

BUILDING HOMES, BUILDING LEGACIES:

LIFESTYLE DESIGN HOMES

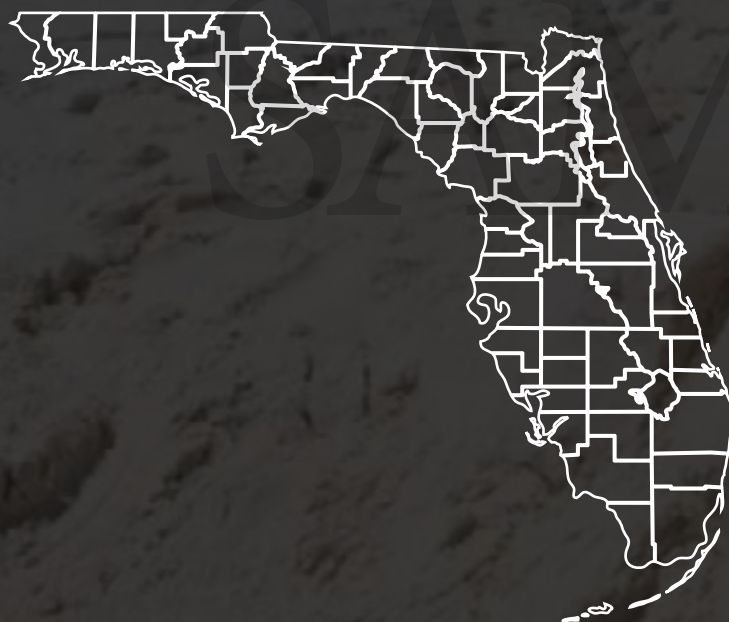
A FAMILY JOURNEY ROOTED IN FLORIDA



Introduction — Why We Started in Florida

Florida: Where Our Family's Dream Became a Legacy

Our journey to Florida wasn't just about a change of scenery — it was about creating a better future for our families. The sunshine, the beaches, and the vibrant communities offered more than a beautiful backdrop; they offered an opportunity for us to build something lasting together. Lifestyle Design Homes was born from this dream — a family-driven company committed to creating homes filled with warmth, love, and a foundation for generational wealth. Florida's dynamic environment, with its endless potential, inspired us to create homes that not only reflect luxury and comfort but also embody the values that keep our families strong and connected.



A Lifestyle That Nurtures Growth and Connectivity

The tranquil yet vibrant environment of Southwest Florida nurtures both personal and communal growth. The blend of cultural events, recreational facilities, and community initiatives fosters a sense of belonging and encourages active participation among residents. This connectivity enhances the overall quality of life, making it an ideal setting for families aiming to establish deep roots and cultivate a legacy for future generations. In essence, Southwest Florida embodies a lifestyle that harmoniously integrates natural beauty, economic opportunity, and community spirit. For families and businesses alike, the region offers fertile ground for building a prosperous future, enriched by the unique Floridian charm.



The Henderson Family

The Hendersons Building a Strong Foundation

The Henderson family embodies the heart of Lifestyle Design Homes — strength, dedication, and vision. Led by Derrick, the family operates as a well-oiled team—he spearheads construction planning and oversees the craftsmanship that goes into each home, while Kim ensures that the designs are as functional as they are beautiful, bringing a warm, personal touch to each project. Jadyn leads sales, marketing, and acquisitions, setting the tone for her siblings by modeling dedication, strong work habits, and a passion for excellence. The youngest children, Derrick and Aaliyah, love tagging along to job sites, learning the ropes, and understanding the value of hard work. For the Hendersons, building together isn't just about homes — it's about setting an example of unity, resilience, and passion for the next generation.

