

Builder

The Big Sport

By George Casey
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"First, we are in a frantic battle for human talent with other builders and other industries.

In this battle, culture, vision, leadership, and willingness to change are critical. At the builder level, companies with fabulous cultures and leaders who care attract the best, not necessarily because of the money, but because they exude passion and mission and really care about their employees, trade partners, and third-

[Larry Webb at The New Home Company](#) at Shea, and Gene Myers at Thrive Homes are great examples to study. Millennials flock to these companies

because they are cool places to work and have well defined visions of who they are, why they do what they do, and show they care deeply about people."



George Casey of Builder News recently published an article surrounding the crossroads the new housing business finds itself in – and the strategy to coming out of it on top. Casey notes that the recruitment of human talent in the business is a battle among other builders and other industries. He also notes that The New Home Company is leading the charge. Here's what he has to say about The New Home Company and its culture.

[The New Home Company is leading the charge.](#)

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