



CUSTOM HOME BUILDER AND REMODELER

HOMES BY CHRIS

CHRIS AND ROY RAGLAND



Liberty, Missouri-based custom home builder Chris Ragland has always had a strong interest in new construction, and when she established Homes by Chris in 2003, she created more than just a business, she created a means by which dreams are made. Not just a home builder, Ragland creates lifestyles.

“Our motto is ‘We build your story,’” this MBA-educated entrepreneur expressed, and to that end, each creation, whether a new custom home or a high-end remodeling project, is an exciting page-turner, peppered with unexpected design elements that excite the senses and invite those “take your breath away moments.”

“We are all about the ‘oohs and ahhs’ when it comes to the homes we build,” smiled Ragland, who has always loved building and actually had her real estate license prior to beginning her business. She is joined by her husband Roy, also a Realtor, who came into the fold shortly after the business had been in effect and together, they have built an award-winning company designed to ensure the best in quality, value and overall customer satisfaction.

Both Ragland and her husband, however, have certainly paid their dues and earned their stripes when it comes to developing the level of expertise they have achieved in the industry, and it all began with one simple home years ago.

“Roy purchased a home to flip, and I decided I was going to become involved,” recalled Chris. “We flipped our first house in 45 days and subsequently built a few rental homes in the 1990s while both of us still worked our other full-time jobs. I absolutely loved it but really didn’t have the time to fully commit to it.”

Ragland then proceeded to build four new starter homes within a week and sold all four just as quickly. At that point, Roy became the other half of Homes by Chris, and their teamwork is what keeps things moving each and every day. After the Raglands combined their efforts, Chris hired a spatial planner who worked with her on colors and functionality, ensuring that every square foot realized its full potential in quality and in value. Once Ragland put those forces in motion, things just naturally took shape.

Today, her custom homes can be found in subdivisions primarily in Clay and Platte Counties with an average price of \$650,000. However, she does have homes across the price spectrum from \$350,000 to over \$1 million and has approximately 350 homes in her portfolio to date.

Extremely hands-on from first spade to handing the keys over to the new owners, the Raglands conceptualize each new home with a hand drawing, getting the plan as close as they can to what the client desires, and then they present that drawing to an architect for a more detailed rendering.

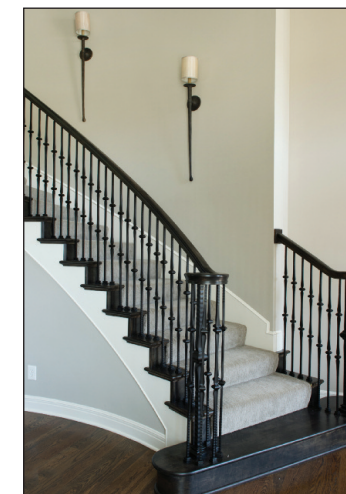
Known for her keen eye for design, Ragland does her homework when it comes to keeping pace with new and exciting innovations within her trade.

“I do a lot of research on designs, trends, and ideas to give me some fresh inspiration,” explained Ragland, who from there will incorporate her own stroke of genius to give each home its own personality. Additionally, she is with the client and an interior designer throughout every step of the design selection process.

Also an expert on high-end remodeling projects, Ragland is just as creative and inventive, able to put a new twist on a classic look to update its appearance, for example.

“If you go through a home and simply update the light fixtures and paint, it makes a significant difference,” she emphasized. “Proportion and scale in a home are equally important. All of these elements together really make the home flow well, and they add value to it, ultimately leading to more satisfaction at the end of the day.”

Because both Ragland and her husband are on site daily, clients are assured of a custom home or a remodeling project that adheres to



exacting standards and is built to last. Surrounded by experienced and talented tradesmen with whom Ragland interacts daily, she believes that allows for greater workmanship and quality overall.

“We take the quality of our work seriously,” she said. Before even beginning a home building or remodeling project, an interview process is initiated.

“We ask the client very specific questions to get an understanding of who they are and what their lifestyle entails,” she indicated. Questions such as “Do you have pets? Kids? Do you anticipate elderly relatives moving in at some point? What are your hobbies?” all serve to give Ragland the script she needs to create the story the homeowner



desires that successfully blends form and function.

Ragland readily admits that behind every great builder is a great spouse and she is extremely grateful for the solid perspective, expertise and talent Roy brings to the table.

“Men and women typically see things from a different viewpoint,” said Ragland. “While I might focus on the details, Roy is more likely to focus on other areas of the home, such as the roof or the foundation.”

Listening to the clients is an integral aspect of Homes by Chris and they continually listen...first to understand, and then to reply.

“We make changes happen for homeowners as they wish and make sure that every aspect of the process flows well so their story can be told the way they want it,” she stated. ■



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