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Iconic Atlanta Home Builder Windsong Unveils New Signature Home Plans for All Ages and a New Look

Woodstock-based Windsong Properties is pleased to announce an exciting new chapter. Well-known in Atlanta as a leader in active adult living, the company is now poised to bring its unique brand of quality and service to homeowners of all ages with the release of its new Signature series of homes and communities thoughtfully designed for multi-generational living. To mark this milestone, the company is also unveiling a newly rebranded look including a new updated logo, now styled simply as Windsong. The brand's new tagline "Homes for Life" underscores its unwavering commitment to lasting quality in homes and communities that live well for any season of life.

Since its founding in 2003, Windsong has welcomed more than a thousand happy homeowners to its active adult communities across Atlanta. As today's prospective homebuyers become ever busier and more active, the desire for thoughtfully built homes that not only accommodate but enhance everyday life has steadily grown for buyers of all ages. "Our mission at Windsong is and always has been to improve the quality of the lives for our homeowners," says Windsong Founding Partner and Chief Executive Officer Mark Carruth. "We've learned from every homebuyer along the way with the goal of becoming better and better at delivering exceptional experiences. Over time, we've realized that the principles that guide Windsong and the personal approach that sets us apart are not specific to a particular product or homebuyer. We can bring that same focus to other lifestyles and life stages and be just as effective in delivering great homeowner experiences."

As a part of its product and market expansion, Windsong will also be joining forces with its sister company Loren Homes, bringing the two together under the Windsong umbrella. Loren was initially founded by Mark Carruth in 1984, and since 2018 has been helmed by the next generation of Carruth homebuilders - Mark's son Andrew Carruth and daughter Lauren Merritt. Loren has a well-earned reputation for excellence of its own, and its diverse portfolio and depth of experience in crafting tailored custom single-family homes for clients in North Atlanta further edifies Windsong's new Signature line.

"Windsong is entering a new chapter in its history," continues Carruth. "We will be offering this new product line - one that is geared for multi-generational housing needs whether it's a life stage where your children have left home or may be returning home, or your parents are aging. What's important is that these homes will offer the same level of quality, customer service and experience that Windsong is known for. Our team is excited to share these new homes and all the ways that a

Windsong home is a home for life, no matter what season of life you may be in." Windsong's Signature series is first building at the company's newest community, Ashbury Commons in West Cobb. This premier enclave of just 32 luxury homes will be priced from the high \$600s and feature home designs from 2800+ square feet with up to six bedrooms and two or three car garages. Charming traditionally inspired architecture outside gives way to versatile, modern plans inside that include bright, open living areas, gourmet-outfitted kitchens, luxurious primary suites, outdoor living options, and even a specially developed Generations Suite option to easily accommodate multi-generational households.

For more information on the company's current and upcoming offerings, Windsong's newly redesigned website has just launched at **windsonglife.com** and includes details on communities, new home designs, floorplans and more.

About Windsong

Founded by veteran Atlanta homebuilders Mark Carruth and Steve Romeyn in 2003, Windsong first become known for its excellence in homebuilding for the Active Adult, pairing innovative design and materials with Universal Design and Accessibility features as well as engaging 55+ community designs across Atlanta. Today, Windsong brings its trademark blend of timeless style, easier low-maintenance living, thoughtfully personalized details, and vibrant community settings to a diversity of home styles and new homebuyers of all ages - leveraging decades of listening, learning, and adapting to meet the needs of homebuyers in every season of life.

As a local, family-owned homebuilder, Windsong has a well-earned reputation for design excellence, industry-leading quality, and a genuinely personal approach to the homebuilding process. Windsong was named Bronze winner of the 2023 National Housing Quality Award®, Silver Winner of the Best of 55+ Housing Awards by the National Association of Home Builders and has been recognized as a Guildmaster for Service Excellence by GuildQuality for 12 years. The company has also earned numerous OBIE awards including three wins for Community of the Year.

Learn more about Windsong homes for life at windsonglife.com.