

Truland Homes Announces New Division President in the Western Panhandle of Florida

Spanish Fort, AL – March 10, 2021 – Truland Homes continues down a path of growth at scale across the Gulf Coast and has primed its Florida divisions with strong leadership at the helm. Seth Brown is the newest member to join the team as Gulf Coast West Division President.

Brown comes to Truland with over 15 years of leadership experience from startup organizations to large, national builders closing over 600 homes a year. He has a proven track record of building teams across all disciplines of the business and using his experience to maximize operational and financial gains for various builders.

Most recently Brown was the VP of Operations for Ashton Woods out of Atlanta where he managed the operations of a 450-unit division generating \$200M in revenue. His experience in value engineering, building new community processes and aligning with sales, marketing and community teams helped drive the division's success. He was instrumental in maintaining low turnover, reducing budgets, decreasing cycle time, managing the growth of home closings year over year, and raising standards for production and completed homes.

Prior to his Ashton Woods experience, Seth served an 8-year career with Lennar as Director of Construction and several years with Centex serving and growing in Construction Management roles. Seth studied at Georgia Southern University and received a Bachelor's of Science Degree in Building, Construction & Contracting. Brown was pleased to join the Truland Homes team after learning about the company's opportunity for growth and exciting challenges to take a small division to new expanding heights. "The Gulf Coast is a great place to take my career to the next level. Growing a young team and applying high-quality production homes in an area that is hungry for growth, is a great match with my background and the desire to use everything I have learned in a new market," said Brown.

Charles Schetter, President and CEO of Truland Homes, continues to be delighted by the opportunity to attract highly talented industry professionals to the company. "We have a top-notch bench of eager, energetic, and humble leaders that are collaborating and leaning into every opportunity to make us better. People are our greatest asset and give us the opportunity to offer the distinctive buying experience we promise in the regions we serve."

About Truland Homes

Truland Homes is an Alabama and Florida based Gulf Coast builder offering distinction through high quality craftsmanship, a one-stop shopping experience and lasting value in neighborhoods their customers call home. Founded by Alabama native and Real Estate entrepreneur Nathan Cox, Truland is proud to have built nearly 2,000 homes to date and is ranked on the Builder top 200 list. The company focuses on values deeply rooted in a purpose to "see all we can do with what we have been given." The company prides itself on giving back to the community, providing jobs and opportunities in the local marketplace, and crafting personalized new construction homes that have raised the standard in building quality neighborhoods for generations to come.

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