



# Elmwood Custom Homes

Ellis County, TX

**"Just because buyers wanted to become rural didn't mean they wanted a rural life. They wanted a high-tech and technological integration at the same time. Samsung appliances definitely play in and add to that aspect."**

- Elmwood Custom Homes Managing Partner  
Ed Merkel

## Partnership Highlights

- Elmwood Custom Homes chose Samsung's sleek, smart appliances to reflect the company's commitment to quality, style and value.
- Elmwood's clients appreciate the innovative features that Samsung offers - most notably the SmartThings app, which connects users to their appliances through their phones for remote access.

## Exceeding Buyers' Expectations

Elmwood Custom Homes offers quality, customizable features and floorplans that appeal to young city-dwellers and rural families. The company has succeeded in winning over these buyers with Samsung's modern and innovative appliance packages.

## Delivering Easy Innovation

Through its partnership with Samsung, Elmwood Custom Homes delivers appliances with innovative solutions that fit the needs of homebuyers today. The SmartThings app helps Elmwood stay competitive, and adds convenience to their customers' lives through the ability to control and monitor home appliances through their phones.

## Ready to start building for tomorrow?

Find a sales rep, locate a distributor or learn more about Samsung appliances at [samsungbuilder.com](https://samsungbuilder.com)