



Benjamin Moore®

Siding: White OC-151

Front Door: Spanish Red 1301



Hanson Carlen

Old World Craftsmen

Sometimes it seems like new home developments are popping up everywhere. Cookie-cutter houses featuring generic concepts, familiar tropes, and postage stamp yards. While this may suit the needs of many homeowners the stereotypical suburban family dwelling does not always line up with the custom “dream home”. The term “dream home” may immediately prompt thoughts of endless square footage, the 90’s “McMansion”, or a log cabin in the woods: everyone’s dreams are different. Hanson Carlen Architecture & Construction creates beautiful dwellings rich with tailored customizations and master level carpentry, built by the hands of Spokane’s own ‘Old World Craftsmen’.

When David Hanson starts a new project, he’s doing more than just a job; he’s a third-generation builder thoughtfully designing lasting environments for caring clients. A living legacy, David has enriched the business of his father Dewey Hanson and grandfather with the additional service of architecture. The decision to branch out stemmed from his heart of true craftsmanship and the desire to execute every aspect of a build in the most thought through way. “Architecture is a really good fit for what we do,” David explains, “Oftentimes homes built by builders are not always well designed, leaving people wondering ‘Who came up with that?’” He smiles, “Architects can be clueless about what things cost and builders can be clueless about design, so putting those two pieces together was really good for us.”

While tastes and styles may differ between designs, expert craftsmanship provides a thread of consistency throughout every project, and it starts with Hanson Carlen’s solid team of professionals. “Your people are who you are,” says David, looking at his daughter Marie. The first point of contact for every customer interaction is Marie Hanson, Marketing Director, who engages clients with vibrant imagery and clear communication providing relevant information, guidance, and referrals. In a strong hiring market David finds resilient employees who take pride in their work and molds them from the ground up, teaching the trade and standards that set Hanson Carlen apart. “Employees get to learn everything when they work for us, and they get to work with people who are knowledgeable. We sell what we do.”

Spokane, WA



*David Hanson,
3rd Generation
Owner*

*Marie Hanson,
4th Generation
Marketing Director*

Hanson Carlen's team of master level carpenters pays homage to the tradition of the trade by performing expert work at every stage of the project. "I want to build things that last way longer than a hundred years!" says David with a smile. "I like the term "Old World Craftsmen" because in today's world a carpenter might install a window, but that's not what I call a 'carpenter'. In my dad's generation or my grandpa's you'd set the forms and then build the thing, like historic homes." Inspired by the incredible homes built by architects like Kirtland Cutter, Hanson Carlen aims to set Spokane on the map of lasting, remarkable designs. "We're always doing cool projects! Right now, we're designing a house based on the idea of a grain silo in a modern, farmhouse design. I've never built a silo before, so this is going to be fun!" In a world where being a contractor or builder doesn't take much, Hanson Carlen works hard to build relationships based on trust and a reputation evidenced by the quality and care. "Our business still has that model," says David, "We're an odd duck and I love that."

Premium work calls for premium finishes and Benjamin Moore is the best paint on the market. Preferring the environmentally friendly offerings of Benjamin Moore, Hanson Carlen uses a curated selection of products for their builds including Aura Interior Matte, Scuff-X Satin, and Arborcoat Stain. "If you're building something that lasts, that paint job is important. One of the things I like about Benjamin Moore is that it is quality people have heard of," David shares. "What's popular in color seems to change every few years. I've got a book from the 1950's of Benjamin Moore exterior colors that are

still available to this day! They go together and they're historic, tried, and true." Working with a variety of styles including Modern, Traditional, and something brand new, Hanson Carlen presents finish suggestions along with their innovative designs to provide a complete vision that clients find easy to navigate.

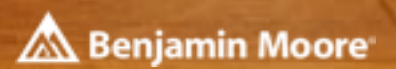
Clients who are looking to select a builder for a remodel or new construction should keep a few key points in mind. "When you're looking for a builder, in addition to checking their qualifications you need to make sure that you mesh with them," advises David, "doing a build is a year-long relationship. Ask yourselves if the builder is a good fit for you. Are they a good fit for what you're doing?" "Do your personalities get along?" adds Marie who points out that the least stressful, most rewarding experience for both the client and the builder is based on a relationship that is a good fit. What rewards David? "Solving problems. I enjoy working with people and meeting their needs. I love the fact that a client comes in with an idea, then a year or two down the road they've got this house, and it lasts. And it came out of our company. It's special."

