



SHELL
— brothers —



WE LIVE TO GIVE

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WE BUILD HAPPINESS.

Happiness is our mission.

If you know us, you know that we all live where we work, and we love where we live and what we do.

What does that mean for you, our neighbors?

We don't just care about our customers, we're also passionate about our community and are eager to stay involved locally.

We invest in the areas where we build because it makes all of us better people, and it makes our communities great places to call home.





IT ALL STARTS WITH **OUR PEOPLE.**

Building a great team is important to us. Because of this, we make sure from the moment you join our team, you feel included and welcome. We believe that focusing on the happiness of our employees and homeowners before anything else makes us the best possible versions of ourselves, and that much better at what we do.

Why we're different

Our culture of happiness and gratitude not only sets us apart; it keeps our team smiling and completely dedicated to our work. From day one, Schell Brothers

employees have a lot to celebrate about working here.

We have some great perks.

We enjoy lots of pretty awesome stuff just for being a part of the family. The list is huge, but highlights include unlimited time off, tons of company culture events, tuition reimbursement, employee milestone gifts, and incentives to stay fit and healthy.

We keep things in-house.

Another unique thing about Schell Brothers is how we're structured. We recognize that the foundation of any

successful company is its people, and we want to make sure our culture touches every inch of what we do. So, all of our departments are in-house, including our marketing, CAD, accounting, and law teams. You can't outsource this much awesomeness.

One of the things that all of our team members know is that they are family! We have your back in good times and bad.

GIVING #KUDOS

At Schell Brothers, we are all about showing gratitude for each other! We have a company tradition to “give kudos” to those who stand out and acknowledge how much we appreciate them. In 2018, we decided to take this tradition to the public. We travel via the Project Kudos Bus to schools, festivals, and local businesses to share how being kind positively impacts the world. People are encouraged to write on a sticker who or what they are grateful for and stick it to a Kudos Wall or our Kudos Bus for all to see. Plus, anyone can give kudos digitally on our

website or Facebook page!

Kudos for a Cause - making a difference one “kudos” at a time.

In 2021, we took things up a notch and launched Kudos for a Cause. Each month, we partner with a local non-profit and Schell Brothers donates one dollar for every Kudos given on social media. To date, we have raised **\$212,629** for our area non-profits, and we aren't done yet. We think it's pretty awesome that we have been able to share a company tradition that we all cherish and turn it into something the community can enjoy and benefit from.



CUSTOMER HAPPINESS IS OUR PRIORITY

We aren't just saying that, we mean it! Our smiles are contagious, and when our customers first interact with us they instantly know our company is based on one unique principle: our mission of happiness. Our sales team, construction team, in-house warranty team, and all of us pride ourselves on providing our homeowners with an unparalleled and happy experience every step of their new home journey. But don't take our word for it - look at what some of our customers have said over the years.



"As we went through the process, we were delighted to discover that we chose a multi-generational community with a family feel. We also love how the wonderful sales team plans ongoing events for the members of the community to socialize and get to know each other."
-Steve & Tara

"One of the unexpected treasures has been our community. It started with our sales team and the team planning happy hours and outdoor events to bring us all together. Because of this, we got to know our neighbors—not only on our street but throughout the neighborhood."
-Cheryl & Melvin



"After conducting a lot of research, I found so many positive reviews about Schell Brothers and felt confident having them build my home. Now that I've moved in, the Schell Brothers team is still involved in our community, hosting events that have helped to turn our group of neighbors into friends."
-Sharon



GIVING FEELS AWESOME.

One of the cornerstones of our business from the very first moment Chris Schell started Schell Brothers in 2003 was the idea that “giving feels awesome.” We love when our community is smiling because of one of our acts of kindness.

We acknowledge that one of the greatest benefits of being successful is the opportunity to give back, and that has become a proud passion of ours.





EXTREME HOME MAKEOVER

On August 31, 2011, together with thousands of volunteers from the community, we moved that bus for the Dunning family!

Our team at Schell Brothers is proud to have been selected as the builder for such an important endeavor. The Extreme Makeover: Home Edition project allowed us to help a deserving family right here in our county, and that fits perfectly with our company culture and mission. There's no doubt it was a lot of work but rewarding for all of us, and it was an experience we'll never forget. Recently, we celebrated the tenth anniversary and helped the Dunnings create a literacy center for adults.





PROJECT KUDOS FEEDS SUSSEX COUNTY

Schell Brothers responded quickly to COVID-19 and families in need.

In 2020, when we realized that school closures due to the pandemic meant widespread hunger for many families in Sussex County, we knew we had to take action. So, we partnered with our friends at Harry K Foundation, jumped on the Project Kudos bus, and got to work.

Our corporate warehouse was transformed into a donation and assembly hub where hundreds of volunteers safely came together several days a week to put together boxes of food. The boxes were then loaded onto the Project Kudos bus and taken to some of our area's most in-need communities, where families could pick them up without contact.

At last count, we had delivered **208,000** meals to deserving families in the county.



COMMITMENT TO PARKS AND SHARED SPACES

In 2022, we committed **\$200,000** to help preserve land right here in Sussex County and we promised to donate **\$1,000** for every home we settle this year. But our love for our area doesn't end there; we helped preserve land for the Delaware Botanic Gardens at Pepper Creek, and we love partnering with area parks, little leagues, and gathering spaces.

Lewes Canalfront Park

Schell Brothers and the Schell family have played a vital role in the Lewes Canalfront Park since its inception, from monetary donations to volunteerism, and ending with

the entire Schell Brothers and Ocean Atlantic family coming together to construct the final portion of the park.

