

THE WEST TEXAS HOME BUILDERS ASSOCIATION PRESENTS

PARADE

2023 EDITION

normal GETS
YOU
nowhere.

of homes

the return of
WALLPAPER

BEAUTIFUL FLORALS & BOLD GRAPHICS
THAT MAKE A STATEMENT

PAGE 7

more is
MORE

ENJOY COLORFULLY CURATED
CHAOS WITH MAXIMALISM
PAGE 53

the overlook

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parade **HOURS**

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SATURDAYS
10AM-3PM

SUNDAYS
1-6PM

Help keep our homes clean!
**When using shoe coverings, please
remove between homes.**



WEST TEXAS HOME BUILDERS ASSOCIATION

PARADE *of* HOMES

CONTENTS

III	PARADE HOURS
01	WELCOME LETTER FROM THE PRESIDENT
02	WELCOME LETTER FROM THE CHAIRMAN
03	PEOPLE'S CHOICE AWARDS VOTING INFORMATION
04	AD INDEX
06	2023 DEVELOPMENT MAP
07-08	THE RETURN OF WALLPAPER
10	BUILDER INDEX
12	THE OVERLOOK OVERVIEW
14	SEDONA OVERVIEW
24-42	THE OVERLOOK BUILDERS
53-54	MORE IS MORE
56-72	SEDONA BUILDERS



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THE
OVERLOOK
OF WOLFFORTH
FM 179 & EAST 12TH ST



David Jordan

2023 WTHBA PRESIDENT

PRESIDENT'S LETTER

On behalf of the Board of Directors and the members of the West Texas Home Builders Association, it is my privilege to welcome you to the 68th annual Parade of Homes. This year's parade will feature 17 homes in 2 great locations, Sedona & The Overlook.

The Parade of Homes is a Lubbock tradition and would not be possible without our sponsors. My personal thanks go out to Atmos Energy, First Bank & Trust, PrimeWest Mortgage, and Title One for their continued support of this longstanding event.

This year's homes offer a variety of new architectural designs, features, amenities, and price points. If you are looking for a new home, deciding on a custom builder, looking for remodeling ideas, decorating trends, or just enjoying the experience of the event, we welcome you to the best Lubbock builders, developers, architects, designers, decorators, sub-contractors, and suppliers have to offer.

As in years past, a portion of the proceeds from the parade will go to West Texas Hero Homes. Along with other generous contributions from Lubbock and surrounding cities, we have provided ten mortgage-free homes to a deserving veteran or first responder. I thank you for your continued support of this wonderful endeavor.

Last but certainly not least, I would like to sincerely thank the WTHBA staff for their countless hours in making this parade possible. Without their hard work and the support of our volunteers, this event would not be the great success that it is. I also want to thank Bryce Daniel and the 2023 Parade Committee for all the many hours of hard work a job well done. Thank you for coming, and I hope you enjoy your experience.

David Jordan
2023 President
West Texas Home Builders Association

CHAIRMAN'S LETTER

On behalf of the West Texas Home Builders Association and the 2023 Parade of Homes Committee, it is my honor to welcome you to the 68th Annual Parade of Homes. We are excited to offer two sites for this year's Parade of Homes. The subdivisions of Sedona & The Overlook will offer a total of 17 homes for you to tour and enjoy.

We ask you to take a moment to appreciate the results of a well-orchestrated celebration of an industry that is crucial to this great city's continued growth. If you have ever driven by these sites during the construction phase, you begin to realize the impact that homebuilding has on this city, the state, and our great nation. One look down the streets, and you will recognize the countless jobs and opportunities this industry provides for so many families and individuals.

I would like to say a special "thank you" to First Bank & Trust, Atmos Energy, PrimeWest Mortgage, and Title One for their wonderful support as this year's sponsors. These companies offer tremendous services to the homebuilding industry, and their participation is greatly appreciated year after year.

Each year, the WTHBA chooses to "give back" to a charity in our community. We are so proud to partner with West Texas Hero Homes again this year. This organization's goal is to provide mortgage-free homes to as many deserving veterans and first responders as possible, so a portion of the proceeds from this year's sales will benefit West Texas Hero Homes and its vision.

I would like to extend my gratitude to the WTHBA staff, our parade committee members, the developers of these great subdivisions, and our many volunteers for their superb efforts and tireless work. Countless man-hours have been invested by these groups year after year to make this the best parade of homes event in the country. The giving spirit and hard work of this association, developers, builders, vendors, subcontractors, and support personnel have culminated in an experience of excitement and anticipation as we provide new homes, new opportunities, and new lives for a community we love.

Bryce Daniel
2023 Chairman
West Texas Home Builders Association



Bryce Daniel
2023 PARADE OF HOMES
COMMITTEE CHAIRMAN

people's CHOICE AWARD

VOTE FOR YOUR FAVORITE HOUSE!

At the end of your tour in each neighborhood, scan the QR code below which will direct you to the online voting ballot. Using the unique 5 digit code located on the lower left corner of your ticket, you will be able to cast one vote for your overall favorite in each neighborhood. All duplicated or incomplete numbers will be discarded.



SEDONA



THE OVERLOOK



WEST TEXAS HOME BUILDERS ASSOCIATION

PARADE of HOMES

AD INDEX

101	2 SCALE VISUALS	84	DIANA ROMANS GROUP @ KW	78	SHARP WOODWORKS
47	84 LUMBER	9	EVERYMAN MEDIA WORKS	100	SK ARCHITECTURE GROUP
99	A&J BLINDS SHUTTERS & SHADES	18	FIRM FOUNDATION DRAFTING & DESIGN	BACK	SOUTH PLAINS ELECTRIC COOP.
81	ABC BANK	105	FIRST BANK & TRUST	93	TEKO OUTDOOR
11	ACME BRICK	85	FIRST UNITED BANK/SPIRIT MORTGAGE	94	TEXAS TECH CREDIT UNION
25	ADDISON HOMES	22	FORD FIREPLACES	95	THE OUTDOOR CHEF
81	ALL ABOUT LOOKS	86	FOX 34	103	THE SLATE GROUP
48	AMY LOVES LUBBOCK	85	GOLF GREENS TEXAS	23	THE STACEY ROGERS GROUP @ KW
82	ALL STAR GRANITE OF LUBBOCK	87	HART MOVING & STORAGE	96	THERMODYNAMIC INSULATION
83	ALLIANCE HOME LOAN CENTER	35	HI FIDELITY	96	THRIVE MORTGAGE
17	ALLIANCE HOME LOAN CENTER - AARON GARRET	87	HUB CITY TITLE	i	TITLE ONE
102	ALLIANCE HOME LOAN CENTER - CANDICE GERON	88	HUGO REED & ASSOCIATES	79	TWO THIRTY FIVE DESIGNS
83	AMD ENGINEERING	94	KELLER WILLIAMS REALTY - SHANNON BYFORD	27	UMC
73-74	AMY LOVES LUBBOCK	86	KELLER WILLIAMS REALTY - HAN LI	43-44	VENTURA HOMES
47	ANDRUS BROTHERS ROOFING	89	LEFTWICH CHAPMAN FLOORING AMERICA	97	WEST TEXAS BRICK & STONE
106	ATMOS ENERGY	90	LLANO WASTE CORPORATION	65	WEST TEXAS GAS
82	AYCOCK REALTY GROUP - TRISH MCCLURE	61	LUBBOCK ABSTRACT & TITLE CO.	5	WEST TEXAS HERO HOMES
75-76	BEAT THE HEAT SHADING SYSTEMS	37	LUBBOCK NATIONAL BANK	104	WEST TEXAS HOME BUILDERS ASSOCIATION
63	BENCHMARK MORTGAGE	39	MALIBU POOLS	13	WEST TEXAS LAND GUYS
45-46	BETENBOUGH HOMES	90	MEERS PEST SOLUTIONS	55	WEST TEXAS LAND GUYS
84	BLACKSTONE DEVELOPMENT	59	MILLER WALDROP FURNITURE & DÉCOR	97	WESTERN TITLE COMPANY
57	CANTEX ROOFING & CONSTRUCTION	65	ONE GUY FROM ITALY	92	WESTMARK REALTORS - JANA & ELBERT WUTHRICH
49	CAPRICO INTERIORS	41	ONYX STONE COMPANY	89	WESTMARK REALTORS - JOY DANIEL
51	CAPSTONE GRANITE & MARBLE	91	OPTIMUM	95	WESTMARK REALTORS - SUSAN SHAKE-SPEARE
52	CENTERLINE ENGINEERING & CONSULTING	67	PEOPLES BANK	31	WHITE BUILDING MATERIALS
21	CITY BANK MORTGAGE	91	PRIMELENDING	98	WINDOW DEPOT OF LUBBOCK
19-20	CITY OF LUBBOCK WATER UTILITIES	11	PRIMEWEST MORTGAGE CORP.	98	WINSTON KITCHEN & BATH
29	CITY OF WOLFFORTH ECONOMIC	69	PROFESSIONAL DRAFTING & DESIGN	80	YATES FLOORING CENTER
33	COMMERCIAL ELECTRIC	71	PROSPERITY BANK HOME LOAN CENTER		
15	COMMUNITY NATIONAL BANK	93	R&J DIRT WORK		
16	DAVE'S ROOFING, SIDING & METAL BUILDINGS	92	REID IT RIGHT CONSTRUCTION		
61	DEMENT LIGHTING	88	REVOLUTION MORTGAGE		
		50	ROBERT MADDEN INDUSTRIES		
		77	SERVICE TITLE COMPANY		

