



2022
MEDIA
KIT



WHY WE'RE DIFFERENT



Schell Brothers is a Delaware-based homebuilding company with a very unique purpose: to maximize happiness rather than profit.

Chris Schell left a lucrative career in finance in 2003 to found Schell Brothers with the sole intent of creating a company that put the happiness of its employees and customers above all else. Ironically and unintentionally, Chris discovered that a genuine commitment to this purpose has made Schell Brothers surprisingly "successful" by all definitions of the word.



Our culture of happiness and gratitude not only sets us apart; it keeps our team smiling and completely dedicated to our work. From day one, Schell Brothers employees have a lot to celebrate about working here.



LEARN MORE ABOUT OUR CULTURE

WE HAVE AN AWESOME WELCOME PROGRAM

New hires are assigned a "sidekick" to show them around, take them to lunch, and just make them feel awesome and welcome. Plus, they get loads of swag. What's not to love?

New hires get a "sidekick" to show them the ropes



WE HAVE SOME GREAT PERKS

Schell employees enjoy a number of really cool perks, including partial paid college tuition for their children, unlimited time off, the opportunity to build a house at cost after 5 years of employment, and even Taco Tuesday from a local food truck that stops by the main office every week.



Without "me" you're just "aweso"

Firefly Music Festival

Unlimited Time off



→ Annual company Halloween party



WE DO STUFF TOGETHER

One of the greatest things about working at Schell Brothers is that the employees genuinely enjoy hanging out with each other outside of the office. Whether it's a yearly trip to Firefly Music Festival or our annual Boat Day or Halloween party, the fun brings us together year round.



VIEW OUR EVENT VIDEOS

WE GIVE KUDOS

The Kudos Bus visits local schools, businesses, and events. It's even decked out with a lounge and bar inside! ↓



We encourage people to write on a sticker who or what they are grateful for, and stick it to a Kudos Wall or our Kudos Bus. Plus, anyone can give kudos digitally on our website or Facebook page! ←



We started giving each other "kudos" at our monthly company meetings. Then we decided in 2018 to take the good vibes to the streets and launched Project Kudos. ↑

In 2020 we took it even further by launching Kudos for a Cause - we partner with a local charity each month and donate \$1 for every kudos given by the community!



LEARN MORE ABOUT
PROJECT KUDOS

WE SPREAD HAPPINESS TO OUR HOMEOWNERS



Last year we threw a colossal Homeowner Appreciation Party for over 1,000 of our happy homeowners! Live music and great food and drinks were enjoyed by all.

From community happy hours to sold sign celebrations, we love to show our homeowners how much we appreciate them being a part of the Schell Brothers family.



**VIEW CUSTOMER
TESTIMONIALS**

This year, we launched the Schellebrity Club - a customer loyalty program that gives our homeowners discounts at a wide variety of local businesses.



Our homeowners are proud to live in a Schell Brothers home. We thoughtfully design each floor plan to suit every lifestyle and stage of life.