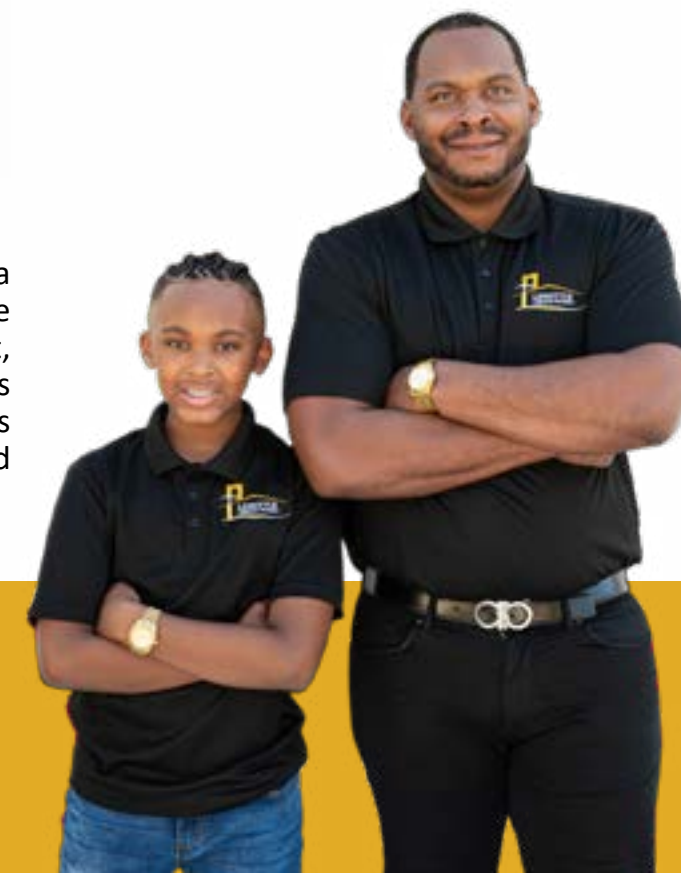
The Hendersons — Building from the Ground Up

The Henderson family is the backbone of Lifestyle Design Homes, blending leadership, creativity, and hard work to turn blueprints into beautiful, functional homes. At the helm is **Derrick Henderson, President and Head of Construction**. He oversees the day-to-day building operations, ensuring each home is crafted with precision and care — a reflection of his commitment to quality and family values. His wife and business partner, **Kimberly Henderson**, wears multiple hats as the **VP of Design and Project Manager**. From selecting stunning finishes to managing field operations, she ensures every detail aligns perfectly with the family's vision of creating homes that exude warmth and luxury.



Their daughter, **Jadyn Henderson**, carries the family's entrepreneurial spirit as the **VP of Sales and Acquisition**. As the team's dedicated realtor, she manages client relations, lot procurement, and home sales, ensuring each family they serve finds not just a house, but a forever home. The next generation is already stepping up — **Derrick Henderson II (DJ)**, president of the **LDH Kids**, the future **Head of Construction**, leads his team by being hands on job sites, assisting with site cleanup and organizing materials, learning the importance of hard work and teamwork. **Aaliyah Henderson**, the **Interior Design Assistant**, shadows her mom, sourcing materials, assisting with furniture placement, and helping bring each space to life.

For the Hendersons, this isn't just a business — it's a legacy. Every home they build carries a piece of their heart, proving that when a family works together, they build more than homes — they build lasting memories and generational wealth.





The Fonte Family

The Fonte Brothers

A Strong Foundation Built on Brotherhood

The Fonte family is all about design and vision. Lesther and Leo bring the blueprints to life, ensuring every home is a balance of modern innovation and timeless charm. The Fonte family is all about construction and craftsmanship. Lesther and Leo bring the blueprints to life, ensuring every home is built with precision, blending modern innovation with lasting durability and quality. Claudya and Laura manage client relationships, making sure every family feels seen, heard, and valued throughout the process. Their kids are already following in their footsteps — helping organize materials, creating sketches, and even assisting with social media posts to capture the company’s spirit. For the Fontes, this business isn’t just about profits; it’s about creating a legacy that their children can proudly carry forward.