THE WEST TEXAS HOME BUILDERS ASSOCIATION PROUDLY POWERS
WEST TEXAS HERO HOMES



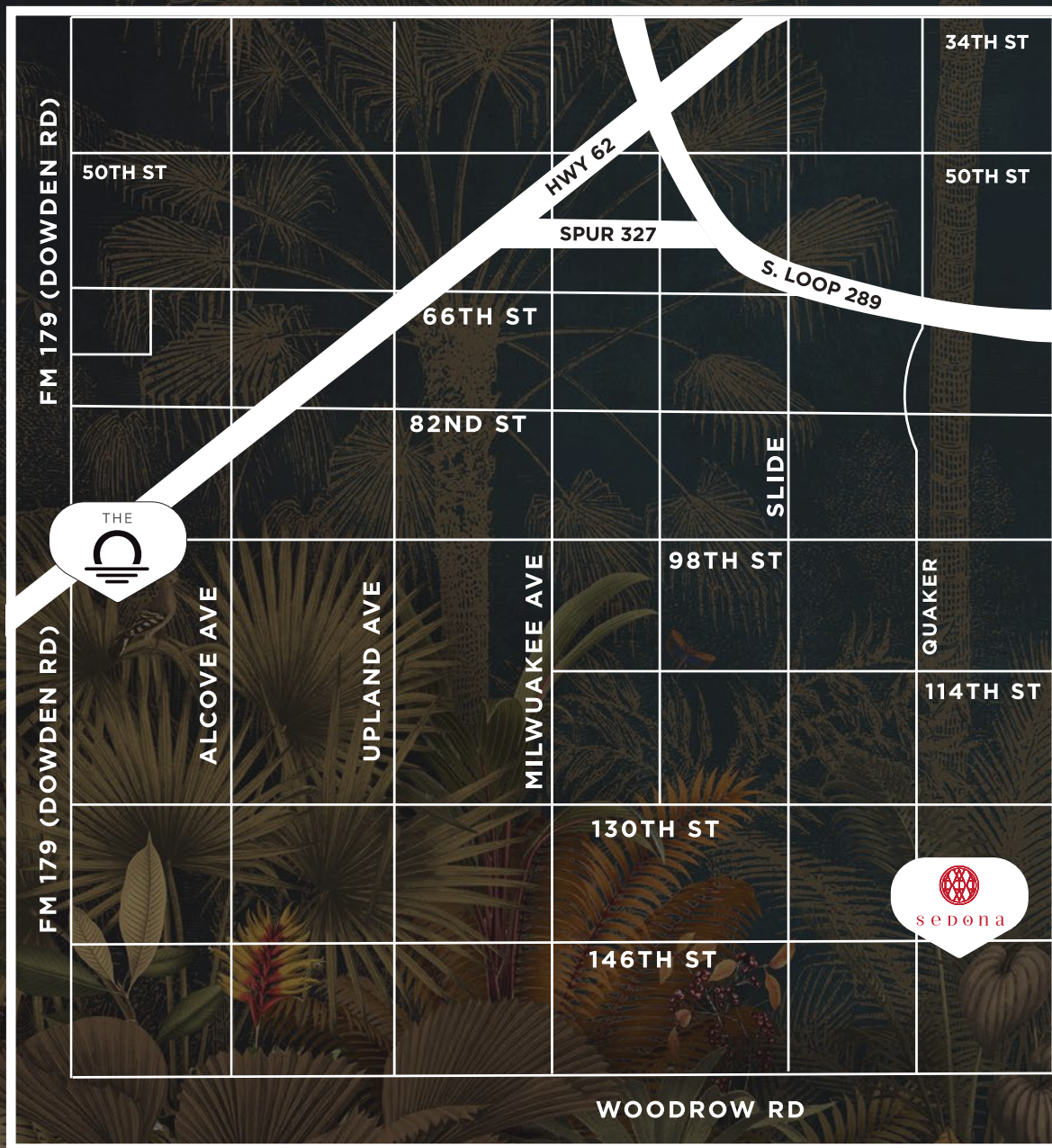
JASON LILLEY
2023 Recipient

WEST TEXAS HERO HOMES

We take care of our returning military and first responders who have sacrificed so much for our freedom by providing mortgage-free homes to disabled heroes and their families in the Lubbock Area. All of the money given to West Texas Hero Homes stays right here in our own community and 100% goes directly to building the next home.

WEST TEXAS HOME BUILDERS ASSOCIATION PARADE of HOMES

2023 DEVELOPMENT MAP



article


the RETURN

In the world of interior design, trends come and go, but some resurface with a fresh perspective. One such revival has taken the design world by storm: the resurgence of wallpaper. Once considered outdated, wallpaper has made a triumphant return to homes, and Lubbock is not immune. Homeowners eagerly embrace this timeless trend, using wallpaper to infuse their homes with style, personality, and a touch of local charm. The once dismissed wallpaper captivates residents with its versatile designs, artistic appeal, and transformative qualities, breathing new life into their interior spaces.

Unlike generic paint colors, wallpaper offers diverse patterns, textures, and styles. Intricate patterns and bold colors can instantly transform a space, giving it a sense of dimension that plain walls cannot achieve. Whether homeowners prefer subtly textured wallpaper in neutral tones to create a calming atmosphere or a vibrant mural that becomes the focal point of a room, wallpaper can elevate any space's visual appeal. With many options, residents can infuse their homes with personality, making a statement through their choice of wallpaper.

WALL PAPER





The versatility of modern wallpaper has made it a go-to choice when seeking both aesthetic appeal and functionality. Wallpaper manufacturers now offer an array of materials and finishes to suit various design preferences and practical needs. With Lubbock's hot summers and chilly winters, homeowners can opt for moisture-resistant and insulating wallpapers that help regulate indoor temperatures, enhancing comfort while reducing energy consumption. Additionally, with removable and repositionable options available, renters can personalize their living spaces without worrying about long-term commitment. Wallpaper provides the flexibility needed to adapt to the unique requirements and lifestyles of Lubbock residents.

