



# Woman-Centric

## Custom Home Builder

*Nestled between* the Wasatch Mountain Range to the east and the Great Salt Lake to the west, and stretching from Salt Lake City north to Ogden, Utah, Flint Custom Homes builds homes on some of the most picturesque homesites anywhere in the country. This area, known as the Wasatch Front, is home to 80% of Utah's growing population and has attracted numerous production home builders, whose viability depends on volume of homes built. With a graduate degree in accounting, owner Steve Flint recognized a different business model could work—delivering one-of-a-kind custom homes to home buyers who would not be satisfied with tract housing. According to Flint, “We rarely build the same home twice.”

Those production builders now own or control most of the available land, Flint reported; therefore, Flint usually builds his \$500,000-\$2,500,000 homes on homesites his clients already own. More recently, that has meant building on the backside of the Wasatch Mountains as well.

A second-generation builder, Flint learned construction firsthand on jobsites from his dad. Then, when he was old enough, he went to work for their framing and finish carpenter. Steve loves construction and is proud of the craftsmanship that shows in every home he builds. That was evident early on, which caught the eye of Scott and Michelle Blain, who purchased one of Flint's homes that had been built on a “spec” basis. A few years later, the Blains had Flint build them a custom home, which went so well that Michelle went to work for Flint in 2004.

“I'm a walking testimonial for Flint Custom Homes,” Blain said, continuing, “That's so important in my working with each of our clients.” Blain understands custom home building from the client's perspective and essentially sees her role as the client's advocate, educating and guiding buyers through the entire purchase and home building processes. According to Steve, “Michelle's got their backs.”



The team of Steve Flint and Michelle Blain introduced a Woman-Centric approach to home building along the Wasatch Front. Flint remarked, “Men don’t think like ladies. For example, our sub-contractors are guys and our women clients appreciate a strong female voice that can direct the subs.” Flint Custom Homes embraced Design Basics’ Woman-Centric Matters!® program, which provides keen insights into women’s preferences in the home. “I talk with every one of our clients about our Woman-Centric approach, and our buyers ‘get it,’” said Blain. “For example, I introduce the drop zone idea with its storage and convenience when coming in from the garage, explaining to our prospective buyers that they already have one, but it’s probably their kitchen island!”

### *Every home is unique*

In 2017, Flint finished a \$2,500,000 home for another second-time client who is in the mortgage business, knows many area builders, and again chose Steve Flint to build his personal home. Flint also completed a home in 2017 in a peaceful country setting that had a unique combination of rustic and modern elements, beginning with a stone and brick exterior in which all of the brick was hand-formed, meaning every brick was unique. The 2,900 square foot main floor showcased both formal and informal entertain-

ing spaces featuring dramatic wooden beams and columns and a breathtaking view of the Weber River out the back. The homeowners are also ranchers, as evidenced by the rustic décor, which lives in harmony with modern light fixtures and a true chef’s kitchen. Completing the main floor are the owner’s suite, a home office, and her home-based business, a beauty salon with private back entrance.

The finished basement includes bedrooms and bathrooms for each of their two boys, a rec room, home theatre, kitchen, and second laundry. Interestingly, there’s a staircase directly from the garage to the basement and Flint included the rear foyer concept with drop zone at the bottom of those steps, too! Those homeowners are also “walking testimonials” for Flint Custom Homes, welcoming other prospective Flint clients to tour their beautiful home. Steve purposely does NOT attend those walk-throughs so that former and prospective clients are completely free to talk honestly.

Yet another 2017 build, also on the east side of the mountains, was a modern farmhouse with rustic accents such as the sawn timbers highlighting the exterior. Accommodating the owner’s love for golf, Flint used pre-stressed, hollow-core concrete panels for the garage floor, which allowed for 22-foot tall walls in a gym built under the garage, complete



**Grand entrance:** Open entry with elegant finishings add so much class

with golf driving net, putting practice area, and basketball court! After a good workout, the owner's suite bathroom offers a combination steamer with multiple steaming units, shower, and bathtub all in one room that's the size of a large walk-in closet.

## *Beware the Lowest Bid*

There's also a customer Flint built for who originally selected a cheaper builder; the customer fired that builder during the framing stage of construction and hired Flint to finish the home. Remember, all square feet are not created equal!