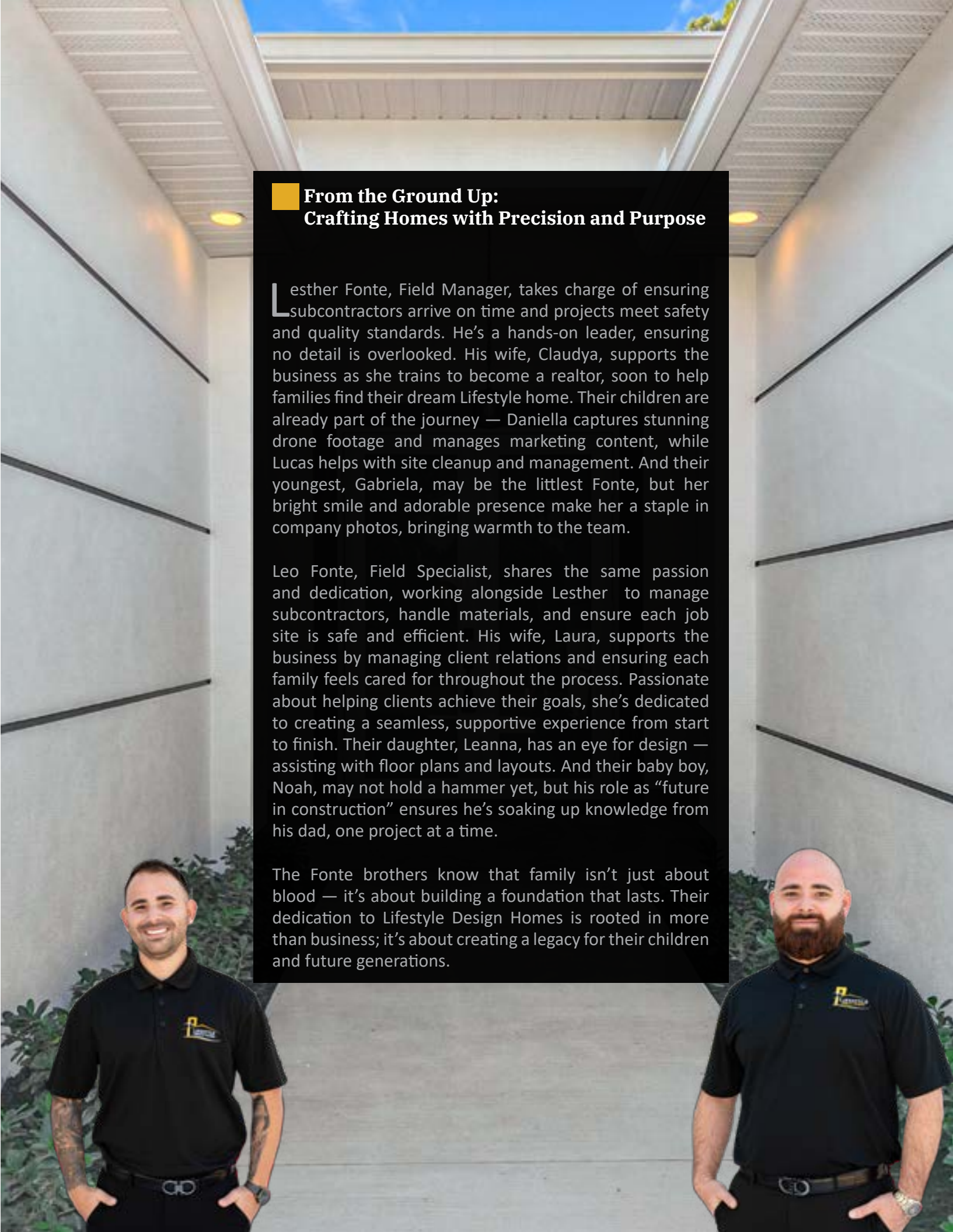
The Fonte brothers, Lesther and Leo, are a dynamic duo who keep the Lifestyle Design Homes sites running smoothly. Together, they ensure every build stays on schedule, compliant with regulations, and equipped with the right materials at the right time — a testament to their relentless work ethic and unwavering bond as brothers.

From the Ground Up: Crafting Homes with Precision and Purpose

Lesther Fonte, Field Manager, takes charge of ensuring subcontractors arrive on time and projects meet safety and quality standards. He’s a hands-on leader, ensuring no detail is overlooked. His wife, Claudya, supports the business as she trains to become a realtor, soon to help families find their dream Lifestyle home. Their children are already part of the journey — Daniella captures stunning drone footage and manages marketing content, while Lucas helps with site cleanup and management. And their youngest, Gabriela, may be the littlest Fonte, but her bright smile and adorable presence make her a staple in company photos, bringing warmth to the team.

Leo Fonte, Field Specialist, shares the same passion and dedication, working alongside Lesther to manage subcontractors, handle materials, and ensure each job site is safe and efficient. His wife, Laura, supports the business by managing client relations and ensuring each family feels cared for throughout the process. Passionate about helping clients achieve their goals, she’s dedicated to creating a seamless, supportive experience from start to finish. Their daughter, Leanna, has an eye for design — assisting with floor plans and layouts. And their baby boy, Noah, may not hold a hammer yet, but his role as “future in construction” ensures he’s soaking up knowledge from his dad, one project at a time.