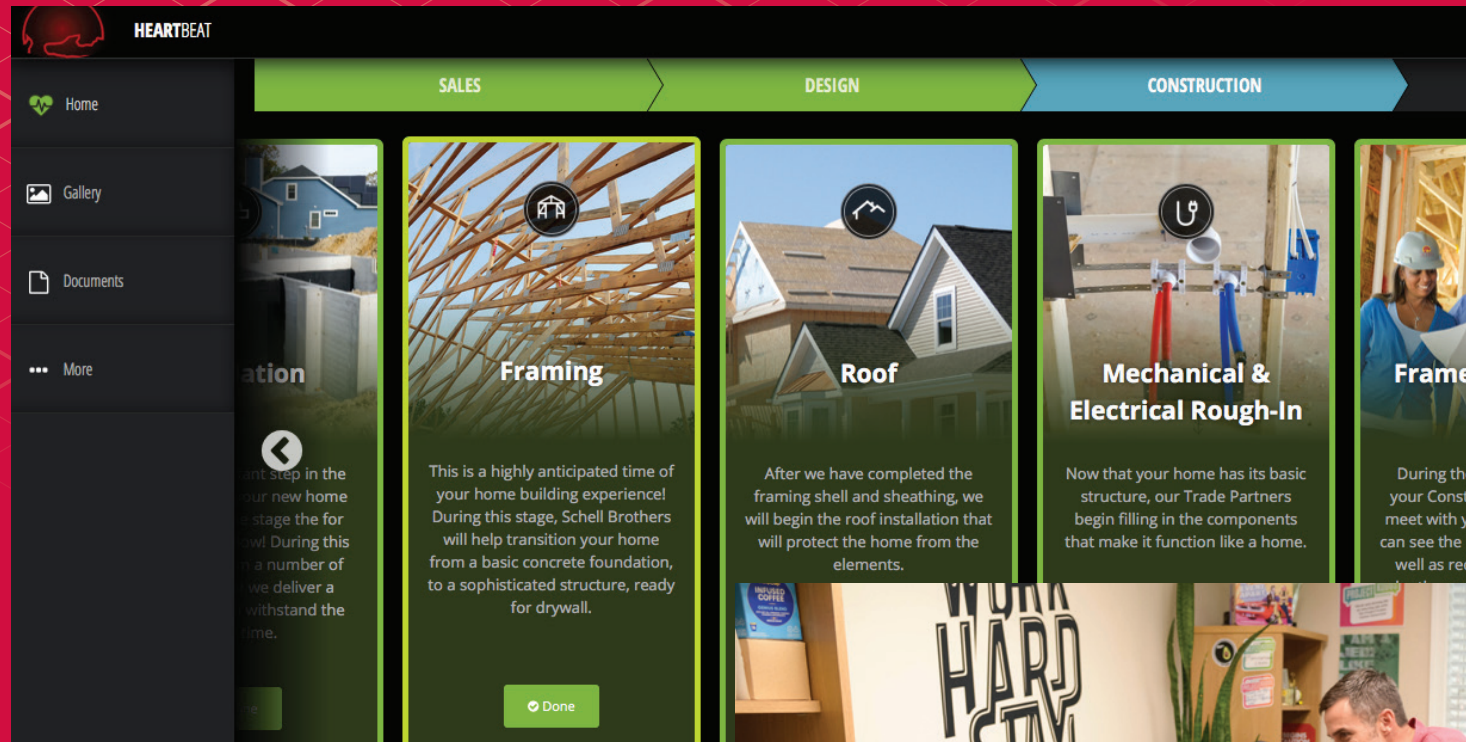
**LEARN MORE ABOUT
OUR HOMES**



WE BUILD HAPPINESS INTO OUR HOMES

We've reimagined what a home can and should be and believe that every space in and outside your home should live up to its full potential. With plenty of light, extensive personalization, and lots of curb appeal, our homes make people happy - and that makes us happy.

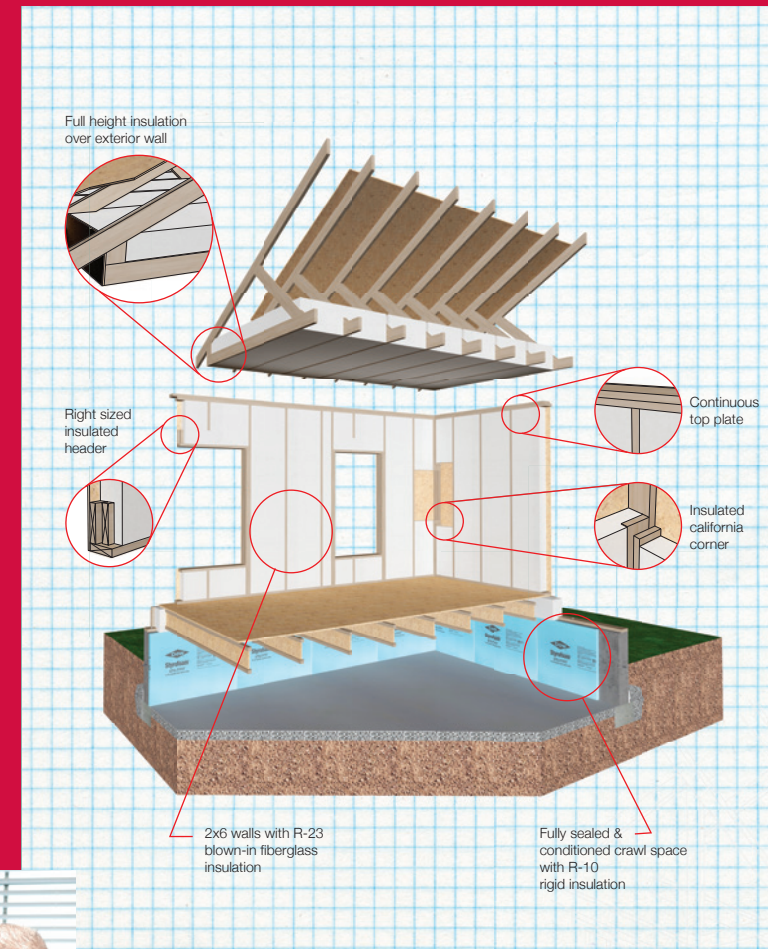
WE INNOVATE



↑ Our proprietary "Heartbeat" technology allows for better communication between our employees and homeowners and offers an entire dashboard for each home build, complete with progress photos and a construction timeline.



LEARN MORE ABOUT HEARTBEAT



Full height insulation over exterior wall

Right sized insulated header

Continuous top plate

Insulated california corner

2x6 walls with R-23 blown-in fiberglass insulation

Fully sealed & conditioned crawl space with R-10 rigid insulation

LEARN MORE ABOUT SCHELLTER



← Our Schellter technology means our homes are energy efficient, health-conscious, and unmatched in durability.

← We have an entire Innovation Team dedicated to improving customer experience as it relates to the home building process, from sales to warranty and every step in between.





↑ Each year we build an entire miniature Christmas village called Schellville to be enjoyed for free by families from all over.

Building elaborate floats for the local Christmas parades has become a favorite yearly tradition. ↓



← In 2011, we took part in Extreme Makeover: Home Edition to renovate the home of a deserving local family.



**LEARN MORE ABOUT
GIVING BACK**



WE SUPPORT OUR COMMUNITY

Regal Awards
In Celebration of Excellence



This year alone, we were awarded with 6 awards from the National Homebuilders Association, one of which was gold; 36 Regal Awards, which are local to Coastal Delaware; and 8 MAME (Major Achievements in Marketing Excellence) awards, which are local to the our Richmond division.



WE CELEBRATE OUR ACCOLADES

We are so proud to be great at what we do and that we are regularly recognized for it. Each year we take home multiple homebuilder awards on both the local and national scale.



[VIEW OUR AWARDS](#)



4846+
HOMEOWNERS

2003
FOUNDED

STATS AND LINKS

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311
EMPLOYEES

50+
FLOORPLANS



MEET OUR TEAM