As this resurgence sweeps through Lubbock, homeowners are embracing this timeless trend to create personalized and visually stunning living spaces. Wallpaper's versatility, individuality, and transformative qualities allow residents to infuse their homes with their unique tastes and reflect the city's vibrant culture. From vintage-inspired patterns to modern prints, wallpaper is breathing new life into Lubbock's interiors, becoming a key element in creating captivating and inviting environments that leave a lasting impression on both residents and guests.



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BUILDER INDEX

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- 26 Addison Homes
- 28 Betenbough Homes
- 30 Blackrock Texas Properties
- 32 DreamBuilt Homes
- 34 Greystone Homes
- 36 Hydrangea Homes
- 38 Joey Yates Construction
- 40 Madewell Construction
- 42 SmithCo Homes
- 58 Aaron Daniel Homes of West Texas
- 60 Apex Construction
- 62 Dannheim Building Concepts
- 64 Derek Cooper Construction
- 66 HOME by Lyons
- 68 Nesloney Homes
- 70 Sharkey Custom Homes
- 72 Victory Homes

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ROBERT WOOD, TREY STRONG, CHAD TARVER & JORDAN WHEATLEY

In 2018 Chad Tarver, Jordan Wheatley, Trey Strong, and Robert Wood had an opportunity to buy land in northwest Lubbock, so they began their partnership and developed Lincoln 16. They had such success and enjoyed working together that they purchased land in Wolfforth and began developing The Overlook.

All four men are homebuilders, yet they are business partners in their development endeavors. One would think there would be competition amongst these guys, in which there is some friendly competition, but their friendship and working relationship is so strong that they support and encourage one another. Chad Tarver and Jordan Wheatley are business partners with 806 Land Group, while Trey Strong and Robert Wood are business partners with West Texas Land Guys.

Chad Tarver and Jordan Wheatley, the 806 Land Group, formed their partnership in 2017. Chad and Jordan have worked in all aspects of construction, material sales, as subcontractors, builders, and most recently, land developers. Having worked in the Lubbock area for over 20 years, Chad and Jordan are grateful to be involved in the city's growth.

Trey Strong and Robert Wood, better known as the West Texas Land Guys, formed their partnership in 2014. They have developed several neighborhoods, including Fox Ridge, Bushland Springs, Cantera, Escondido Crossing, Escondido Ranch, The Vineyards at Escondido Ranch, and Sedona. They will soon be taking their talents to San Angelo and Abilene in 2023 to expand the West Texas Land Guys footprint. Aside from being full-time developers, both men are still actively building world-class custom homes in and around the Lubbock area.

The four men have worked tirelessly to ensure that The Overlook will be a beautiful, safe, and affordable neighborhood. They look forward to hosting The Overlook in the 2023 Parade of Homes.

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ROBERT WOOD & TREY STRONG

Trey Strong and Robert Wood, fondly known as the West Texas Land Guys, joined forces in 2014 and began a land development adventure. Two community-minded men who have long held a passion for Lubbock and its growth. Since 2014, Trey and Robert bought and developed neighborhoods such as FoxRidge, Stone Bridge Community, Bushland Springs, Cantera, Escondido Ranch, Escondido Crossing, The Vineyards at Escondido Ranch, Sedona, and partnered with their friends, 806 Land Group, to develop Lincoln 16 and The Overlook.

Their first project together was FoxRidge, which is situated on 98th Street and University Avenue. In 2015 the West Texas Land Guys held their first Parade of Homes site in FoxRidge and were invited to host again in 2016 and 2017. Bushland Springs hosted the 2018 and 2019 Parade of Homes. The 2020 Parade of Homes was held in Cantera and Escondido Ranch. The 2021 Parade of Homes highlighted Lubbock's newest exclusive community, Sedona, as well as Escondido Ranch. Last year West Texas Land Guys hosted the Parade of Homes in Escondido Ranch and The Vineyards at Escondido Ranch. Trey and Robert are happy for you to visit Sedona in the 2023 Parade of Homes; the second time this luxury neighborhood has been showcased.

Trey and Robert have broadened their development footprint and begun developing neighborhoods in San Angelo and Abilene.

Trey and Robert sit on the board of the West Texas Hero Homes, are past West Texas Home Builders Association presidents, and serve the community. Supporters of Texas Tech University and countless other local charities, these hometown men breathe life into the community in every way they can.

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Firm Foundation continues to expand its services and has added renovations, commercial projects and renderings to our growing portfolio.



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1,5,6

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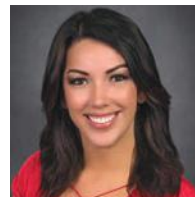
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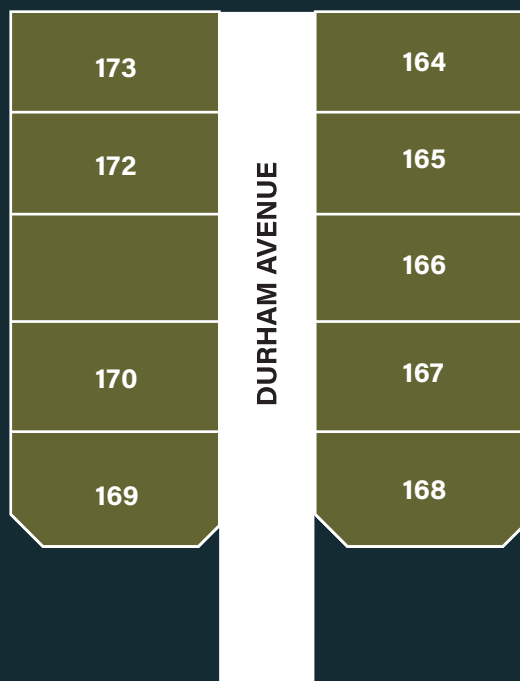
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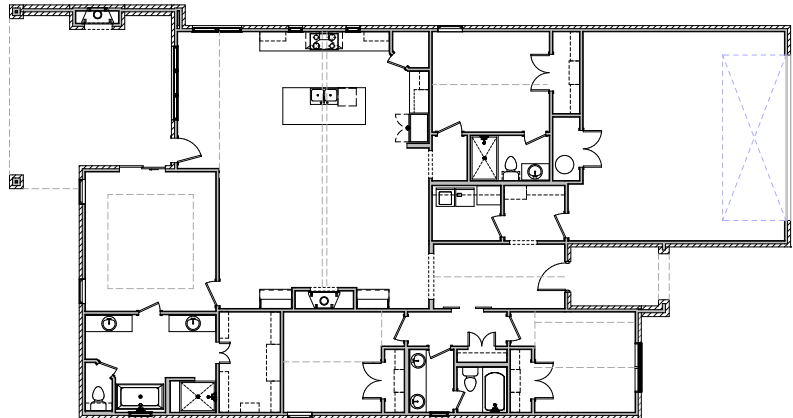
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OVERSIZE QUARTZITE ISLAND
MASTER BEDROOM RETREAT
OUTDOOR FIREPLACE
GARDEN COURTYARD

FIRST FLOOR



Addison Homes is one of Lubbock's premier builders and builds in the most desirable communities. Our homes are built to an exceptional level of quality and design that is unique to Addison Homes. Visit our beautiful model home in Escondido Ranch to see firsthand what you can expect from your Addison Homes team. Open Mon-Sat 10-6.