The Fonte brothers know that family isn’t just about blood — it’s about building a foundation that lasts. Their dedication to Lifestyle Design Homes is rooted in more than business; it’s about creating a legacy for their children and future generations.





The Blackwells — Keeping Operations Strong and Finances Smarter

The Blackwells are the behind-the-scenes power duo keeping Lifestyle Design Homes running like a well-oiled machine. Wes Blackwell, CFO and Project Coordinator, ensures projects stay within budget and timelines stay on track — a vital role in maintaining the company’s growth and success. His wife, Nia Blackwell, keeps the gears turning as Head of Operations and Permit Coordinator, ensuring all necessary permits are submitted on time and that projects meet Florida’s regulations. Her role is crucial to keeping operations smooth and compliant, making her an irreplaceable part of the company’s heartbeat.

Their sons, Carter and Cameron, are already part of the family legacy. Carter, just two years old, insists on “helping” with site cleanup — sweeping alongside the crew, proving you’re never too young to learn the value of hard work. Cameron, the baby of the Blackwell family, has an honorary title: “Future CFO.” He watches his dad work from the computer, soaking in what it means to manage a successful business — one day, maybe he’ll take the reins too.

For the Blackwells, Lifestyle Design Homes represents more than just building homes — it’s about creating stability, security, and a future where their children grow up knowing the power of perseverance and unity.



The Blackwell Family

The Blackwells Crafting Spaces Filled with Heart

The Blackwells bring the finishing touch to Lifestyle Design Homes. Known for their expertise in operational flow and project coordination, this family ensures every home transitions seamlessly from construction to completion. Wesley oversees the final stages of each build, ensuring timelines, budgets, and quality checks align perfectly for a smooth handoff. Meanwhile, Nia focuses on streamlining processes and managing the logistics that turn a finished structure into a move-in-ready home. Their kids aren’t hands-on yet — but they’re learning by observing how projects come together from start to finish. For the Blackwells, the business is about more than just building houses; it’s about creating a smooth, stress-free experience for families excited to start their next chapter.



LDH Kids — Little Hands, Big Dreams

At Lifestyle Design Homes, the kids aren’t just spectators — they’re a vital part of the business’s heartbeat. The LDH Kids initiative fosters hands-on learning, ensuring the next generation gains early exposure to skills like design, construction, and business operations.

From Derrick Henderson II learning how to manage the site to Aaliyah Henderson assisting design spaces, these kids are proof that generational wealth isn’t just about money — it’s about knowledge, responsibility, and pride. Daniella Fonte uses her creativity to market homes with stunning drone footage, while Lucas Fonte helps keep job sites organized. Leanna Fonte works on floor plans, blending design and function, learning from the best. Carter Blackwell, with his tiny broom, is proof that even the smallest contributions matter. And of course, Gabriela Fonte, Noah Fonte, and Cameron Blackwell — our tiniest team members — remind us of every day why we do what we do: to build a future worth smiling about.

At Lifestyle Design Homes, we’re not just creating beautiful spaces — we’re building legacies, one family and one generation at a time.

Living in Florida, particularly in the Southwest region, offers a unique blend of natural beauty, vibrant communities, and abundant opportunities that cater to families seeking a harmonious lifestyle. The state’s allure extends beyond its picturesque beaches and warm climate; it encompasses a thriving housing market, excellent educational institutions, and a culture that fosters both personal and generational growth.



LDH Kids — Growing Generational Wealth from the Ground Up

LDH Kids – The Future of Lifestyle Design Homes

The heart of Lifestyle Design Homes beats strongest in the next generation — the LDH Kids. From shadowing their parents on job sites to lending a hand in design brainstorming, our kids are already learning the fundamentals of building, budgeting, marketing, and leadership. We believe generational wealth isn’t just about passing down assets — it’s about passing down knowledge, discipline, and a sense of pride. Each child involved is gaining hands-on experience, ensuring they understand that hard work and vision create lasting legacies. They’re learning not just how to build homes, but how to build futures — for themselves, their families, and their communities.

A Serene and Invigorating Environment



Florida's famed sunny weather and stunning beaches contribute significantly to residents' overall well-being. The consistent sunshine not only uplifts moods but also encourages an active, outdoor-centric lifestyle. Families can often be found enjoying activities such as boating, fishing, and beach outings, which strengthen bonds and create lasting memories. Naples, FL features over 30 miles of beaches with 37 public access points and an extensive network of natural and man-made canals, including more than 160 miles in the Big Cypress Basin and historical waterways like the Calusa Indian Canal.



