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THE BIRDS'
MAGICAL SEASON

pg.
24

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page 48

+ Also Inside:
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The Magic of Schell Brothers

In southern Delaware and across the country, **Schell Brothers LLC** creates exceptional homes, builds communities, and spreads happiness among buyers seeking an elevated quality of life.

Some people dream of spending their retirement years in the likes of Sedona or Myrtle Beach, or perhaps even farther-afeld locales, such as the beach towns of Costa Rica. Alyssa Titus suggests adding another destination to the short list: Delaware.

She speaks from experience. Originally from the Lancaster area, Titus grew up going to the celebrated shore points of South Jersey. Now a resident of southern Delaware, she couldn't be more delighted with where she calls home.

"Delaware has everything: tax-free shopping, low property taxes, award-winning restaurants, and some of the best beaches on the East Coast," says Titus, the director of marketing for Schell Brothers LLC, a Delaware-based builder of new homes. "Speaking of the beaches, ours are free."

"Delaware is a great place to retire, but it's a great place to live no matter where you are in your life," she continues. "I love that there's such a strong sense of community here. It's a big melting pot of humans who have come here from New Jersey, New

York, Pennsylvania, D.C. Even though Delaware is still growing, it has managed to maintain a small-town feel. There's a feeling of connectedness and safety here."

All those attributes contribute to a high quality of life in the First State, even more so when someone chooses to live in a home brought to life by Titus's employer.

Schell Brothers prides itself on designing homes of extraordinary craftsmanship and elegance. Utilizing proprietary Schellter™ Advanced Building Science, Schell Brothers builds each home to exacting standards in regard to home construction, energy efficiency, and indoor air quality. Buyers can choose from numerous floorplan options, working alongside experienced designers to pick from a nearly unlimited supply of options to personalize their home according to precise tastes and lifestyle needs.

Buyers are intensely involved in the design/build process from start to finish through a proprietary customer portal called HeartBeat. The communication hub connects buyers with all Schell Brothers team members who

are involved in the home's construction. Not only can buyers use HeartBeat to track the progress of their new build, but they can also use it to gather design ideas and access vital documents pertaining to their home's purchase. All that said, Titus believes the company has "barely scratched the surface" regarding HeartBeat's future applications.

"We want homeowners to be intimately involved in the process of creating their home, and we also want them to be well informed," Titus says. "Aside from being connected through HeartBeat, they speak with our construction managers weekly so they know exactly where things stand. We also value their feedback, so we ask for it, because we want to make sure their experience is as remarkable as we designed it to be."

A Builder of Homes and Happiness

In the more than two decades since CEO Chris Schell started Schell Brothers, the company has experienced steady and significant growth. Titus cites numerous new and coming-soon buying opportunities: Sunrise in



Bethany Beach, which includes the only remaining oceanfront homes in Delaware with unobstructed views of sunrise and sunset; Channel Pointe, an exclusive waterfront community on Fenwick Island; and Monarch, a highly amenitized community of single-family homes in Middletown, less than 90 minutes from Philadelphia.

Schell Brothers' growth extends far beyond the company's Delaware roots. The brand has also established itself in several other high-growth markets—namely, Richmond, Virginia; Nashville, Tennessee; and, most recently, Boise, Idaho.

While Schell Brothers' homes across the country are prized among the 55-and-older crowd—retirees and pre-retirees—Titus says the company has seen a shift in buyer demographics since the pandemic. The remote-work trend has brought into the Schell Brothers fold an influx of homeowners under the age of 40, including families with young children.

Considering the company's reputation for high-quality construction, community engagement, and high levels of buyer satisfaction, such demand should come as no surprise. But there's a certain X factor that has fueled the company's success: happiness. The word is central to the Schell Brothers' mission, and it applies to homebuyers and employees alike.

Aside from building happy homes, Schell Brothers also aspires to build happy communities. Anyone who purchases a Schell Brothers' home becomes "not only a member of the family but also a friend," according to Titus. To her point, she says buyers often enjoy happy hours and other get-togethers



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with community sales managers. Schell Brothers fosters legitimate connections among community members in more tangible ways, too. Perhaps the most notable is Schellville, a Christmas-themed village that enables visitors to enjoy amenities such as a roller rink, a sledding hill, live music, and more, all powered by the magic of Schell Brothers.

More than 20 years have passed since Titus and her family moved to southern Delaware—in a Schell Brothers home, of course. Her three daughters, the oldest being 21, know nothing different.

"My daughters are all beach girls; at least

one of them would be barefoot all year long if she could," she says. "We live in a Kingfisher, which is perfect for us, and our beaches are Rehoboth, Lewes, and Bethany. Our home has an abundance of natural light that makes you feel good day in and day out. We grill outside just about every night once the weather turns. I'm also lucky that I can see the sunset through the windows every night."

Her family is, like so many others who live in a Schell Brothers home, happy. ■

Schell Brothers LLC

For more information about Schell Brothers LLC's communities in Delaware and elsewhere, visit schellbrothers.com.



Schell Brothers fosters connections among community members through year-around events, including those held at an amenity known as Schellville.