When 13-year-old Braxton, a talented multi-sport athlete, began feeling pain and limited movement in his elbow, his family became concerned. After a visit to UMC, they learned that Braxton suffered from a rare condition called osteochondritis dissecans (OCD), which occurs when the cartilage within the joint separates. His condition was so severe that doctors feared he might never play sports again.

After surgery in June 2022, Braxton began physical therapy at UMC Team Rehab just three days later. Though the process was grueling, Braxton pushed forward with the support of his parents, friends, and teammates. His mother, Nicole, recalled that trying time and said, "From the moment we walked through the doors at UMC, we were treated like family." One of Braxton's physical therapists, a former college baseball player who understood what was at stake, worked hard to help Braxton heal. With time and patience, UMC Team Rehab had Braxton back to his passion on the field. "The entire team dog-piled on him. We were all in tears and so happy to see him back to doing what he loves."

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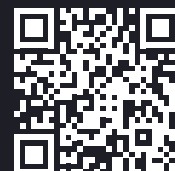


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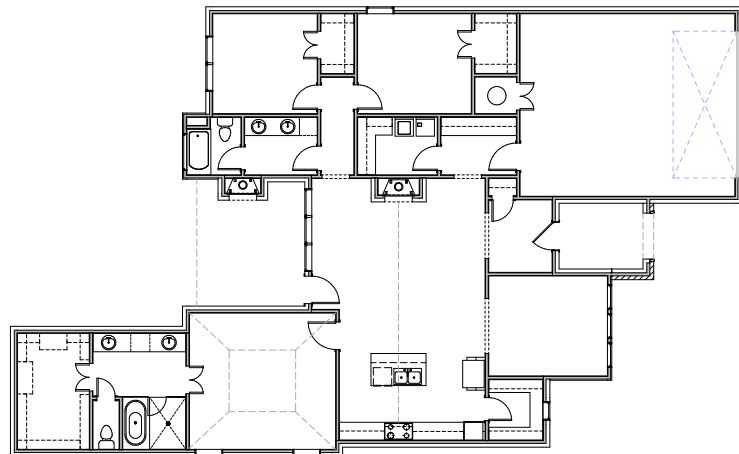
 1417 Durham Ave

3 Bed | 2 Bath | 2 Car Garage | 2,000 sq. ft.

FEATURES:

TRANSITIONAL MODERN
OPEN CONCEPT
LARGE MASTER WALKING CLOSET
LARGE KITCHEN WITH WORKIN PANTRY
ENERGY EFFICIENCY WINDOWS AND DOORS-
BEAUTIFUL CURB APPEAL
CUSTOM BEAM WORK
ACCENT WALLS
SAMSUNG APPLIANCES
TWO FIREPLACES

FIRST FLOOR



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DreamBuilt Homes

THE
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dreambuilthomes.com

 1411 Durham Ave

4 Bed | 2 Bath | 2 Car Garage | 1,761 sq. ft.

FEATURES:

FOUR BEDROOM TWO BATH

1761 SQUARE FEET

OPEN CONCEPT

PATIO FIREPLACE

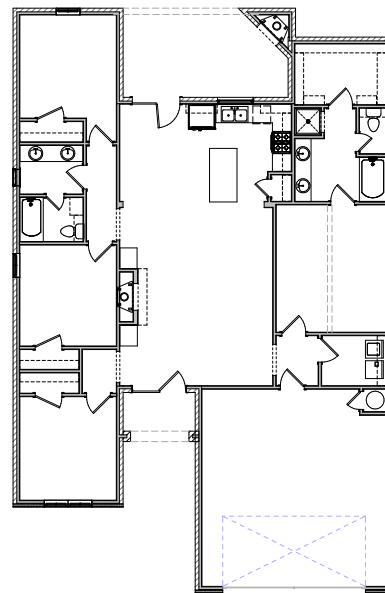
GRAND MASTER SUITE

10' CEILINGS THROUGHOUT

CUSTOM CABINETS

WALK IN PANTRY

FIRST FLOOR



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DRAFTING & DESIGN

DreamBuilt Homes exists to accomplish one simple goal: build quality homes at affordable prices. Especially in today's market, we've become conditioned to believe that we must sacrifice affordability for quality. Dustin Kreger, the owner of DreamBuilt Homes, is on a mission to change that. He believes every family deserves to live in a home that makes them proud. "We strive to make the building process simple, straightforward, and, most importantly, enjoyable!"



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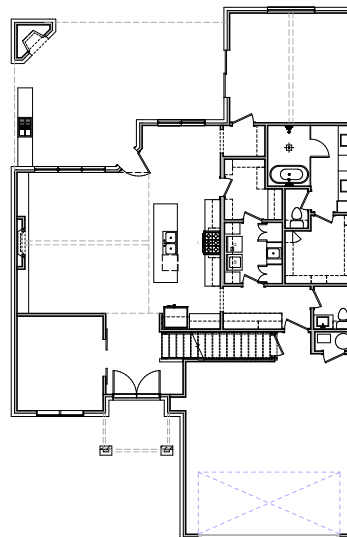
 1416 Durham Ave

3 Bed | 2.5 Bath | 2 Car Garage | 2,125 sq. ft.

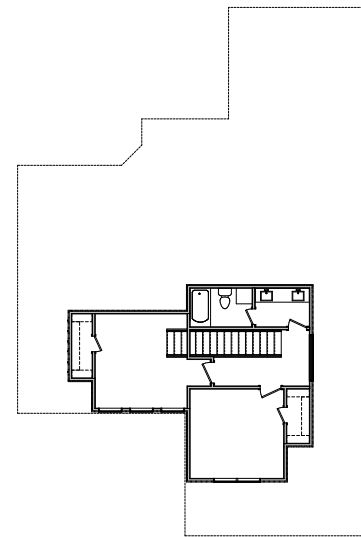
FEATURES:

TWO LEVEL MODERN PRAIRIE DESIGN
DOUBLE 8' MODERN ENTRY DOORS
OVERSIZED OUTDOOR LIVING SPACE
W/ FIREPLACE AND KITCHEN
FLEX ROOM FOR GROWING NEEDS
WALK-THROUGH BUTLER'S PANTRY/UTILITY
CUSTOM TWO- TONED ALDER/PAINTED
CABINETS
GORGEOUS WET ROOM/BATH SPACE
CATHEDRAL CEILINGS IN LIVING AND MASTER
ABUNDANT NATURAL LIGHT

FIRST FLOOR



SECOND FLOOR



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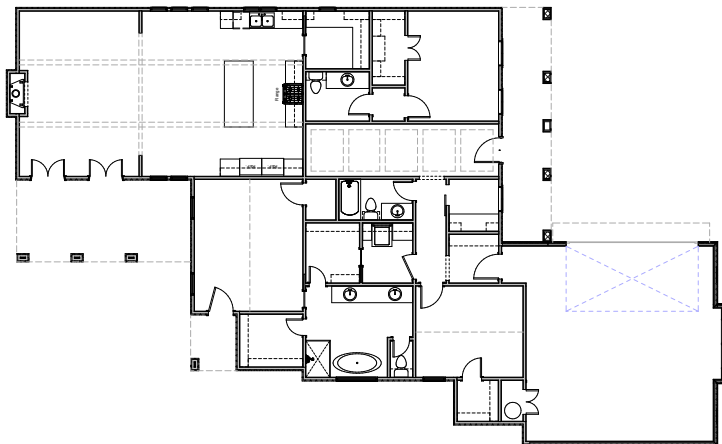
 1419 Durham Avenue

3 Bed | 2.5 Bath | 2 Car Garage | 2,212 sq. ft.

FEATURES:

COASTAL COTTAGE
CLASSIC TRIM DETAIL
RAISED SLAB W/3 PORCHES
BUTLERS PANTRY
HIS & HERS CLOSETS
OFFICE SPACE
TRADITIONAL ENTRY
SPACIOUS KITCHEN
CAFÉ APPLIANCES

FIRST FLOOR



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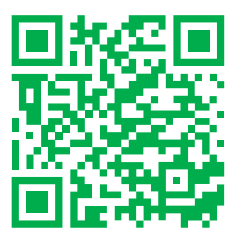
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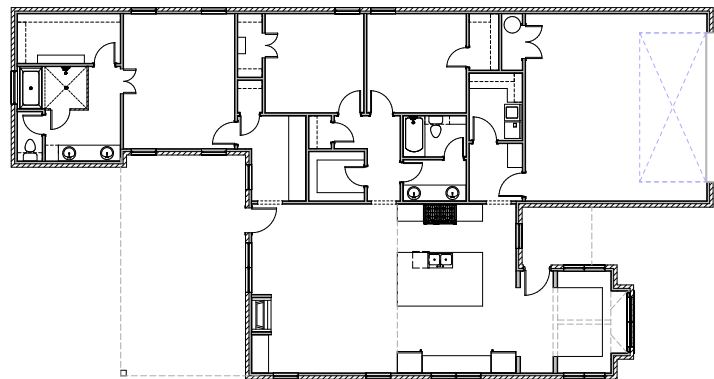
 1413 Durham Ave

3 Bed | 2 Bath | 2 Car Garage | 2,199 sq. ft.

FEATURES:

MODERN SPANISH COTTAGE
HIGH END APPLIANCES
UNIQUE CEILING TREATMENTS
QUARTZ COUNTERTOPS
CUSTOM FLOORING DESIGN
ATTRACTIVE LANDSCAPING
OUTDOOR ENTERTAINING AREA
ELEGANT LIGHTING
CUSTOM MADE IRON DOOR
BESPOKE CABINETRY THROUGHOUT

FIRST FLOOR



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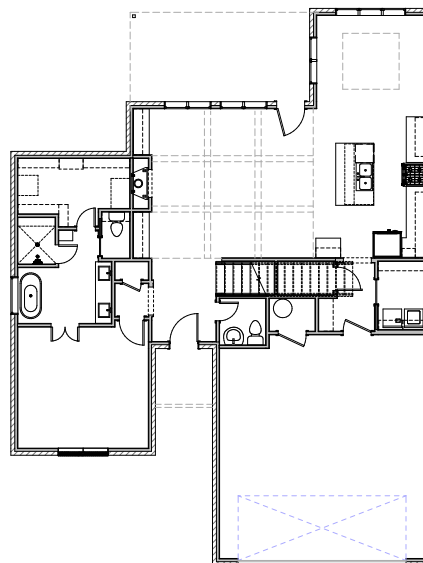
 1414 Durham Ave

3 Bed | 2 Bath | 2 Car Garage | 1,959 sq. ft.

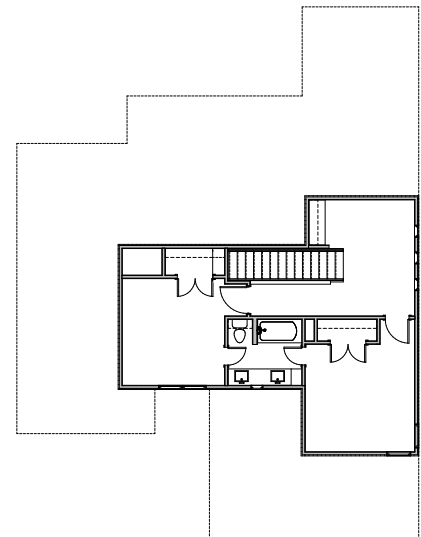
FEATURES:

CHILDREN'S RETREAT/SECOND LIVING AREA
BEAUTIFUL LIVING ROOM CEILING DETAIL
LARGE COVERED PATIO
DOUBLE OVENS
GAS RANGE
LUXURY MASTER WITH LARGE CLOSET
WALK IN WORKING PANTRY
LOTS OF CUSTOM CABINETRY STORAGE
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smithcolbk.com

 1412 Durham Ave

3 Bed | 2 Bath | 2 Car Garage | 2,310 sq. ft.

FEATURES:

OPEN CONCEPT

MODERN MOUNTAIN DESIGN

KITCHEN W/ 2 ISLANDS

SMART HOME FEATURES

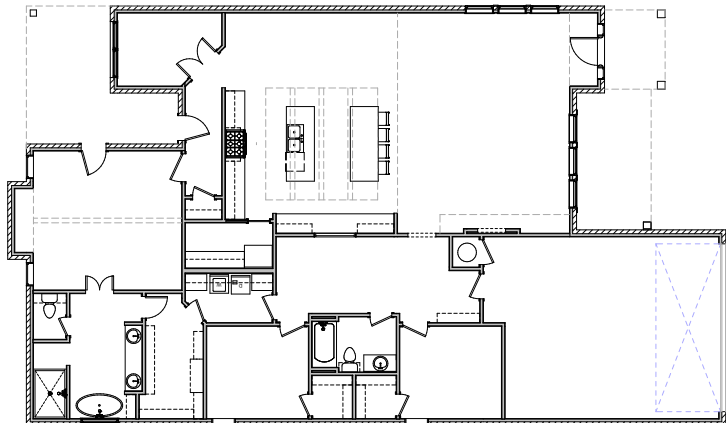
LARGE MASTER SUITE W/ ATTACHED LAUNDRY

BONUS AREA + OFFICE

ECO FRIENDLY LANDSCAPING AND IRRIGATION

WOOD, STUCCO, AND METAL ACCENT

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by Jeff Seal

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The desire for self-expression and creative freedom drives the shift toward maximalism in interior design. Homeowners seek spaces that reflect their unique personalities in a standardized world. Maximalism encourages the incorporation of cherished objects, vintage finds, and personal artwork, alongside family heirlooms, creating narratives beyond aesthetics. It pays homage to West Texas' spirit of individualism and resilience, reflecting the region's vibrant and diverse community and celebrating its history, culture, and influences.

Over the past decade, West Texas has seen a shift from minimalist aesthetics to a growing embrace of maximalism in interior design. This trend celebrates vibrant, bold, and eclectic spaces that reflect individuality and self-expression. Maximalism encourages the use of a diverse mix of colors, patterns, textures, and styles, promoting abundance and personal storytelling through décor and collections.



Lubbock, traditionally known for restrained and neutral designs, has welcomed vivid hues like emerald greens and vibrant yellows, infusing energy into local homes. Maximalism also promotes fearless pattern mixing, with homes adorned in patterned wallpaper, printed rugs, and intricately designed textiles, creating engaging visual tapestries.

The maximalism trend sweeping through Lubbock showcases the evolving nature of interior design and the human desire for self-expression. Residents are embracing a colorful, vibrant, and eclectic approach to home decor, rejecting minimalist norms. Maximalism is a celebration of personal narratives, creative expression, and the beauty found in a diverse tapestry of colors, patterns, and textures. In Lubbock, this design movement captures the spirit of a community embracing its unique identity and making a bold statement through the transformation of their living spaces.