Family-Centric Communities and Educational Excellence

Southwest Florida is renowned for its family-friendly atmosphere, offering communities that prioritize safety, engagement, and growth. The region boasts some of the state's top-rated school systems, providing children with access to quality education and diverse extracurricular activities. This commitment to educational excellence ensures that young residents are well-prepared for future challenges, laying a solid foundation for generational advancement.



A Flourishing Housing Market

The housing market in Southwest Florida has experienced significant growth, reflecting the region's desirability. As of recent statistics, the median list price for homes stands at \$585,000, with properties typically remaining on the market for an average of 80 days. This robust market not only indicates a healthy economy but also presents ample opportunities for families to invest in properties that can appreciate over time, contributing to long-term wealth accumulation.



Opportunities for Generational Wealth and Sustainable Living

The economic landscape of Southwest Florida is diverse, offering employment opportunities across various sectors, including healthcare, retail, and tourism. This diversity provides families with stable income sources, facilitating the pursuit of generational wealth. Innovative communities like Babcock Ranch in Punta Gorda exemplify sustainable living, being America's first solar-powered town designed to withstand hurricanes. Such developments not only offer environmental benefits but also promise reduced utility costs and enhanced resilience, aligning with the values of families seeking long-term stability.

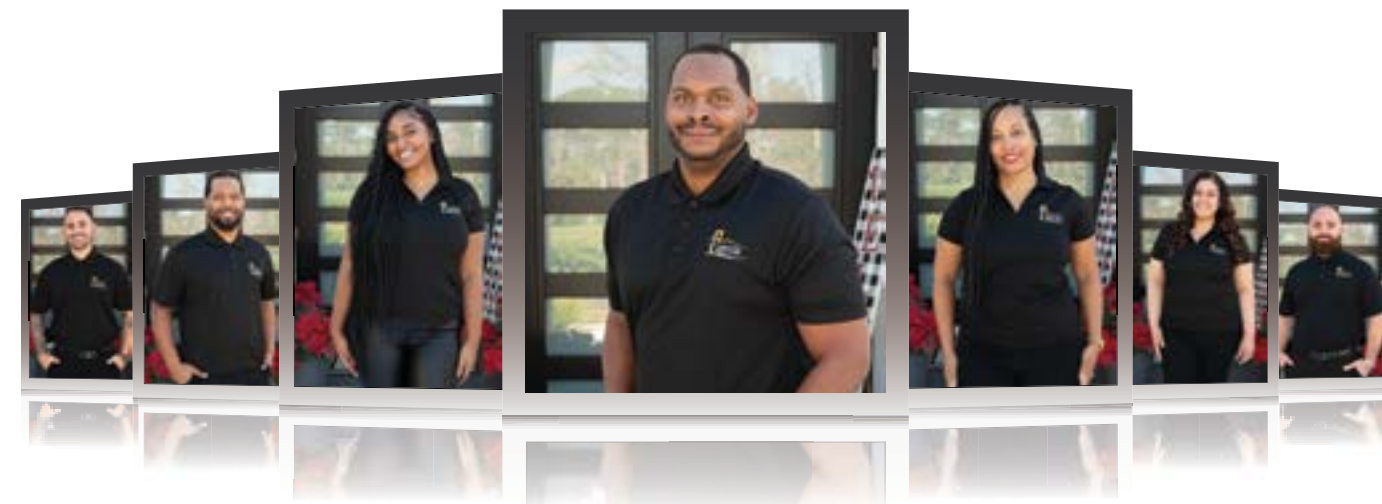


The Story of Lifestyle Design Homes

Built on Family, Friendship, and Fellowship

Lifestyle Design Homes (LDH) was born from a vision — one rooted in the pursuit of a better life, a fresh start, and a legacy for generations to come. Founded in 2021 during the peak of the COVID-19 pandemic, LDH emerged from a bold decision by the Henderson family to leave behind their established businesses in Maryland and relocate to Southwest Florida. The journey wasn't easy — but it was worth it.

Through the setbacks and lessons learned, a new passion emerged: the desire to build a company that made the home-building experience easier, more efficient, and tailored to the lifestyle families deserve. While their roots remained in Maryland during the transition, the Hendersons traveled back and forth to Florida, managing properties and gaining firsthand insight into what truly makes a house a home. But they didn't do it alone. Close friends Wes and Nia Blackwell were there from the beginning. Together, the two families envisioned a company that didn't just build houses — it built opportunities, generational wealth, and a foundation for other families to thrive.



