Builder Spotlight
Gregg & Rains Building Group LLC

By Bill Lewis

The Tennessean

Years in Business: Eight years combined

Builder Statement: Alex Gregg and Jake Rains formed Gregg & Rains Building Group LLC in May. Before the creation of their company, Rains was building homes under Rains Construction and Gregg under Alex Gregg Construction. Rains and Gregg have been lifelong friends, were in the same kindergarten class, and their parents even went to college together. Both were born and raised in Franklin and have contractor's licenses.

Rains attended Franklin High School and the University of Tennessee, worked in outside sales after obtaining a degree in economics, and settled into the custom-home industry in 2005. In 2007, he started Rains Construction.

Gregg attended Battle Ground Academy and Belmont University with a degree in physics, taught and coached at Battle Ground Academy, and entered into a residential construction career in 2004. In 2008, he started Alex Gregg Construction.

Rains and Gregg devote themselves to creating a personalized home-building experience from the design process through the construction process, and after the homeowner has moved in.

What projects are you working on?: We are currently working on homes in the historic district of downtown Franklin, the Willow Springs subdivision in Franklin, Cherry Grove and Dakota Pointe subdivisions in Spring Hill, Green Hills, and several other custom homes in Williamson County. In the near future, we will be one of four builders selected in the Berry Farms development in Franklin.

What are some of the interesting projects you have completed in the past few years?: One of the most interesting projects we've worked on has been a small infill development called Evans Estates in downtown Franklin in the historic district. Evans Estates is comprised of five new homes that have been designed by P. Shea Design. They have been designed to incorporate many historic characteristics of other downtown homes, while also bringing new and unique designs.

What sets a custom home apart from a move-in ready home in a subdivision?: At Gregg & Rains Building Group, our homes include custom touches such as granite countertops, custom millwork, walnut floors, unique floorplans, attention to detail, and the flexibility to personalize each home. We strive to provide all of these qualities at a great value.

What trends are popular?: Frequent requests we hear from homeowners include storm shelters, drop zones or mud rooms, open floorplans, especially between the kitchen and family room, master suites down, travertine and natural stone, and covered rear porches. They also want their homes to be well insulated, have tankless water heaters, and energy efficient appliances and windows.

What is the price range of your homes?: The homes that we build range in price from $300,000 to $750,000 and above.

Who is your customer base?: Our customer base includes anyone who wants a quality home at a great value with the flexibility to personalize the floorplan and finishes.

What is the hallmark of your homes?: As owners of the company who will be involved with every aspect of the construction of each home, our goal is for every homeowner to be 100 percent satisfied, not only after they move in, but also throughout the construction process. We would love for them to recommend us to anyone looking for a builder, and hopefully, they will already know who will be building their next home. So, our hallmark is customer satisfaction.