



Cameron Custom Homes & Renovations shares a design room with sister homebuilder Camelot Homes. Here, drawers hold samples for clients to browse when making decor and accessory selections for their homes. CAMERON CUSTOM HOMES & RENOVATION

3rd-generation entrepreneur carries on family legacy

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She hails from Arizona homebuilding royalty and was settled in, working in the family business.

But when a friend of a friend reached out seeking a remodel of her 1970s Camelot Homes abode in McCormick Ranch that had never been touched, Cammie Beckert's interest and creative juices were piqued.

"Let's see how this goes," Beckert recalled of taking on the project.

That it was the entre to Cameron Custom Homes & Renovations, the custom homebuilder and renovations company Beckert launched in 2019, indicates it went pretty well.

At the time, Camelot, which was founded by Beckert's grandfather J.W. Hancock more than a half-century ago, was considering starting a custom remodel division. This 1970s remodel was a proving ground of sorts.

"It was a fun project. We took the home to the studs, expanded and updated it," Beckert said.

That led to a couple of remodels in Grayhawk and then more custom and remodels in Camelot communities. White Horse was the development that catapulted this service, which led to the creation of a dedicated customization and remodel team.

After a few years, the division took on its own identity and this year it officially took on its own brand with the incorporation of the name Cameron Custom Homes & Renovations.

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Cammie Beckert is the founder of Cameron Custom Homes & Renovations. CAMERON CUSTOM HOMES & RENOVATIONS

"Camelot is a name we want to uphold and even surpass in people's minds," Beckert said. "We wanted to distinguish ourselves."

Today, Cameron Custom fulfills the home sweet home dreams of homeowners who seek the signature Camelot designs but want them incorporated into their current homes or want Camelot-inspired homes built on their own land.

Current Camelot and non-Camelot homeowners compose Beckert's clientele. Most projects are in Scottsdale, with some in Paradise Valley and a couple upcoming in Vistancia in Peoria.

In 2022, Cameron Custom had seven active projects and this year it's got 17 active projects with more in the design phase, yielding a 143% increase, Beckert said.

One of those belongs to Joanne Rizzi who, along with her husband John, is having Cameron Custom build their home on a Scottsdale lot they purchased seven years ago.

However, the Rizzis' connection with Camelot goes back further, which is the reason they reached out to Cameron

Custom when building their dream post-retirement home.

The couple lives in Iowa and has been coming to Scottsdale every year for 20 years for a medical conference that John, a radiologist, attends. While here, they fell in love with the desert, weather and resorts, and would come here throughout the year.

But what they really enjoyed even more was driving around looking at homes. Joanne is a visual person and took photos of the homes that captured their attention over the decades. Eventually, they realized so many of those homes were Camelot Homes, and often the ones they loved most.

When John planned to retire in December, the couple moved forward to build their new home on their Scottsdale property. In the process of interviewing several builders and outlining what they wanted, Camelot's name and its custom home division Cameron Homes kept coming up.

The open floor plan, bathrooms, kitchens and overall curb appeal caught their eye.

"When we walked into the models, we made the connection ... This is home to me," Joanne said.

Joanne raved about the service and communication she and John have re-

ceived from Cameron Custom, even getting responses to calls and text messages she sent Beckert on a Sunday evening.

"They really keep you in the loop, and we're extremely pleased with the way we've been treated," Joanne said. "Cammie is a sweetheart. She genuinely cares about creating a home for their customers."

Beckert, who had a career in sales and marketing before joining the family business, is one of the few women leaders in a U.S. homebuilding industry valued at \$124 billion, according to IBIS-World.

However, she hails from a multi-gen-

erational homebuilding family where it was not unusual for women to be at the helm.

When Beckert's grandfather J.W. Hancock founded Camelot Homes in 1969, he did so with his wife and Beckert's grandmother Maggi. At the time, husband-and-wife business ownership was unusual.

Today, Beckert's mother Julie runs the business alongside her father Mark as Camelot's managing director and co-owner. With Beckert leading Cameron Custom, she is a third-generation woman homebuilder.

"My grandmother was a mentor in many ways to my dad. My mom was always very entrepreneurial. (The industry) is still very male-dominated ... but I've been surrounded by strong women leaders," Beckert said.

Beckert acknowledged the benefits that come with being associated with the Camelot brand and the prestige, comfort and confidence it brings to homeowners. However, being able to deliver a home experience that is uniquely Cameron Custom brings a reward of its own.

"I love working with families. I love people," Beckert said. "To be able to be a part of building someone's home, which is their sanctuary, fills my heart up."