



# CHARLIE MURPHY

ICON BUILDING GROUP

▶▶ partner spotlight

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Cornerstone Photography

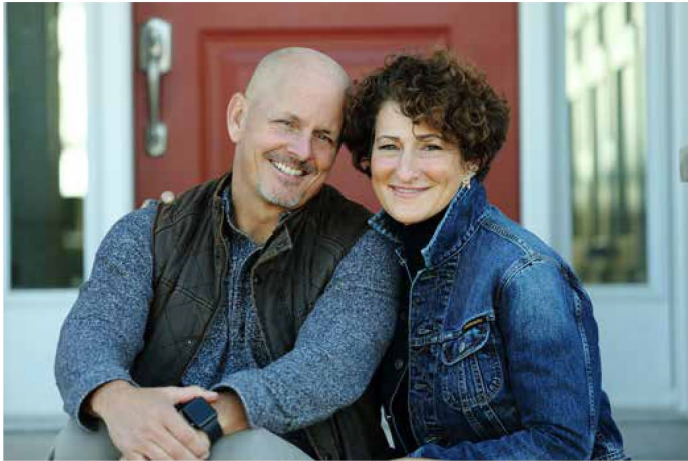
## BUSINESS FOUNDER CREATES BOTH SUCCESSFUL COMPANY AND CULTURE

A business is more than their product, it's a team of people creating a culture that communicates their values, passion, and expertise to the market. From there, it is about over-responding to the demand created by its value proposition and having the bandwidth operationally to serve that demand. Charlie Murphy, Co-Founder and President/CEO of Icon Building Group, is on his second stint of doing just that.

Icon Building Group develops and builds out its own communities, builds custom homes on lots their customers already own, and has a large remodeling division. "I feel proud of the fact we have never built the same home twice and that we try and put our customer's needs above our own," said Charlie. "The home is a sacred place where a lot of our lives transpire, and lasting memories are created. We feel it is so much better to have all that happen in a home that is truly one of a kind."

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Charlie's career started by working with three other partners to develop a company that eventually was sold to Ecolab in 2000. "I spent the next six years in search of myself, coaching my sons' athletic teams and doing some consulting," said Charlie. In 2007, he invested in the development of an 11 single-family home cluster community in Buffalo Grove. Although his intention was to make the project successful and then move on to something else, he saw his world begin to change as his experience working on the project progressed. "In the process of navigating the strong headwinds of the downturn, a company and a culture were born," said Charlie.

Charlie attributes his success to his work ethic, his values and

"surrounding myself with people a lot smarter than I am," he says. This approach has fueled Icon Building Group to become one of the largest home builders and remodelers in the Chicagoland and Southeastern Wisconsin markets.

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Icon Building Group is a place for everything custom. As Charlie likes to say, "We are a custom home builder and I mean custom. There is no ask, big or small, where we will not find a way to accommodate." Icon Building Group has found their niche is creating homes unique to the buyer and of the highest quality. He says, "No matter the price point, location or community, our focus is on working with our customers to create a plan specific to their needs and wants, all while being within a budget that feels good."



Charlie grew up in Naperville, while his wife Jenny spent her life, up to age 20, in Chicago. They raised their family in Crystal Lake but recently moved to Vernon Hills. Charlie says, "We loved the idea of being able to

walk to restaurants, gyms, shopping and healthcare. Jenny and I are really into working out and appreciate all of the open space where we can run or ride a bike." Spending time with his family, eating out, and playing golf are

some of Charlie's favorite activities when he is not working.

Charlie and Jenny have three kids (Jeremy, Samantha, and Jessica), along with a family dog named

Cassius who "has been a central figure of the family for the past 14 years." Jenny, which co-founded the company with Charlie, spends most of her time in Icon's remodeling division in the capacity of sales and

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design. “The impact she has had on our culture and the building of our brand is immeasurable,” said Charlie.

Every other year, Icon builds a home where they donate all of their time and the proceeds of the sale of the home to a charity that they have pre-selected. Their passion for helping others and creating a healthy culture focused on “serving” has set them apart as a business. Not only are their homes beautiful, but the way they work with their clients is filled with compassion, fun and commitment to doing what is right. When looking to build a new home or remodel an existing one with a company that truly cares about the experience of doing so, Icon Building Group is the best choice.