Sandhill Fields Sports Complex

The Schell family along with Schell Brothers helped open Sandhill Fields in Georgetown, Delaware, a sports complex that encourages diversity and embraces everyone.

Rehoboth Little League

The Rehoboth Little League field was in desperate need of lots of TLC at the end of 2020. We love sports and kids, so we were happy to step in and provide some improvements and a little old-fashioned



hard work. We painted, we scrubbed, we built batting cages, and we put up new siding. Overall, we have contributed **\$50,000** toward these ball field improvements.

Area Beautification

Every year we happily donate to Lewes in Bloom and Rehoboth in Bloom to help keep our area blossoming. We also participate in the Highway Beautification Program and our team participates in a massive highway clean up several times a year. Over the last 3 years, we have donated over **\$10,000** toward these initiatives.



SUPPORTING LOCAL BUSINESSES AND CAUSES

We'll never stop shouting from the rooftops how much we love where we live, and we love to show it by supporting our local businesses and causes wherever we can.

Get Down in Town

We knew our small locally owned businesses were suffering without in-person patronage when the pandemic hit. To help while getting the community involved, we hosted various Get Down in Town events in our small beach towns. We purchased **\$20,000** worth of gift cards that from our local businesses and encouraged the community to shop, dine, and have fun, then hand in their receipts for a chance to win those gift cards in a drawing. Plus, as an

added perk, our homeowners got to enjoy drinks on us!

Sponsored Events

You will often see us sponsoring community events that our people have deep passion for. Every year we participate in the Rehoboth Buddy Walk and have contributed over **\$8,000** to the cause to date. The Alzheimer's Walk is another event we frequent and we've contributed over **\$22,000** so far. Other contributions, among many others, include Clothing our Kids (over **\$13,000**), our local Community Resource Center (**\$6,000**) and Grassroots Animal Rescue, where we donated land for their new facilities.



COMING TOGETHER IN TIMES OF NEED

When tragedy strikes a member of our community, we know how far a little bit of kindness can go.

Building Hope for Kids Fighting Cancer Through the Power of Play

In March of 2021, Schell Brothers teams from Delaware and Richmond partnered with the Roc Solid Foundation in Richmond to build a playground for 5 year old Aubrey, currently battling pediatric cancer. The Roc Solid Foundation has built hundreds of custom playsets in the backyards of kids fighting cancer all throughout the US through their Play It Forward and Roc Solid on Demand programs, and we were honored to be a part of their mission.

Building for Ben

In the fall of 2011 the Knapp family's son Ben, the oldest of three children, suffered a medical emergency which caused him to stop breathing for a significant period of time and left him physically disabled. Their world was turned upside down, and the family home, which had always served them well, was now woefully unsuited for their new situation. A friend of the Knapp family brought their story to our attention about a year later, and as part of our ongoing community outreach program we decided to get involved and made improvements to their family home to make it more livable and accessible for Ben.



OUR HEALTHCARE MATTERS

We have been community partners with Beebe Healthcare since our company began. But as Sussex County grew, Beebe knew they needed to as well! Thus, they underwent a major capital campaign to build new and improved facilities for our homeowners and, let's face it, for us! After

all, so many of us have "Beebe babies." We knew we wanted to be an essential part of their growth plans. We committed **\$500,000** and then partnered with them for Kudos for a Cause to raise an additional **\$96,796** for Beebe Medical Foundation. The best part was how their team felt after a month of giving kudos!



Many thanks to Schell Brothers for their strong and loyal support of Beebe Healthcare! Not only did the Kudos program engage our community and donors, but also our team members. Everywhere I walk around our health campuses, I see Kudos stickers on bulletin boards and file cabinets thanking someone for doing an exceptional job. It helped us raise the spirits of our team here at Beebe while also raising extra funds to help us offset all the extra expenses incurred during COVID. Kudos to everyone at Schell Brothers!

Dr. Tam, President and CEO of Beebe Healthcare



EDUCATION IS THE FUTURE

We are committed to education. We have funded the construction of a pool and tennis court at Sussex Academy Charter School. Additionally, we consistently support STEM, STEAM, Odyssey of the Mind, and robotics programs. In fact, over the last

several years, we have donated over **\$2.5 million** to area schools to fund educational initiatives. Most recently, we supported a team of HOB Elementary school girls who attended a national robotics championship! #GirlPower



MAKING MAGIC HAPPEN AT SCHELLVILLE

In 2017 we dreamt of a magical Christmas village called Schellville. We delighted our Coastal Delaware community in our first season with 9 miniature houses decorated beautifully with plenty of activities and Christmas trees. Since then, Schellville has grown to delight our local families.

In 2021, we underwent a considerable expansion. With our growth, we have gained many community sponsors and contributors.

Schellville is no longer just a “Christmas lane,” but instead, families can enjoy an Enchanted Winter Celebration, providing hours of FREE fun and entertainment. Open yearly from mid-November through December 31, our magical village enchants

all ages with over 1,200 live Christmas trees, light tunnels, epic snowball battles, live entertainment, holiday shopping at local artisan shacks, food trucks, roller skating, 18 miniature houses to explore, a hospitality tent, a beer garden, train rides, a light maze, and of course, the jolly guy himself for a festive photo op. Santa arrives in the village with fanfare each evening as we open Schellville’s gates.

Nothing beats seeing the wonder in the eyes of our guests, young and old, and we cherish bringing this free event to so many families in our community, including those who may not be able to afford to go to other area holiday light shows.



WHAT WOULD YOU LIKE TO SEE US DO?

We're always looking for new ways to get involved. Do you have a cause you think Schell Brothers should be a part of? Submit ideas to: SchellBrothers.formstack.com/forms/donation_request