Homebuilding has changed significantly during Steve Flint's career, "There's been an exponential growth in engineering that goes into homes today. Then there's the costs associated with our current building codes and regulations which can run 20%-25% of the cost of the home." Flint continued, "Buyer's expectations have changed, too. Websites such as Houzz and Pinterest present some unique features and have influenced what people want in their homes." Still, it's the company's old-school approach to customer service that helps set Flint Custom Homes apart. To Michelle Blain, it's personal, "I feel indebted to our clients, and a responsibility to them. I can sleep well at night, knowing we've given each client our very best."



**Craftsmanship:** Intricate woodwork and unique finishings throughout



**Great views:** Tall ceilings and open concept with windows galore!



**Details:** Trayed ceilings, wood panel doors and many more details in every room



Rear view of the home

## Building Homes for Utah Families

Steve Flint has been building homes for Utah families for over 30 years. Steve started Steve Flint Custom Homes with a vision of success, not measured by the number of homes he builds, but by the satisfaction of his clients. He is committed to creating such a positive homebuilding experience that if you build again, they are the only builder you will consider.

Steve Flint Custom Homes is proud to be Utah's only Woman-Centric homebuilder. They recognize it's the woman that makes a majority of the decisions that makes the house a home, and have patterned their whole way of doing business from 'her' perspective – improving the homeowner's lifestyle through better design.

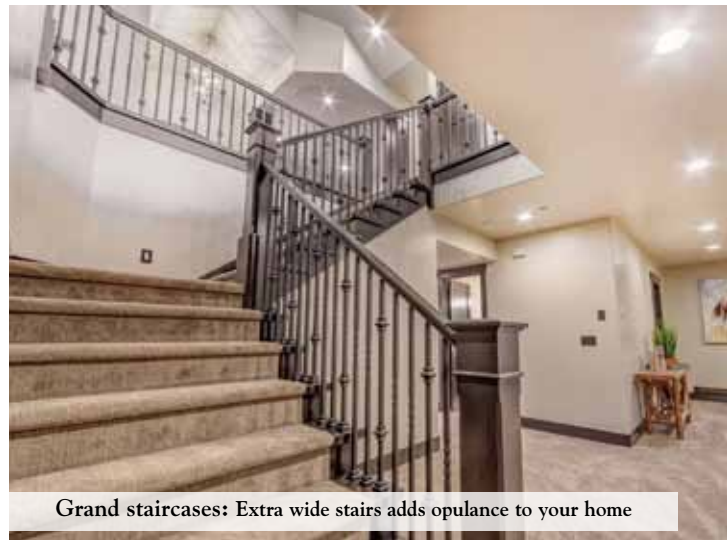
By focusing their time and talent on six to 10 homes per year, their commitment to excellence can be seen in each home they build. You'll find they pay as much attention to the things you'll never see as they do to the finished details.



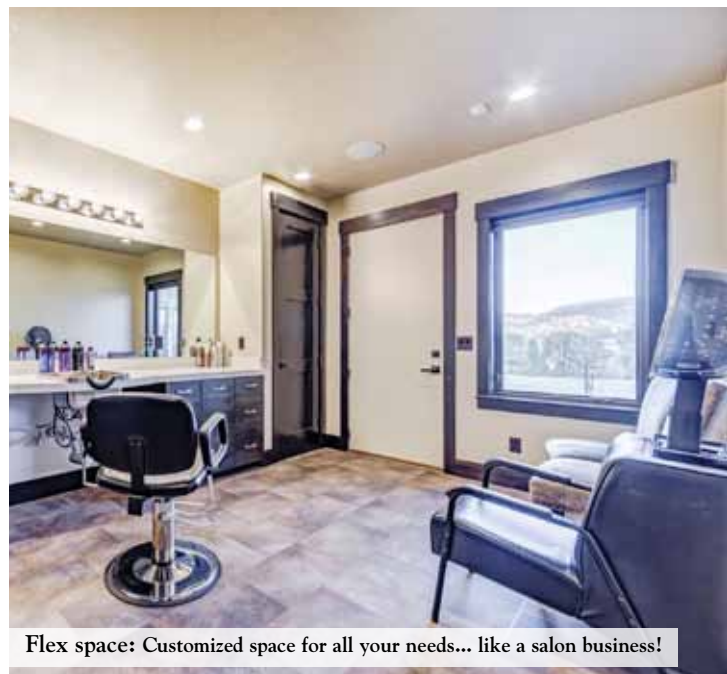
Photo from left to right:  
Scott Birch, Michelle Blain, Steve Flint  
Flint Custom Homes  
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Custom amenities: Vanities, cabinets and closets are just a few features



Grand staircases: Extra wide stairs adds opulence to your home



Flex space: Customized space for all your needs... like a salon business!