



Cameron Custom

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When one thinks about life and career-defining mentors, there is perhaps no better source than one’s parents. After all, they are there to exemplify and teach from the beginning. For Cameron Hancock Beckert, this was precisely the sort of experience that led her to where she is today. “I watched my parents navigate the highs and lows of business, and I’ve always been inspired by their unwavering commitment to doing the right thing,” she shares. After exploring the possibilities of other career paths, Beckert made her way back to the family business. Today, she brings the same dedication and authenticity to Cameron Custom as her parents did to their home building firm. “Built on a strong, multigenerational heritage, we are determined to create highly tailored, exquisite homes that capture each client’s distinct vision and way of life,” Beckert says. “My goal is to be the custom builder of choice, known for delivering the exceptional.”

Wells Of Inspiration

Beckert shares three sources of education and inspiration that have been instrumental for her.

- *Traction* by Gino Wickman: This book outlines the business system we use to operate. It’s simple, yet transformative.
- *How to Be Awesome at Your Job*: This podcast consistently features insightful guests and valuable stories.
- *3-2-1 Thursday* by James Clear: This weekly newsletter by the author of *Atomic Habits* provides three ideas, two quotes and one question to consider.

“WE GENUINELY CARE ABOUT EVERY DETAIL AND EVERY CLIENT.”

Parallel Passion

Asked what she would do if she weren’t in this profession, Beckert points to teaching, saying, “I love the energy that comes from both teaching and learning. I participate in an executive program at Harvard, and it is my favorite week of the year!” This passion is evident in how she operates the firm, too, fostering a company culture where employees feel uniquely valued and appreciated—set up for success and growth.

Top Cameron Custom’s newest upcoming spec project in Paradise Valley will be a stunner, with architecture by Biegner-Murff Architects and landscape design by Berghoff Design Group.
Bottom The art of luxury home building is evident in the details and beautifully executed finishes of this great room.

Photography Courtesy of Cameron Custom



CAMERON CUSTOM
HOMES | RENOVATIONS

The Art of *Luxury* Homebuilding