Each member of the LDH leadership team brings a unique skill set that transformed the company into what it is today:

- **Derrick Henderson** came into the business with extensive experience in commercial construction, holding 7 General Contractor licenses across multiple northern states. Though residential construction was a new challenge, his knowledge of large-scale projects gave LDH a powerful advantage.
- **Kimberly Henderson** left behind a successful 20+ year career as a full-time day spa owner to pursue her passion for interior design. Her transition to project management and design was seamless, proving that her eye for aesthetics and functionality was essential to LDH's unique, high-end style.
- **Jadyn Henderson** earned her Florida real estate license while still in college — passing her exam on the first try. Her natural talent for sales and negotiation secured her role as VP of Sales and Acquisition, making her a driving force in LDH's rapid growth.
- **Nia Blackwell** leveraged her background in healthcare operations to excel as Head of Operations, ensuring permits, regulations, and project timelines run smoothly from start to finish.
- **Wes Blackwell**, with his expertise in finance and project coordination, became LDH's Chief Financial Officer (CFO), managing the company's financial health and keeping projects on track and warm.

As the business grew, so did the LDH family. Derrick connected with **Leo Fonte**, a local barber who shared a passion for construction. After countless business conversations during haircuts, the two decided to join forces. Leo brought his brother, **Lesther Fonte**, into the fold, and soon, LDH became more than a business — it became a family.

Today, LDH is thriving. The company has expanded from building custom and high-end spec homes to serving investors, retail clients, commercial projects, and multi-family developments. Every home reflects the heart and soul of the LDH team — a team built on friends, family, and fellowship.

The Hendersons, Blackwells, and Fontes put everything they have into Lifestyle Design Homes. More than just creating beautiful homes, they're committed to helping families build generational wealth, leaving a lasting impact for years to come.

Lifestyle Design Homes isn't just about where you live — it's about the life you build.

Ladies of Lifestyle Strength, Resilience, and Legacy

In the world of construction and design—a field historically dominated by men—the women of Lifestyle Design Homes stand as pillars of strength, resilience, and excellence. The Ladies of Lifestyle are not just designers, project managers, and business leaders; they are mothers, wives, and entrepreneurs who navigate the challenges of balancing home life and professional success.



