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Area Overview



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ABOUT TOWN: Hip, Fresh and Creative

It's All in the Details!

By Rebecca Newsome, MIRM

Chapel Hill native Britney Wallace grew up watching her parents follow their passions, inspired by her father's involvement in property development and her mother's creation of sculpture. Britney wanted this same enthusiasm in her own career. After graduating from UNC – Chapel Hill with a degree in Computer Science, Britney accepted employment with an RTP firm.

"I quickly realized that sitting in a little cubicle from nine to five was not my dream job," says Britney, "My dad knew I was frustrated... One day he told me he had a street of nine lots that needed a residential builder, and asked if I was interested. I was thrilled at the prospect, but didn't really know where to start. I committed to figure out what I needed to do to turn this idea into reality, and I've been working at it every day since."

Britney started by getting her General Contractor's License. A longtime lover of home structure and design, obtaining this accreditation came naturally. She poured over floorplans, studied homes on HGTV, and discussed spatial elements with her artist mom. Britney then went to an architect and collaborated on drafting her first three designs, which became homes on Paladin Court in Southwest Durham, the street her father had proposed as her launch into the industry. While planning these first homes, Britney networked ardently to recruit excellent subcontractors to her team; an undertaking she says she took very seriously. It all took a little time, but by mid-2004, B. Wallace Design & Construction was officially a thriving new business.



Britney Wallace at her newest development, Patterson Glen.

After completing the homes on Paladin Court, Britney immersed herself in the design and construction of 39 homes in Southwest Durham's Patterson Glen. Currently underway, Patterson Glen consists of Craftsman-style townhomes ranging from 1,600 – 2,100 square feet. As with her Paladin Court homes, custom trim, granite countertops, upgraded cabinetry, luxurious bathrooms, and detached garages are but a few of the many standard features.



Multiple archways and paint colors are common in Britney's designs.

"Details are very important to me," says Britney. "I want my homes to be just that... homes instead of houses. I paint interiors with six colors instead of two, for example, and I include 'extras' like pot-filler faucets, glass tile, and central vac systems. My goal is to deliver non-generic, sustainable homes that are easy to live in, easy to maintain, and easy to love. Paying attention to the details makes this possible."

Britney's philosophy and abilities have been well received. In addition to successful sales of her homes, Britney has been granted several custom home contracts. She's been recognized with Parade of Homes Awards every year she's submitted an entry. As a way to give back to the community, Britney also participated in the 2008 Orange County Habitat for Humanity Building Blitz, in which she and nine other contractors built ten Habitat homes in a six day period.

"That was a highlight of my career," says Britney. "I'm proud to be a part of an industry

with such giving individuals."

Britney actively participates on the Home Builders Association (HBA) of Durham, Orange, and Chatham Counties Board of Directors, and she's a member of the HBA Professional Women in Building Council. Her typical workday is now about as far removed as possible from that early nine to five desk job. She likes it that way.

"I'm thrilled I found my niche," says Britney. "I've gratefully accepted help along the way, and I hope to help others as I grow. I plan to be here for a long, long time."

REBECCA NEWSOME, MIRM IS A FREELANCE WRITE
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