

Sprawling Retreat

Whether poolside or lakeside, homes crafted by Widing Custom Homes are built with exceptional quality and design so that you can relax and enjoy your home oasis.





When Roger Widing's clients say "custom" they mean unique, one-of-a-kind features not found in other homes. With a network of highly skilled subcontractors, Roger Widing is able to flawlessly execute every detail, turning vision into reality.





*From whimsy to stately elegance,
Roger Widing delivers homes people love to live in.*



"We appreciate the time and detail Roger puts into planning and ordering windows and doors. Roger always takes the time to review every detail before ordering windows to ensure they are delivered correct and on time. With the quality products Old Mission Windows has to offer and with Widing Custom Homes attention to detail, you can expect a bright view when your project is complete."

- Old Mission Windows



The Perfect Getaway



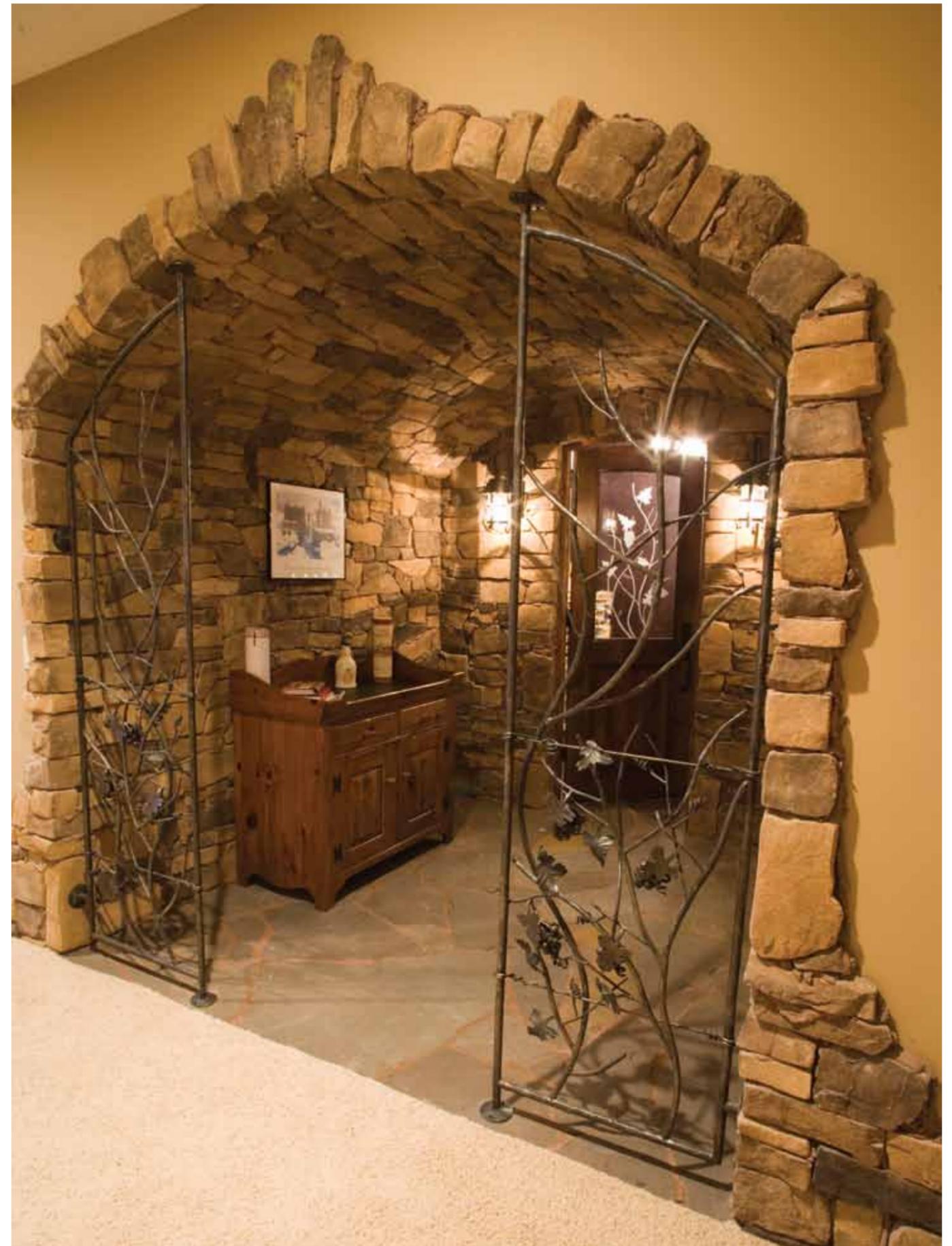
Open and inviting spaces are punctuated with abundant water views—creating a lakeside getaway that will provide generations of enjoyment.



Building Homes Where Dreams Begin

"Roger Widing does not fit a common builder stereotype... Equally at ease on the job or in the business world, he is truly a cut above. Brown Lumber has been partners with Widing Custom Homes since 1991 and we have always been impressed with his knowledge of building science as well as the craftsmanship of his homes. When you entrust your future home to Widing Custom Homes it is in capable caring hands."

