



# PRESS RELEASE

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**For Immediate Release**  
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## **Highlight Homes Makes a Comeback with Semi-Custom Home Construction in Atlanta**

*Georgia Builder Takes the Lessons Learned During the Housing Market Crash to Create New Business Model*

*Atlanta, August 28* – Like many builders throughout the United States, Tony Pourhassan – the founder and company principal for Atlanta-based Highlight Homes – was faced with some difficult decisions in 2008. After enjoying great success as a developer and home builder for many years, Pourhassan was forced to cut 90% of his staff and had to make the call to either shutter his doors or evolve into something new. He chose to evolve by getting back to his roots – roots he shared with his father, a master renovator in Alabama. In the years that followed, Highlight Homes took part in a slew of custom renovation projects that ran the gamut from gourmet kitchens and luxury bathrooms to sprawling outdoor living spaces and seamless room additions. His company's work graced the pages of publications like Atlanta Home Improvement Magazine and Atlanta Journal-Constitution's *AJC Homefinder*, and garnered a Gold OBIE Award from the Greater Atlanta Home Builders Association. After six years of focusing solely on custom home renovations, Pourhassan felt it time to evolve once again. Earlier this summer, Highlight Homes completed and sold their first semi-custom new construction home – and the company has nine other projects in various stages of construction in some of Atlanta's most desirable neighborhoods.

“It's been an incredible journey, and I'll admit that there were times when even I wasn't completely certain we'd make it,” recalls Pourhassan. “Still, we held our heads high, delivered the same quality craftsmanship for which our company had become known, and hoped for the best. We worked closely with the homeowners who had hired us for renovation projects, letting them have a real hand in the design and materials selection processes. We found that they enjoyed the experience so much, they would tell their friends about it and suddenly we were getting more calls. As much as I was enjoying taking part in custom renovation projects and seeing the delight in my customers' eyes when their project was complete, I had a deep desire to get back to new home construction. Nothing beats the feeling of building a home from the ground up – much like the pride I felt when I built my first birdhouse at the age of six. I began studying some of Atlanta's most desirable neighborhoods and slowly purchased properties that showed the most promise with regard to location and aesthetic beauty. We raze the current structure onsite, and build something timeless that reflects the character of the area and – depending on when they enter into the project – the collective personality of the family who will live there. We are taking the lessons learned over the last few years and applying the same business model we have been using with our custom renovation clientele to create a wholly unique semi-custom home construction company.”

Highlight Homes' first semi-custom home is located in Brookhaven, where the builder now has six more homes underway. Pourhassan and his ever-growing construction team are also currently building in the Chastain Park area and in Dunwoody – although he is always scouting for new areas. The company will continue to take on high-end custom

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renovation projects and home additions, as well as custom home construction on property owned by the home buyer or scouted by their real estate partner. To learn more about Highlight Homes, peruse its extensive list of services and view its online portfolio, interested parties are invited to visit [www.highlighthomesga.com](http://www.highlighthomesga.com). To schedule a no-obligation consultation or gather information about the company's current homes under construction, prospective Highlight Homes clients are encouraged to contact the Highlight Homes team at [info@highlighthomesga.com](mailto:info@highlighthomesga.com) or 678-873-9234.

### **About Highlight Homes:**

Highlight Homes, LLC was established in 2005 by builder, developer and architect, Anthony F. Pourhassan. The Atlanta-based company is founded on the core belief in the significance of what they are creating, firmly based in their lasting dedication to the clients they serve, and continually growing as word spreads of their unswerving commitment to quality. Because Highlight Homes, LLC is family-owned and operated – they truly care about their clients and their families. They listen carefully to their clients' wants and needs, then design and implement plans to fit both their vision and their budget. Each Highlight Home contractor is fully licensed, registered and insured, and is well prepared to tackle projects of varying size and scope – from a luxury custom estate in one of Atlanta's trendiest neighborhoods to a cozy, bungalow-inspired home in the sprawling suburbs.

After nearly three decades of experience in architectural design, construction, and development, Anthony Pourhassan and Highlight Homes have the know-how to take any project from concept to completion. They keep a steady pace with other leaders in their field through continued education and certification, as well as via affiliations with top-notch professional organizations such as the Greater Atlanta Home Builders Association, Certified Professional Home Builders of Georgia, National Kitchen & Bath Association, and National Association of the Remodeling Industry. Highlight Homes is proud to be a Better Business Bureau accredited business, as well as a certified Earth Craft House Builder, Energy Star Partner, and LEED Certified Home Builder.

Highlight Homes sets itself apart from the fray of other builders in the market through their attention to even the smallest detail, paired with their trademark of infusing unexpected touches and luxury finishes into every project they complete – at surprisingly affordable prices. They stand by every house they build by extending a one-year follow-up maintenance call to their homeowners, as well as a one-year full service warranty and an astounding EIGHT-YEAR structural warranty – all at no additional cost. In response to a growing need in Atlanta, Highlight Homes launched their renovation division in 2009 and semi-custom construction division in 2014.

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*Attached Images Include Interior and Exterior Shots from a Brookhaven Home that Marks Highlight Homes' Much-Anticipated Return to Semi-Custom Construction*

**Photo Credits:** Sarina Roth/Never the Rock Photography

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