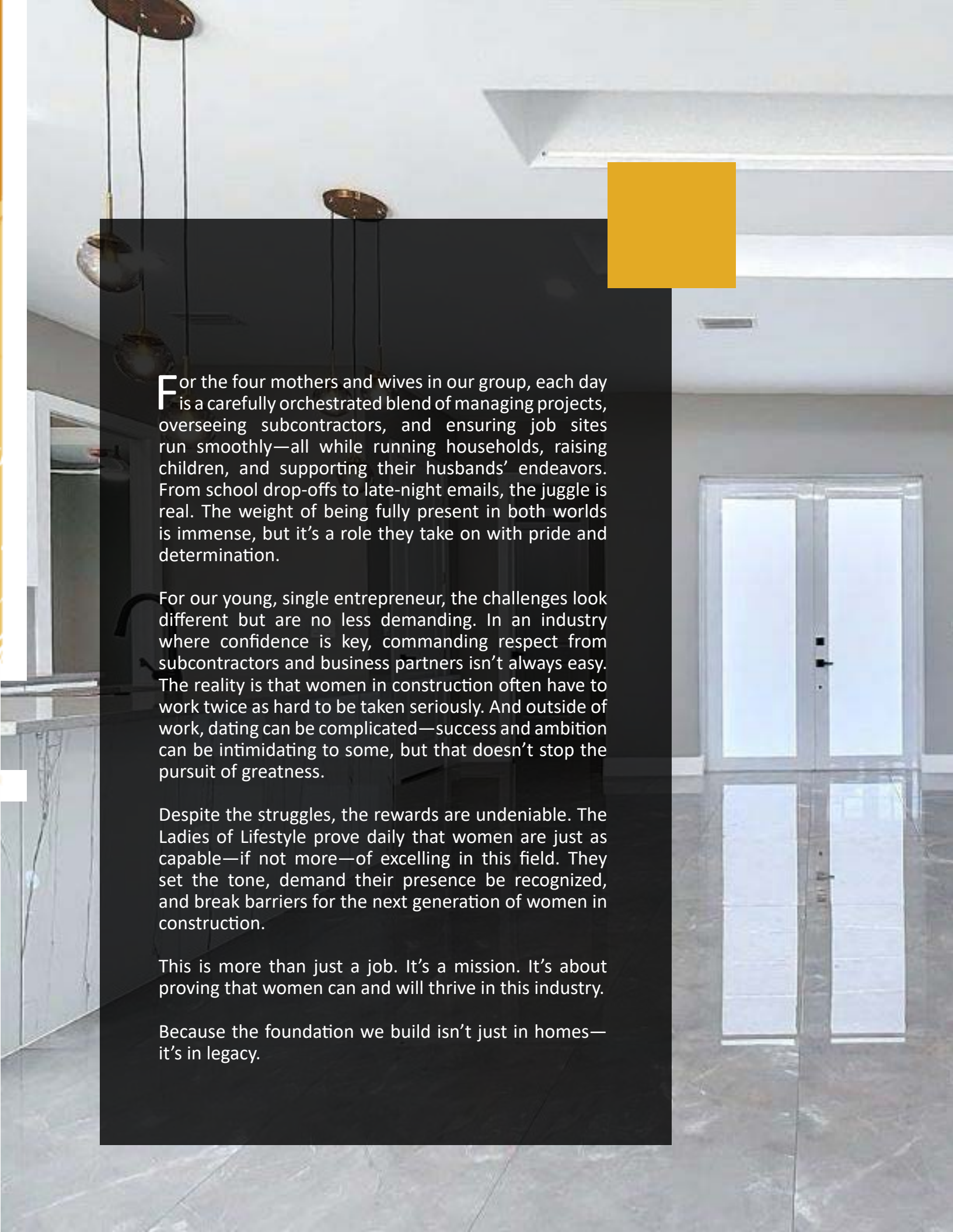
For the four mothers and wives in our group, each day is a carefully orchestrated blend of managing projects, overseeing subcontractors, and ensuring job sites run smoothly—all while running households, raising children, and supporting their husbands' endeavors. From school drop-offs to late-night emails, the juggle is real. The weight of being fully present in both worlds is immense, but it's a role they take on with pride and determination.

For our young, single entrepreneur, the challenges look different but are no less demanding. In an industry where confidence is key, commanding respect from subcontractors and business partners isn't always easy. The reality is that women in construction often have to work twice as hard to be taken seriously. And outside of work, dating can be complicated—success and ambition can be intimidating to some, but that doesn't stop the pursuit of greatness.

Despite the struggles, the rewards are undeniable. The Ladies of Lifestyle prove daily that women are just as capable—if not more—of excelling in this field. They set the tone, demand their presence be recognized, and break barriers for the next generation of women in construction.

This is more than just a job. It's a mission. It's about proving that women can and will thrive in this industry.

Because the foundation we build isn't just in homes—it's in legacy.



The Blueprint Brothers Strength, Leadership & Legacy

In the heart of Lifestyle Design Homes, four men stand together, not just as colleagues but as brothers. Though only two share the same bloodline, the bond they've built is unbreakable. They are The Blueprint Brothers—the foundation of strength, leadership, and unwavering commitment to family and craftsmanship.



Each of these men comes from different backgrounds, bringing their own experiences and expertise to the table. Some have spent years mastering construction, while others bring a fresh perspective and innovative ideas. But when their four brilliant minds unite, they form the blueprint for something greater—a brand that builds more than homes; it builds legacies.

These men don't just construct houses; they create spaces where families will make lifelong memories. They lead by example, setting the standard for excellence while ensuring their own families are protected, guided, and provided for. The responsibility they carry is more than just professional—it's personal.

The Blueprint Brothers are the backbone of Lifestyle Design Homes, proving that true brotherhood isn't just about where you come from, but about the mission you share. Together, they're building more than homes. They're building a future.

Beyond the job site, The Blueprint Brothers are deeply invested in the communities they serve. Their passion for construction is rooted in purpose—creating homes that feel like sanctuaries, that reflect the hopes and dreams of every family that walks through the doors. Whether it's laying the foundation or reviewing the final walkthrough, their attention to detail ensures that every Lifestyle home is built with integrity, intention, and heart.



Building Your Luxury Lifestyle



www.lifestyledesignhomes.com