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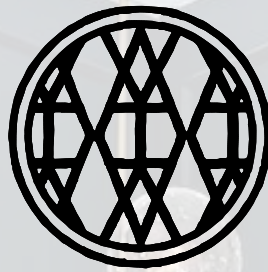
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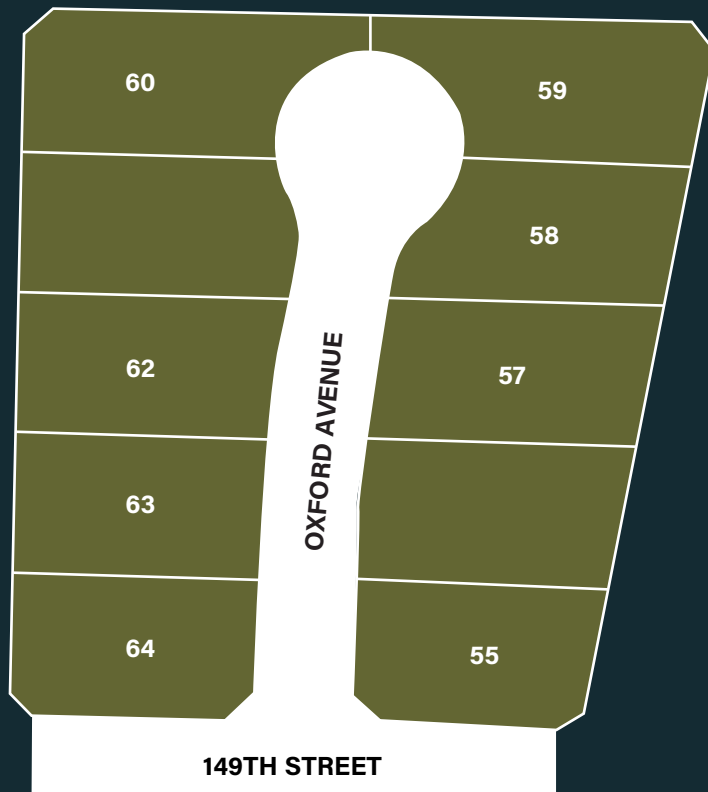
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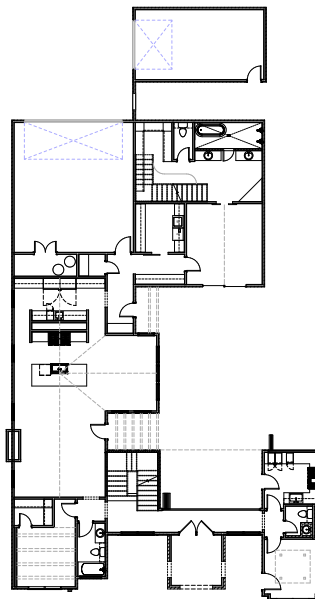
 14810 Oxford Ave

4 Bed | 3.5 Bath | 3 Car Garage | 3,606 sq. ft.

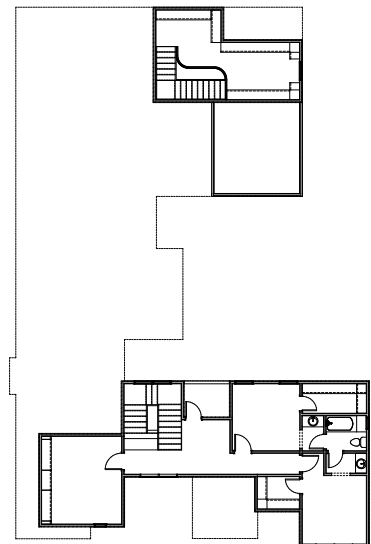
FEATURES:

A BALANCE OF SOPHISTICATION AND COMFORT
UNIFIED ENTERTAINMENT SPACE
WELCOMING & LUXURIOUS MASTER SUITE
INTENTIONAL DETAILS THROUGHOUT THE HOME
COURTYARD INSPIRED PATIO
ORGANIC MODERN INTERIOR EVOKING A SENSE OF TIMELESSNESS
ABUNDANT NATURAL LIGHT
CUSTOM DESIGNED CABINETRY
PURPOSEFUL LIGHTING & FINISH SELECTIONS
INTENTIONAL FLOORPLAN DESIGNED AROUND PURPOSEFUL LIVING
GAME ROOM, OFFICE, COOKSHACK, & BALCONY

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Aaron Daniel Homes of West Texas has been graciously helping clients all across the South Plains achieve their dreams, in their budget, for over 38 years. Aaron Daniel, better known as Bryce, takes hands-on approach to building and makes every effort to know his clients on a very personal basis. By doing so, he can build a lasting relationship with each homeowner. This, in turn, makes the process a fun and exciting time, eliminates much of the stress, and builds on a lifetime relationship. With Aaron Daniel Homes you can expect an ongoing, high quality relationship and craftsmanship above and beyond the standards. Our standards are high and beyond most others, offering just the basic: granite throughout, stone and brick accents (inside and out,) ceramic surrounds in bath areas, fence, sod, and sprinkler are all included.



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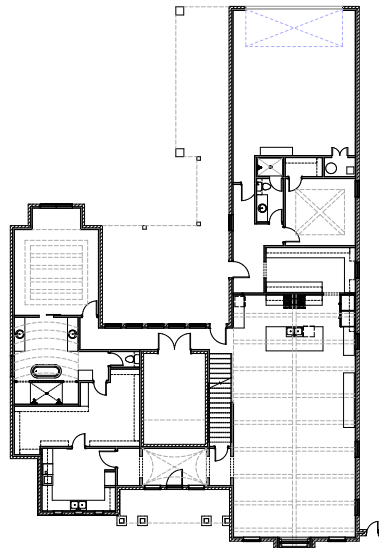
 14805 Oxford Avenue

4 Bed | 3 Bath | 3 Car Garage | 4,209 sq. ft.

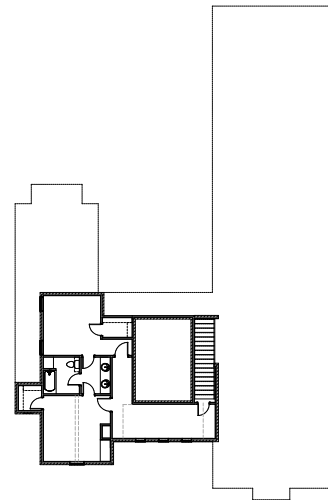
FEATURES:

ABUNDANT NATURAL LIGHT
MAPLE CUSTOM CABINETRY
32 FOOT TALL CEILING IN LIVING
GRAND MASTER SUITE
OUTDOOR FIRE PIT & ZERO EDGE POOL
SECOND FLOOR JACK-N-JILL BATHS
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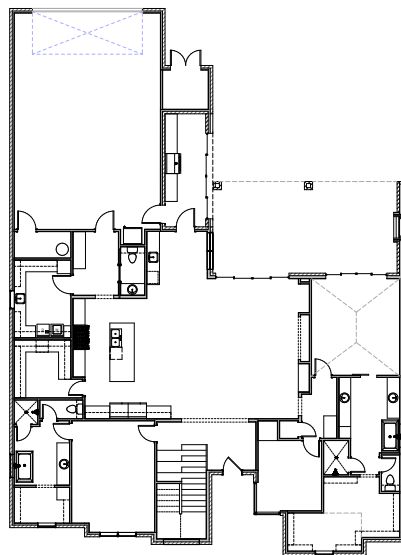
 14809 Oxford Avenue

4 Bed | 4.5 Bath | 2 Car Garage | 3,941 sq. ft.

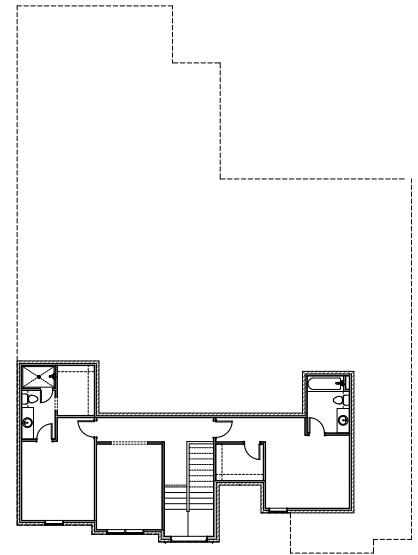
FEATURES:

TWO GLAMOROUS MASTER SUITES
MULTIPURPOSE SPACE OFF PRIMARY CLOSET
BEDROOMS HAVE PRIVATE BATHROOM
BONUS SPACE ON SECOND FLOOR
AMAZING WESTERN POCKET SLIDING DOORS
INDOOR/OUTDOOR KITCHEN AND BAR
OUTDOOR FIREPLACE
POOL-HOT TUB, WATER/FIRE FEATURES
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Lucas Dannheim has been in the construction business for nearly 25 years and has built custom homes since 2007. We thrive on quality over quantity, providing our clients the attention they deserve from the design stage to the completion of their dream home, making DBC the right fit for your next custom home.

