



# MARNIE

Founder & President of Marnie Custom Homes,  
2022 NAHB Custom Home Builder of the Year

## MEET MARNIE OURSLER

**Marnie Oursler is the Founder and President of Marnie Custom Homes based in Bethany Beach, Delaware, an award-winning custom home design+build firm that specializes in building sustainable beach homes using locally sourced materials.**

She was awarded the 2022 Custom Home Builder of the Year by the National Association of Home Builders (NAHB). This award is the highest honor given within the custom home building industry, and she is the first female recipient, as well as the first Delaware-based builder to receive the esteemed award. Marnie's innovative use of materials, impeccable craftsmanship, creative design sense, and unparalleled work ethic have earned her a thriving business, and she continues to revolutionize the industry with a fresh approach to established building practices and processes.

Marnie hosted Big Beach Builds, which aired for two seasons in 2017 and 2018 on DIY Network. She was also the host of HGTV Dream Home 2018. A graduate of East Carolina University, where she was on a softball scholarship, Marnie earned an MBA from Duke University and continues to serve on the Board of Directors at Duke University's Fuqua School of Business, Center for Entrepreneurship & Innovation.

Marnie's story is unconventional and inspirational as she's built the #1 custom home-building company in the country in a very male-dominated industry. With more than 25 years of experience in both building and designing custom beach homes, she knows every aspect of what's required to build safe, sustainable, and weather-resistant homes while also creating innovative one-of-a-kind spaces that enhance life at the beach for families and their guests. She has built over 130 homes to date throughout the Delaware Beach region.

## FOLLOWER DEMOGRAPHICS

 @marnieoursler

115K+

FOLLOWERS ON  
SOCIAL CHANNELS

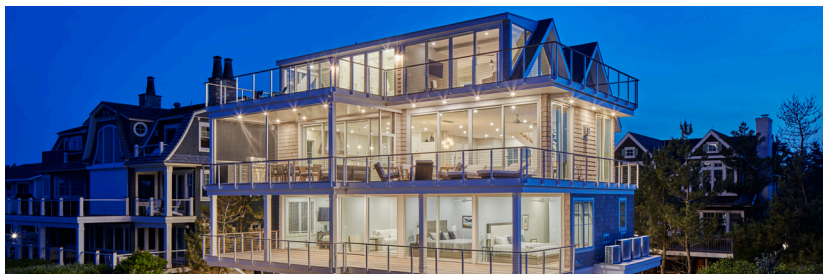
64%

WOMEN

35-44

AVERAGE AGE RANGE





## AWARDS & RECOGNITIONS

- Finalist, Woman of the Year 2020 - National Association of Home Builders Professional Women in Building
- Custom Builder of the Year 2019 & 2020 - Builders and Remodelers Association of Delaware
- Designer of the Year - 2019 & 2020 - Builders and Remodelers Association of Delaware
- Entrepreneur of the Year for Women in Business, Gold Stevie® Award Recipient



- Spokesperson for 84 Lumber's, "We Build American" initiative
- Board of Directors at Duke University's Fuqua School of Business, Center for Entrepreneurship & Innovation
- Board of Directors at Beebe Medical Foundation

## BRAND COLLABORATION OPTIONS

### EVENTS

- Interviews
- Speaking engagements
- Panel discussions
- Topics covering business and entrepreneurship, women and leadership, and sustainable design

### PHOTO

- Photo post of product/service used by Marnie Oursler
- Photo post supplied by brand

### VIDEO

- Live stream, recorded, short form, or episodic video starring Marnie Oursler with native integration of product/service
- Animated video with native integration of product/service
- Custom DIY tip video with native integration of product

### CONTENT AREAS:

Building Materials/Products, Design/Decorating Products, Bethany Beach/Delaware Beaches Local Area