



**VIRTUE HOMES**  
CUSTOM HOME BUILDER





## Over 225 Satisfied Customers Since 2009

The word “virtue” means “behavior showing high moral standards.” Virtue Homes’ founder, Gerald Helf, intentionally chose the name Virtue Homes when starting this custom home building and basement finishing company in 2009. Our name and our virtues are at the core of every home construction project we do.

We set the bar high for ourselves, striving to be the best residential construction general contractor in the Fox Cities. When it comes to quality, honesty, and top-notch customer service, we do everything we can to live up to our name. We bring our Midwestern values to every custom home build and basement finishing project we tackle.

With more than 100 dream homes under our belt, we’ve built a strong reputation as one of the Fox Cities and Northeast Wisconsin’s most respected and best home construction companies. We deliver through a unique combination of reliable communication, industry insight, timely management, and cutting-edge custom home design efficiencies.









## The Virtue Way

You will notice the Virtue Homes difference from day one. We are committed to our motto of “Sharp Details, Smooth Build.” Throughout your home construction project, we’ll be working with you every step of the way to answer all of your questions and design your dream home! We are proud of our custom home design capabilities and fully customizable floor plans, upfront pricing, and timely responses to all your pre-construction questions. As we move forward with the home construction process, we provide accurate schedules, up-to-date budgets, and ongoing feedback and expertise along the way. We even encourage on-site weekly meetings to keep you involved with walkthroughs at critical stages throughout the build, so you’re never left worrying or wondering about your new home. From initial lot selection to move-in day, we promise you an enjoyable custom home construction experience.

When it comes to quality, we treat every build with as much care as if we’re building our own home. That means we accept nothing less than the high-quality materials, superior craftsmanship, and sharp attention to detail we’d want in our home. We know we’re only as good as our team, which is why we hire quality craftsmen and hold our crews to a very high standard when it comes to our home construction experience, cleanliness, and organization. We’re so sure of our work and products, we back it up by going out of our way to fix any warranty issues quickly, at no cost to you.







## Basement Finishing Services

Finishing your basement is a great way to add more livable space to your home without the hassle and expense of an addition! Whether you're looking to turn an unfinished basement into a comfortable living or entertaining space or you want to completely transform your basement into a more functional, enjoyable part of your home, we're the residential construction general contractors you want on the project!

Your basement doesn't need to be that dark, damp space that you rarely visit. Our dedicated team will provide you with a free consultation and work with you every step of the way to bring your dreams to life.



"Virtue Homes exceeded our expectations! We simply wanted to be taken care of along the way and that is exactly what Gerald, his staff and subcontractors did. Kristy, the designer, assisted in making the process stress free and a bit fun. Gerald is organized, fair, super fussy and humble. We are very happy! Six stars for Virtue Homes!"

- Greg E.

"We would highly recommend Virtue Homes. Our project manager, Kyle was very responsive and had great communication with us during the build. We were very happy with all the subcontractors. They were very timely, followed the schedule, reliable, and did great work. We have a beautiful, quality-built home thanks to Virtue Homes."

- Kathy D.

"Kyle and Gerald made the building process enjoyable and fun! Every step from the design to the final walk-through was stress free. Kyle made sure to keep us on budget and clearly communicated where every penny went. All of the sub-contractors selected by Gerald were very knowledgeable and guided us through every decision. If you are looking for a quality built home with beautiful craftsmanship you can't go wrong with Virtue Homes LLC!"

- Erica G.

"Virtue Homes built my last two homes. Both homes were built with incredible craftsmanship. Gerald pays very close attention to detail and truly wants you to love your home. Whenever a change is made Gerald figures out a way to make the change and still keep you close to your budget ... Building a home is stressful and Gerald definitely helps eliminate a large portion of the stress. Gerald pays attention to what is important to the home owner and makes suggestions to make your idea even better. The communication is outstanding. The project was seamless from start to finish. Both homes exceeded my expectations. Post build Gerald is always available to answer any questions and dedicated to stand by any issues. I am very thankful to Gerald and his team for building my beautiful home."

- Dawn D.







## Heritage Woodworks

- Heritage Woodworks is a local cabinet company serving Northeast Wisconsin for three decades.
- Each kitchen and room of the house is specifically designed with you at your one-on-one appointments to meet your functional and style goals.