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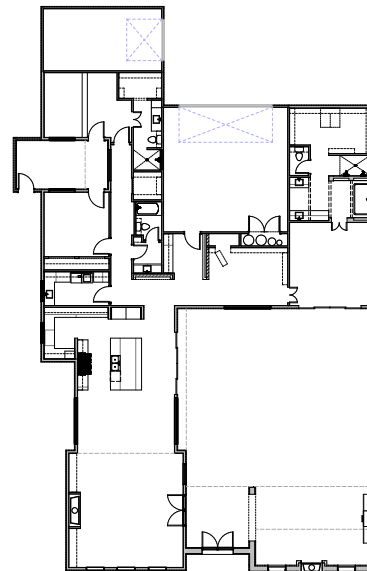
 14808 Oxford Ave

3 Bed | 3 Bath | 3 Car Garage | 3,140 sq. ft.

FEATURES:

COURTYARD OPENS TO KITCHEN & MASTER BEDROOM
PORCELAIN COUNTERTOPS WITH INVISACOOK
PRIVATE COURTYARD FOR SECONDARY BEDROOMS
STONE ACCENT WALLS
OVERSIZED WINDOWS
WALL NICHES FOR ART DISPLAY
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Derek Cooper has worked in construction for the past 20 years. He is very active in the building and design process from start to finish and has an eye for detail. Derek is committed to building quality homes that are special and unique to each customer.



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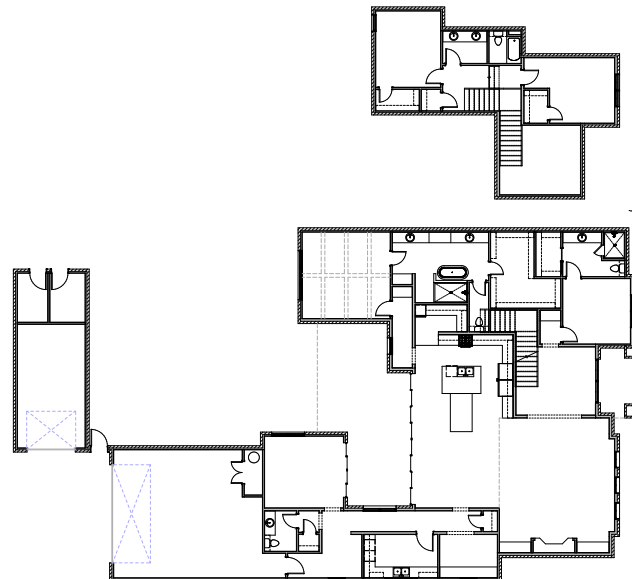
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FEATURES:

MODERN NATURAL

BEAUTIFUL STAIRCASE IN ENTRY

GREAT NATURAL LIGHT THROUGHOUT

POCKET SLIDING PATIO DOORS BY WESTERN

UPSTAIRS LOFT W/ BEDROOM AND BATHROOM

JENNAIR APPLIANCES

SPRAY FOAMED ATTIC SPACE

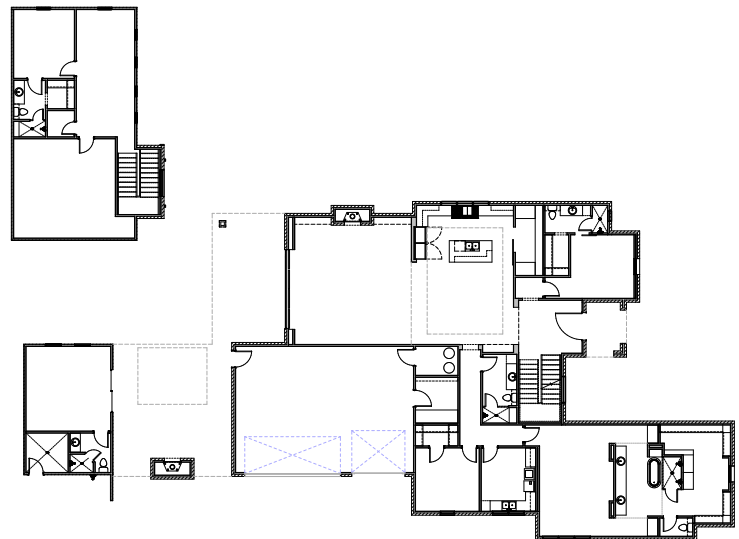
POOL HOUSE FEATURING BATHROOM AND PATIO

OUTDOOR KITCHEN

14 X 28 POOL WITH WATER FALL FEATURE

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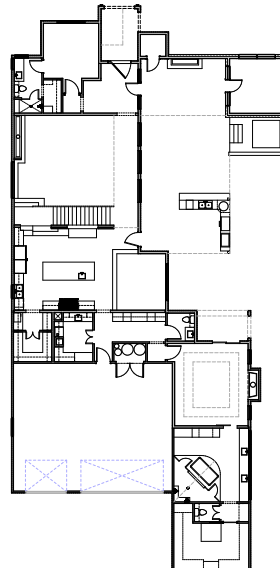
 14802 Oxford Ave

4 Bed | 5 Bath | 3 Car Garage | 4,708 sq. ft.

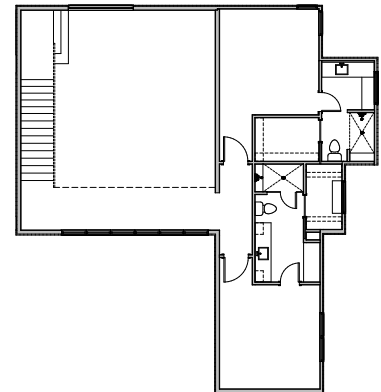
FEATURES:

- CUSTOM PLASTER KOI POND
- SPECIALTY THEMED BASEMENT
- YOGA STUDIO AND PLANT ROOM
- FLOATING STAIRCASE WITH GLASS RAILINGS
- BUILT-IN FIREPIT AREA
- CUSTOM COLOR SPORTS COURT
- PELLA IMPERVIA WINDOWS
- CUSTOM BUILT MASONRY FIREPLACES
- GOURMET OUTDOOR KITCHEN
- OVERSIZED 3 CAR GARAGE

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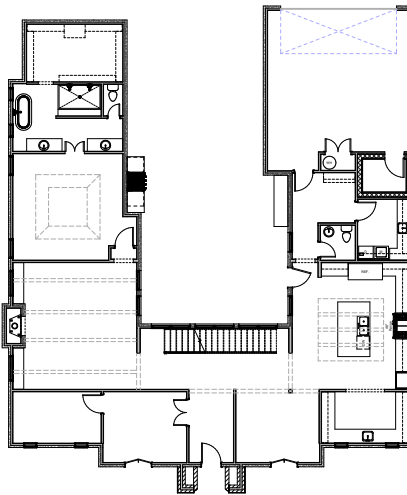
 14803 Oxford Ave.

