

## Press Release

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For Immediate Release

### **ASPIRE FINE HOMES, FORMERLY WHITESTONE BUILDERS, REBRANDS WITH NEW NAME, FRESH FOCUS**

*Houston-Based Whitestone Builders Now Doing Business As Aspire Fine Homes*

**Houston, Texas –June- , 2019**

Aspire Fine Homes, formerly Whitestone Builders, based in Houston, recently implemented a brand refresh meant to refocus and vitalize the custom home building company. As part of the rebrand, the company is now doing business as Aspire Fine Homes and has incorporated their new adage: “Your Lifestyle. Elevated.” The motto is intended to directly communicate the company’s shift toward focusing on expanding their custom home building business into one that prioritizes the customer experience in meaningful and memorable ways, and one that leaves a greater footprint in Houston’s most desirable neighborhoods.

The company began in 2004 after founder, David Gordon, completed his education in construction management at both Texas A&M University and the University of Houston. He developed an interest in building at a young age and began running construction teams with his brother as a teenager, before beginning his college education. Gordon operates the company with three principal rules (Gordon’s Golden Rules): (1) only build single family homes in the best areas or town, (2) only hire premium professionals (architects, interior designers, etc.)/use premium products and (3) respect the client’s vision (the client’s vision is paramount).

During the 2008 financial crisis, Gordon pivoted his business from building upscale spec homes to custom luxury homes. With this choice, the company was able to thrive in a time when many companies were going out of business. Now, Gordon hopes to, once again, steer the company with a fresh focus and new organizational objectives.

Aspire Fine Homes intends to continue their tradition of turning clients’ aspirations of luxury living into realities while also reflecting the confluence of design, placement, finishing and flow in each project. As part of the rebranding, the company will place a greater priority on the customer experience and will continue to elevate their customer service at each step and throughout every stage of the building process. Unlike other

builders, Aspire Fine Homes operates with an accountable, transparent, step-by-step process and communicates upfront and throughout to guide clients through each phase.

“Our goal is not only to help clients overcome any fear or anxieties but to create a positive experience they will remember and have stories to tell their friends,” said Gordon.

Aspire Fine Homes has created custom luxury homes for more than 15 years. The award-winning company focuses on both crafting homes that foster comfort and elegance in the distinct style of each customer and operating with meticulous attention to detail, fine carpentry, period accuracy and premium quality. The team designs stunning homes in a spectrum of styles including Acadian-southern, Charleston, contemporary, Craftsman, Farmhouse, New Orleans, traditional, transitional and more.

Expert craftsmanship and exquisite taste have earned Aspire Fine Homes many awards including “Custom Builder of the Year 2012,” the “Best of Houzz 2014-2019,” several Texas Association of Builders awards, several Greater Houston Builders Association awards and more. Their work has been featured in publications including the *Home Builders Digest*, *Houston House and Home* and *The Metropolitan Builder*.

The Aspire Fine Homes team is passionate about turning their clients’ dreams into realities and looks forward to continually providing the best custom luxury home services on the market: in Houston and beyond.

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Founded as Whitestone Builders in 2004, Aspire Fine Homes integrates design, placement, finishing and flow to deliver a positive experience and the home of their dreams to each client: often an even more enhanced version from what was originally imagined. David Gordon, founder of Aspire Fine Homes, uses more than 15 years of industry experience and a passion for constructing high-end, custom-built homes to lead the team in creating designs that capture the personal style and needs of each customer. Aspire Fine Homes is proud to offer potential clients a documented, transparent process that prioritizes the experience of each client with the express purpose of alleviating the fears and anxiety often associated with building a new home. The company is dedicated to supporting organizations that assist people in need in the Houston community, including veterans and the underprivileged. To begin the journey toward your perfect home, contact Aspire Fine Homes, today. **Your Lifestyle. Elevated.**

For more information, visit: <https://aspirefinehomes.com/>