- Our experienced team takes pride in building and finishing the cabinets for every project.
- Attention to detail and quality from the beginning through installation adds value and beauty to your home.
- Let's get started today!

1874 Commercial Way, Green Bay, WI 54311  
(920) 468-7277 • [heritageww.com](http://heritageww.com)





## Dan Klopfer

### Coldwell Banker Real Estate Group

Dan knows that you need a real estate professional that will listen to you, understands the industry, and is positioned to stay ahead of the game. As a full-service real estate professional, he can meet all of your needs, whether you are buying or selling a property.

1050 North Lynndale Dr, Appleton, WI 54914  
(920) 209-0305 • [dklopfer.coldwellhomes.com](http://dklopfer.coldwellhomes.com)



## Tri City Glass & Door

Tri City Glass & Door specializes in commercial glass projects and automotive glass repair. We are your residential glass and door professionals. Our award-winning team of experts in Appleton and Green Bay have accumulated 1,421+ years of experience—more than any other glass company.

1811 E Mason St, Green Bay, WI 54302 • (920) 468-7820  
2801 N Roemer Rd, Appleton, WI 54911 • (920) 734-9164  
[tricityglass-door.com](http://tricityglass-door.com)



## Davel Engineering & Environmental

Whether your development is residential, commercial, industrial, or institutional, we can help. Our experienced team has the know-how and experience you deserve. We provide upfront, firm quotes on most projects and offer competitive rates and pricing for our clients.

1164 Province Ter, Menasha, WI 54952  
(920) 991-1866 • [davelengineering.com](http://davelengineering.com)





## D&M Flooring America

Here at D&M Flooring America, we pride ourselves on our reputation for outstanding service and excellent installations. Our staff is comprised of certified installers, interior designers, sales professionals, and support staff, with hundreds of years of combined knowledge and expertise, that can offer you a complete selection-to-installation experience.

309 Allegiance Ct, Appleton, WI 54913  
(920) 788-5066 · [dminteriorsflooring.com](http://dminteriorsflooring.com)



where friends send friends™



## Earthscape Landscaping

Earthscape Landscaping is a family-owned and operated business since 1994. Our motto is: "Escaping the ordinary design and designing the extraordinary." We are continually growing and expanding our services which include landscape design, lawn installation, hardscape design and construction, retaining and large ledge rock walls, steps, patios, concrete curbing, outdoor kitchens, outdoor fireplaces/pits, landscape lighting, and snow removal.

2847 Larsen Rd, Neenah, WI 54956  
(920) 277-6766 · [earthscapewi.com](http://earthscapewi.com)





### **Bill Biese Masonry, Inc.**

With over 40 years of experience in the masonry business, we specialize in unique custom masonry in the building of fireplaces and exterior brick and stone work. Our mission is to do the best job possible and to completely satisfy our customers.

W4763 Marcks Rd, Black Creek, WI 54106  
(920) 680-6095 • [biesemasonry@yahoo.com](mailto:biesemasonry@yahoo.com)



### **Watters Plumbing, Inc.**

At Watters Plumbing, we take service seriously! We've built a professional, well-trained organization that comprises several divisions – showroom, design consulting, plumbing, and carpentry. We believe to succeed in addressing your new construction, remodeling, or repair project, we must have the best solution at the best price possible. To do so, we've built a responsive team that coordinates all project tasks from inventory to labor, providing the most efficient use of time and your hard earned dollars!

1303 Midway Rd, Menasha, WI 54952  
(920) 204-7526 • [wattersplumbing.com](http://wattersplumbing.com)





## Trait Design

Trait Design is an interior design studio that specializes in the overall design and selections for residential new builds and renovation projects. We help create remarkable spaces that are uniquely you.

(920) 851-1738 • [traitdesignco.com](http://traitdesignco.com)



## Alberts Plastering

Alberts Plastering, Inc. is the area's most trusted and experienced plastering company. Serving Wisconsin for over 70 years. We are completely dedicated to quality workmanship and customer satisfaction. Affordable, unmatched quality and service.

1610 Orchard View Ln, Brussels, WI 54204  
(920) 825-7373 • [albertsplastering.com](http://albertsplastering.com)



## Wisconsin Building Supplies

Our design specialists have an extensive selection to meet the demands of any project. We are your one-stop-shop for residential roofing products, siding, and accessories as well as quality decking, railing, porch, and fence materials available and ready to deliver.

