting services," Murphy says. About 75 percent of the company's customers are retirees looking to build their final home, 20 percent are second- and vacation-home owners, and the other five percent need help with light commercial and remodel projects.

Arrowood conducts most of its business amid the peaceful mountains, temperate climate, and diverse wildlife of North Carolinian Appalachia, near and around the towns of Highlands, Cashiers, and Franklin. The environment has influenced architectural style through-

At a Glance

Location:

Franklin, NC

Founded:

2005

Employees:

5

Specialties:

Construction, design, and consulting services for custom homes

Annual Sales:

\$1.2 million

Opposite page: Brett Murphy founded Arrowood Construction in 2005 and now works largely on custom homes.



Far left: The rustic living room of the Boulder Falls Gatehouse is completed with an elaborate stone fireplace. Left: Large front windows preside over the home's front porch. Bottom left: Arrowwood carried the wooden-beam theme throughout the home, including into the kitchen. Below: The façade of the home shows off its intricate stone- and woodwork.



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out the region, including structures such as Arrowood’s Boulder Falls Gatehouse, a large cottage estate with Arts & Crafts motifs. “We specialize in rustic mountain homes that are high fashion—what I refer to as ‘refined rustic,’” Murphy says.



Arrowood’s competitive edge comes from Murphy’s ability to run a business with the same level of professionalism as a commercial contractor, coupled with a 100-percent focus on clients and their needs. “This is hard to find in a residential contractor,” he says. “We also keep our overhead low and have great people working for us; that makes it easy to bid [on] jobs and be competitive while still offering what we believe is one of the best products available in our industry.”

According to Murphy, another distinctive quality of Arrowood is its owner’s intimate level of involvement in the projects. “Not only am I the project manager and chief estimator, but I’m the superintendent as well,” he says. He also personally lays out each house with clients and surveyors. “By the time I start a house, I have the dimensions memorized and know the house from north to south,” he says. “I am a builder more than I am a contractor; my subs and clients know that the majority of my time is spent in the field working with my hands and sculpting their house to meet their needs.”

Arrowood’s constant goal is to ensure the quality of everything the company builds. “Our houses are being passed on to future generations as heirlooms, and we build them in respect of that,” Murphy says. “When a client builds a house with me, I want them to feel like I am their brother, father, or grandfather building their house—I want to earn their complete trust, total faith, and friendship.”

Murphy plans to achieve this through continuing Arrowood’s dedication to hard work, patience, precision artisanship, and personality. “These are the keys to our success, and clients are drawn to us among other builders for those same reasons,” he says. “Our goal is to be known as a premier builder and also to continue proudly constructing our clients’ dreams from paper to reality.”

Through such dedication to client and quality, Arrowood Construction will be redefining residential construction for many years to come. “Our company tears the wall down between contractor and client,” Murphy says. “The client’s will is our will. Not only are they getting a custom home, but they also receive a custom experience tailored to their needs through us, the builder.” **ABQ**

Above: Arrowood’s homes fit the landscape of North Carolinian Appalachia. Here, the back porch of the Boulder Falls Gatehouse takes advantage of the mountain view.