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**BETENBOUGH HOMES CELEBRATES GRAND OPENING OF NEW SUPPORT CENTER IN LUBBOCK**  
*Local home builder unveils new facility designed to foster growth, collaboration, purpose-driven work*

**LUBBOCK, TX** - Betenbough Homes will mark a major milestone in its 33-year history on **Tuesday, April 22**, with the grand opening and ribbon cutting of its new **Support Center located at 6307 82nd Street in Lubbock**. The event, beginning **at four o'clock this afternoon**, will welcome city leaders, community partners, team members, and friends to commemorate a meaningful milestone in the company's continued growth and service to West Texas.

Founded in 1992 by father and son duo Ron and Rick Betenbough, Betenbough Homes has remained steadfast in its mission to make homeownership possible, affordable, and memorable for families across Amarillo, Lubbock, Midland, and Odessa. Now, with more than 20,000 homes built and a workforce that has more than doubled in five years, the company has opened a centralized Support Center to better serve both its teams and future homeowners.

"In 2019, we employed 200 team members. In just six years we've experienced 50% growth with more than 300 team members now contributing to our homebuilding operation," said Cal Zant, President of Betenbough Homes. "This Support Center represents not only physical growth, but also our continued investment in our people and the communities we serve."

The new 41,000 square-foot facility brings together key departments that support homebuilding operations—including Architecture, Purchasing, Land Development, Marketing, Sales Support, Software, and company leadership—into one unified space. By bringing these groups under one roof, Betenbough Homes aims to improve collaboration, streamline operations, and provide stronger support to its field teams and homeowners alike.

As part of Betenbough Companies, a Public Benefit Corporation, Betenbough Homes operates with a purpose-driven approach—placing people, purpose, and impact at the heart of its business. Guests at today's event will hear from CEO Jeanna Roach, who will share how the company's core values—Unity, Growth, Excellence, and Generous Stewardship—guide its culture and decision-making.

Attendees will also be invited to tour the new space, which features a special collaboration with The Heart Gallery of the Panhandle Plains, an organization that advocates for children in foster care awaiting adoption. Portraits of children served by The Heart Gallery will be displayed throughout the building, encouraging guests to reflect on the importance of home, stability, and community.

“This building represents more than just office space—it’s a symbol of our continued investment in this region and in the people who make our mission possible,” Zant said. “We’re excited to open our doors and share this special moment with our community.”

To learn more about Betenbough Homes and the communities they build in, visit [www.betenbough.com](http://www.betenbough.com).

### **About Betenbough Homes**

Betenbough Homes, West Texas’ number one new home builder, was founded in 1992 when father and son Ron and Rick Betenbough teamed up to deliver quality new homes at the most competitive price. Based in Lubbock, Texas, Betenbough Homes has built more than 20,000 homes in communities across West Texas and is committed to providing more home for less money. Betenbough Homes is an employee-owned company committed to build, serve, and impact the communities it calls home. Ranked among the Top 100 Builders in the nation by Builder magazine, the company consistently receives superior marks for customer service by GuildQuality, a third-party surveying company.

Betenbough Homes currently builds homes in Amarillo, Texas; Lubbock, Texas; Midland, Texas; and Odessa, Texas, with more than five families moving into a brand-new Betenbough home every day. Visit **[betenbough.com](http://betenbough.com)** for more information on Betenbough Homes.

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