222 N Lilas Dr, Appleton, WI 54914  
(920) 738-3107 • [wibuildingsupply.com](http://wibuildingsupply.com)







### Closet 1 Interiors

From high-quality garage cabinets to showroom-quality custom closet systems, Closet 1 Interiors has everything you need to transform your home and garage into the fully functional and organized space of your dreams. Our organization systems will help you eliminate clutter and regain your floor space! A home or garage makeover may be your future! Contact us today to find out how you can regain your space.

2350 W Pershing St, Appleton, WI 54914  
(920) 882-0633 • [closet1interiors.com](http://closet1interiors.com)

**CLOSET 1**  
INTERIORS





## Lighting by Design

We are a full-service lighting and design showroom featuring:

- dining, kitchen, and bath lighting
- cutting edge LED lighting solutions
- outdoor and landscape
- patio heaters
- ceiling fans
- framed mirrors and other home accessories
- and now specializing in window treatments

Where experience opens the door to illuminating possibilities!

211 N Lynndale Dr, Appleton, WI 54914  
(920) 257-4108 • [lightingbydesignappleton.com](http://lightingbydesignappleton.com)



## Freedom Overhead Doors

Freedom Overhead Doors, LLC provides a quality product along with a quality installation. We have over 30 years of experience. We believe in providing on-time, professional, courteous service to all of our customers.

W2090 Tear Drop Ln, Freedom, WI 54130  
(920) 687-9414 • [freedomoverheaddoors.com](http://freedomoverheaddoors.com)



**We're here for you every step of the way from lot purchase to "wow, that's my home!"**

For as little as 10% down, start building the home of your dreams with our single-close construction loan – one set of paperwork with an automatic conversion to a regular mortgage when construction is complete.

LEARN MORE



**Fox Communities CREDIT UNION**  
Helping you make life happen!

Down payment as low as 10%. Interest-only payment available during construction period (9 months); after, the loan will be amortized over 351 months (9-month construction period) into a 5/1 or 10/1 Adjustable-Rate Mortgage (ARM), or a 15 year Fixed. Rate adjustment could occur after the initial ARM terms (5/1 or 10/1) and annually thereafter based on 1-year Treasury Bill; loan rate is calculated by adding a margin of 2.75%. Payment Example: A 10-year ARM-rate construction to permanent loan for \$375,000 with 10% down at 2.990% and Annual Percentage Rate (APR) of 3.282% an estimated monthly principal and interest payment of \$1,604. Payment example does not include taxes, insurance, or mortgage insurance premiums; actual payment will be greater. Rate will not increase or decrease more than 3% on the eleventh year, thereafter 2% in any given year. Rate may be adjusted based on other factors, including but not limited to, when your rate is locked, actual occupancy status, loan purpose, loan amount, credit score, debt to income ratio, and loan to value. Additional restrictions may apply. Rates/terms are subject to change any time and without notice. Lending products are subject to credit application, guidelines, and credit approval. Membership eligibility required. For additional information and details on mortgage products and services, visit your local Fox Communities Credit Union and speak with a Mortgage Loan officer or visit [foxcu.org/lot-construction-loans](http://foxcu.org/lot-construction-loans).

Federally Insured by NCUA.

 EQUAL HOUSING OPPORTUNITY



**Virtue Homes**  
**is proud to sponsor**



*Community Impact with Fox Communities Credit Union*

Established in 2016, the Fox Cares Foundation is a fundraising initiative which addresses three needs we believe help form the basis of a physically and emotionally healthy community.

***Ending Homelessness ...***

because no person should have to go without a place to call home.

***Fighting Hunger ...***

because no community thrives when some go hungry.

***Providing Access to the Arts ...***

because expression through the arts brings beauty to the community at large.

***Join the Matching Donation Challenge:  
All donations made to the Foundation now  
through August 14, 2022 will be matched  
by Fox Communities Credit Union!***

Visit [foxcares.org](https://foxcares.org) to find out more.

Fox Cares Foundation, Inc is a WI non-profit corporation with 501(c)(3) status effective June 21, 2016. While Fox Communities Credit Union (Fox) actively supports Fox Cares Foundation, Inc. the entities are neither legal affiliates nor subsidiaries of each other. Consult a tax adviser for information regarding deductibility.





## Partner Directory

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foxcu.org

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wibuildingsupply.com







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virtuehomesllc.com