*-Greg Sedlacek & Marge Phillips,
Sales Team, Brown Lumber*



Widing Custom Homes has been creating homes of distinction in the Traverse City area since 1998. Offering custom design, outstanding service and a team of exemplary subcontractors, Widing Custom Homes can build your dream home exactly the way you envision it.

Testimonials

"Roger epitomizes the perfect builder. He was always eager and willing to please. His leadership allowed for the precise and skilled construction of our dream home. Roger's sense of integrity and honesty was critical in executing a home of this magnitude. He is very trustworthy and was always willing to stand by whatever he had committed to with our project. Another test of a good builder is whether he will stand by his work after the home is completed. Roger has done that and then some. Our family highly recommends trusting Roger Widing to build your home."

- Jodie Warrick Konold

"Your professional staff guided us step by step through the building process. From our first meeting when you presented your proposal, including the well-organized book of specifications. Through the final walk through, we knew exactly where we were at all times; this includes the building time line through the incurred cost. We think that a special statement needs to be made concerning the craftsman that you chose to build our home. To a person they were professional and the quality of their work was excellent. They obviously take a great deal of pride in their work and they enjoy working for you, someone who appreciates their talent. Roger, with your expert guidance and eye for detail you were able to fashion our vision into a beautiful home on time and within budget. Thank you for a job well done."

-John & Jodie Formolo

My wife, Nanette, and I simply love our newly constructed home in Beulah (stick-built 2"x 6" wood construction). The project was finished a full two weeks earlier than the original, scheduled completion date. The workmanship speaks volumes about its many, many fine details! The superb, quality craftsmanship is outstanding.

As they say at Widing Custom Homes: "We build each home as if it were our own." And believe me, that is not just an old slogan. It is fact. I testify from experience. Roger and his company did everything possible to act according to the owner's every wish. The work progressed smoothly and without delay or interruption. No haggling over base pricing or a change order. They aim to please. And they did so!.

Roger guarantees the end product for years beyond his competitors. However, I know of no builder that can actually be classified a true competitor. Without a doubt, I believe that Widing Custom Homes equates the best Building Contractor within Michigan - or perhaps the USA. All of his sub-contractors work with an expertise that well exceeds craftsman status. They represent the proven excellence of experience combined with an avant-garde (advanced) format of construction technology. Our most heart-felt thanks to Widing Custom Homes.

-Nanette & Harold Renn

A Cut Above

BY KAREN VANDER WERP



Creative allure, spectacular interiors, gorgeous millwork, stellar views, luxurious ingenuity. These are the identifying aspects of Widing Custom Homes Inc. Just view their website and you will be instantly captivated and convinced.

Roger is in the office early and on the job site by 8:30 a.m. That is where he can be found for the remainder of the day. "I am dedicated," shares Roger. "I am there to answer every question and respond immediately." He is there following up, checking and rechecking, and forever in pursuit of his quest for perfection.

All the Widing subcontractors are specialists in their fields who offer the latest innovations combined with classic top quality craftsmanship. They learned long ago the expectations that have kept them on the job for 15 years. "All my subs understand that there is no cutting corners and nothing sub-standard," explains Roger.

Along with quality, a pristine job site is a prerequisite. One satisfied client commented, "Every time we fly in, the job site is immaculate and you don't even know when we are coming."

Widing Custom Homes maintains a reputation for excellence that has created a loyal customer base and earned several industry awards. The same standard of excellence is displayed in every home, regardless of square footage and cost. There is no home too large or too small. Each home is built with the same passion, vigor and sense of pride, from the initial planning and design to final completion, for customer satisfaction.

From classic form to modern flair, homes built by Widing Custom Homes resonate the vision and lifestyle needs of their clients. Defining and translating each customer's aspirations and desires into their dream home is an art Roger has perfected. "Time is something we offer without restraint, whenever it is required for whatever reason," Widing explains. "I make a point to be available to my customers, in person and by telephone. It is my goal to make the entire process enjoyable and stress-free."

The words "no" and "can't" do not exist in Widing's vocabulary. He is resolute in bringing dreams and visions to life and accommodating one of a kind requests. The most recent project includes 12,000 square feet of custom carving and wood detailing along with curved glass, wood ceilings, bent wood and a free-standing spiral staircase that seems to reach for the stars.

The Widing team puts the same attention into the exterior as they do the interior of each home they build. Gas tiki torches, pergolas, fireplaces, fire pits, outdoor kitchens, pizza ovens, custom pools, spas and saunas are the short list of amenities.

Roger is so certain of the quality of his product that he stands behind each home with a 10-year warranty. He provides a comprehensive warranty book and maintenance guide upon completion of each project and enjoys continued relationships with his homeowners who often become lifelong friends.

Roger Widing has spent 37 years pursuing what he humbly refers to as "dedication and passion" but in the world of custom homes he excels beyond the greatest scope of creativity and achieves a level of craftsmanship second to none.