4 Bed | 3 Bath | 3 Car Garage | 3,965 sq. ft.

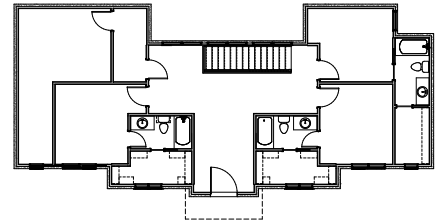
FEATURES:

SEAMLESS MEDITERRANEAN DESIGN
LARGE KITCHEN WITH BUTLER PANTRY
& ABUNDANT STORAGE
DETAIL ORIENTED CABINET & TRIM
DESIGN
LARGE MASTER CLOSET
OUTSIDE COVERED SECOND
LIVING AREA
ISOLATED MASTER WING
SEPARATED KITCHEN & LIVING
CONCEPT
HIS & HER HOME OFFICE
MINIMAL & NEUTRAL DETAIL
& PAINT PALLETTE

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Victory Homes is owned and operated by Gabriel Reyes. Growing up in and around the construction industry his entire life. Gabriel has built homes in the Lubbock area since 2015. Being an Army combat veteran and Texas Tech graduate, Gabriel and his team strive to bring an unparalleled customer service experience to the custom home building industry by providing a building process that is client-centered.



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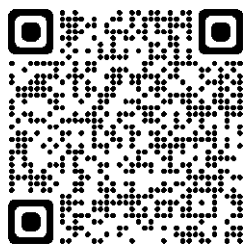
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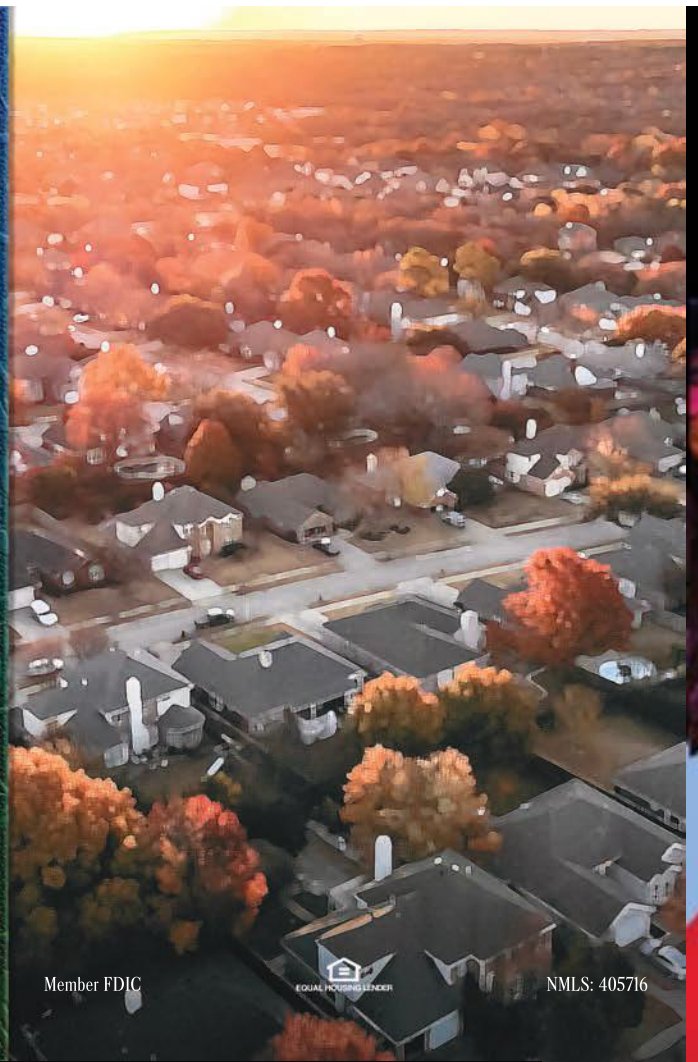
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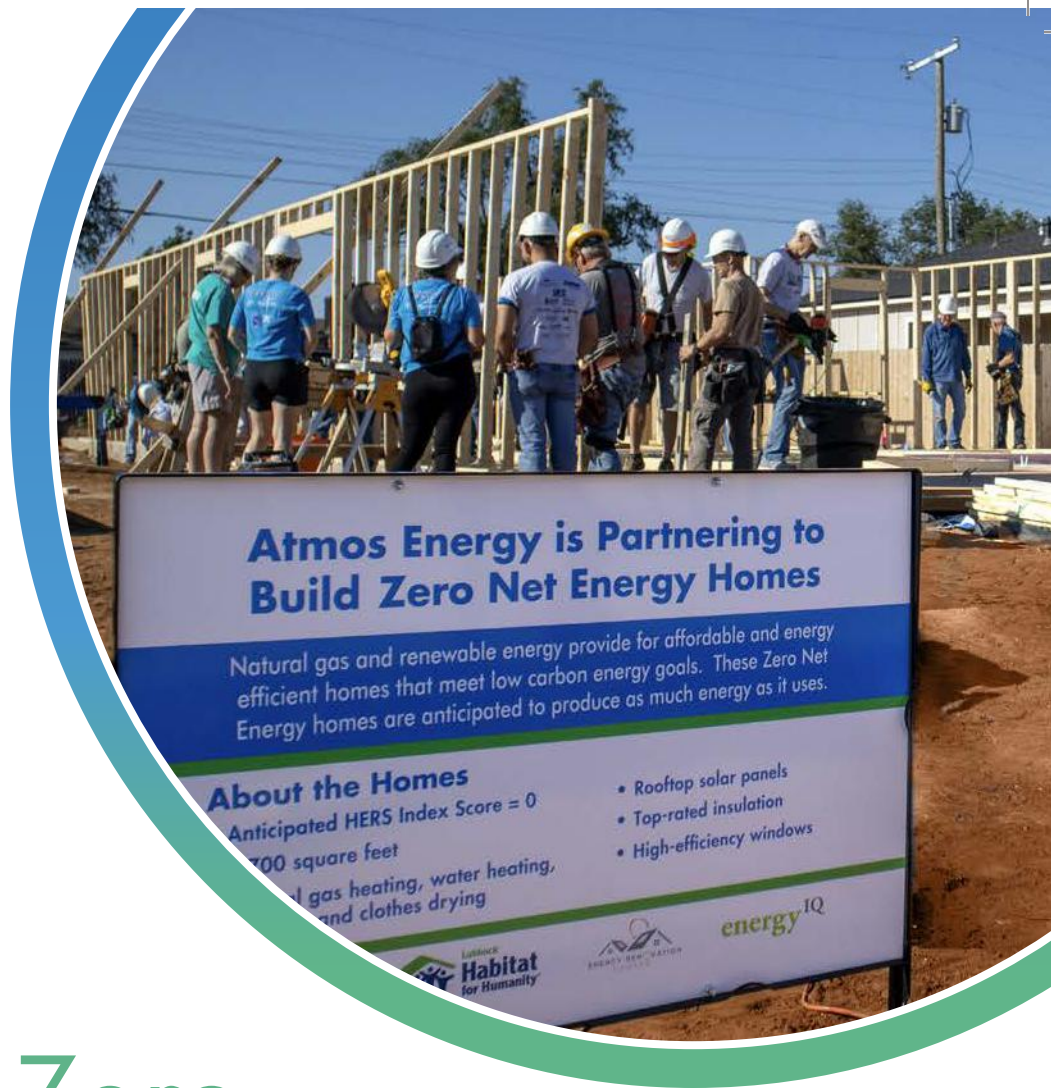
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