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Built With Pride

Pride Built Homes



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Built With Pride

By Joseph Cottle
Photography by: Lauren Neff & Dakota Drone Company

Dan Devine will tell you he got into construction because he didn't have many other options coming out of high school. That's his version. What the next 25 years look like tells a different story.

He started in framing. He spent seven years at it, learning the skeleton of a house — how load distributes, how walls go up, how the rough structure that nobody ever sees is the thing everything else depends on. When the recession hit in 2008, the framing work dried up, and Dan landed with a general contractor who put him to work across the full range of the trade. Flooring. Trim. Carpentry. All of it.

"Doing all that stuff really piqued my interest," Dan explains. "And when we started doing this, we did a lot of the work in all of our own homes ourselves."

That broadened skill set — from framing to finish, and structure to surface — is the foundation Pride Built Homes was built on when Dan and a business partner launched it in 2015. The company has since gone through a change of direction, a rebrand and a deepening sense of what it actually is: an expression of their family, growing into itself, with a clearer identity than it's ever had.

Pride Built Homes handles custom builds, spec homes, remodels and additions; the range is intentional. Dan has always been drawn to making things, and the type of project matters less to him than the quality of what gets built. That instinct didn't stay confined to construction. He and his team have a CNC machine and a laser engraver running alongside the builds, a small side venture born from the same impulse: create things, figure out how they work, make something worth handing over.

But the homes are where the depth shows.

On custom builds, the process Pride Built runs is collaborative from the first drafting meeting. Dan likes to attend those sessions personally,



working through selections with clients, keeping costs tracking toward where they're supposed to land, and navigating the triangle of parties that every custom build requires: homeowners, subcontractors and interior designers. Getting everyone aligned and keeping them there is, as Dan will acknowledge plainly, a challenge, but a challenge he is equal to.

"I think there's been a pretty big shift in client relations in general in construction," he says. "So we're trying to do everything we can to change that on both sides, to make it a good experience for our customers as well as for our subcontractors and us."

The response to that shift isn't a rebranding pitch or a new tagline. It's operational: better documentation, clearer accountability, more consistent communication throughout the build. It's the unglamorous work of making



sure everyone knows what's happening and why. Dan sees this as among the most vital actions a builder can take today.

The materials question is where Dan's approach becomes most visible.

Pride Built sources its building materials primarily through Scott's Lumber and Builders Millwork, suppliers that reflect the company's preference for quality over convenience. The ideal is always the best material available.

"Right now, it seems like money's a little tighter than it had been over the last few years," Dan shares. "So I intend to use the nicest material I can on everything, so far as the budget dictates."

What that produces is a kind of research-first philosophy. When a client is working toward a specific price point, and the material they want is out of reach, Dan doesn't just swap it out for whatever's available. He looks for the next tier with the same quality profile, or a comparable

product at a better price point that doesn't compromise the finished result.

"We'll spend time searching," Dan says, "to try and get them a better product for the money."

It's a routine part of the job that doesn't show up in listing photos or project portfolios. It also happens to be one of the things clients remember most: that the builder wasn't just executing a contract but was genuinely trying to make the money work on their behalf.

The remodel side of the business runs on a different kind of thinking.

Where a custom home is a straight line from plan to finished product — dirt to framing to selections to walls — a remodel is more like a puzzle. The house exists. The family living in it has patterns and habits and ways of using space that may have nothing to do with how the rooms were originally designed. The job is to figure out what can shift, what can open, what can be reconfigured



so the home actually fits the life being lived in it.

“We like being able to figure out what we can do differently in the space to allow the family to use it in a way that better suits their needs,” shares Angela Devine, who works alongside her husband Dan in the business.

On the custom side, the reward is different; watching something go from a set of plans to a structure in the ground to a finished home someone is about to live in. Angela describes that arc as one of the things that keeps the work meaningful. “We love seeing it start from the plan to dirt, to getting through all the selections, seeing it built, and then come to life at the end. That’s always fun.”

The lion on the Pride Built Homes logo is new.

When the company went through its recent change of direction and reset its identity, the old logo went with it. The new one: a lion rendered in cleaner lines, more considered, without the bold graphic quality of what came before, was designed specifically to reflect what Pride Built is now: a mark of the Devine family. Steady, determined and settled.

Angela handles operations. Dan’s son, who earned a degree in architectural drafting and engineering from Southeast Technical College, is coming into the business and his daughter has an interest in interior design. The logo represents all of that: a family putting its name on its work, with the intention of doing this for a long time.

Dan spent 25 years learning every part of a house, from the frame in the ground to the trim on the wall. The company he built from that knowledge is still evolving, still getting sharper.





Photo by: Solis Photography



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