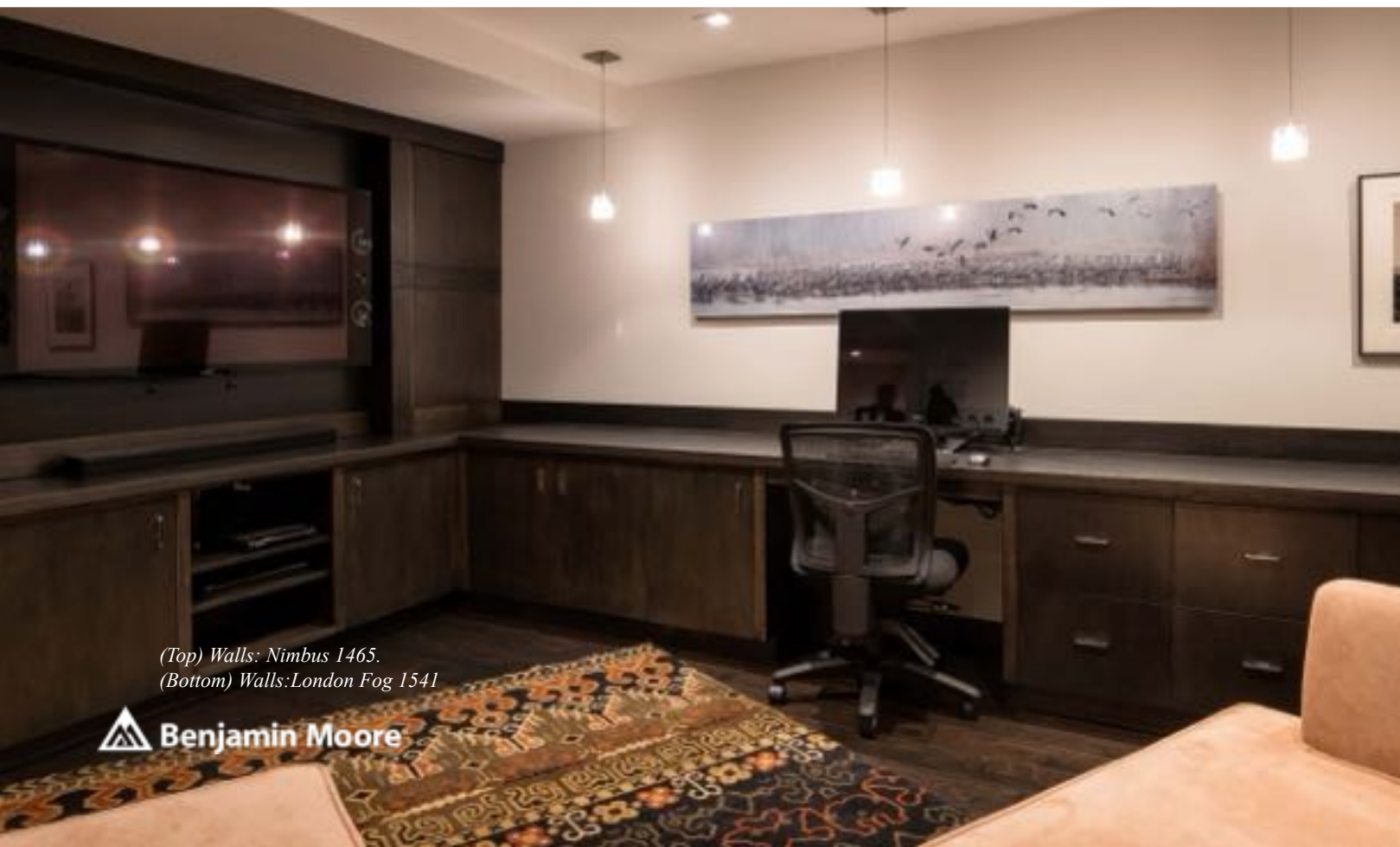


hansoncarlen.com



*Walls: Vapor Trails 1556
Millwork: Winter White OC-21*






(Top) Walls: Nimbus 1465.
(Bottom) Walls: London Fog 1541

A still life composition featuring autumn foliage, a small jar of red paint, and a Benjamin Moore logo. The background is a deep blue textured surface. In the foreground, there are various autumn leaves in shades of red, orange, and yellow, along with some green leaves. A small, round, red paint jar with a blue rim is visible. The Benjamin Moore logo is positioned in the lower left corner of the image.

Stunning
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Thank you for the continued support!*



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