

YOUR HOME, YOUR WAY

by Sherry Thomas • March 1, 2021 • Leave a Comment

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Since 2008, Jenny and Charlie Murphy have been remodeling and building custom homes with their company, Icon Building Group. Charlie, who holds a finance degree from Eastern Illinois University, says the couple started with an 11-home cluster subdivision in Buffalo Grove, while also offering home remodeling and addition services. Today, Icon has a number of communities, builds a variety of custom homes on individual lots, and has a large remodeling division.

Why do you love what you do? We get to meet and interact with lots of really neat people, kids included. Collaborating with them to either build a new home or remodel an existing one to specifically meet their family's needs. Homes are a sacred place where lots of memories are created. We feel grateful to be a part of something so special.

What sets you apart from your competition? We are 100 percent custom, no matter the price point. And our primary focus is on the experience our customers have with us.

Trends on the horizon? More attention to creating fun and practical outdoor spaces, larger pantries, more functional home offices, fitness areas, and home automation.

Best advice ever given to you? If you want to change your life, change your mind.

<https://jwcdaily.com/sheridanroadmagazine/2021/03/01/your-home-your-way-2/>

Most looking forward to in 2021? Hopefully, a movement towards normalcy. And continuing to grow our company—all while improving execution and implementing the technology upgrades planned for 2021.

Icon Building Group is located at 468 Woodland Chase Lane in Vernon Hills. For more information, call 847-773-1200 or visit icon-group.com or ibgremodel.com.

