“Integrity is probably the most important quality any homeowner could require of a residential homebuilder. This quality may not be tested when a project is simple or in ‘spec’ construction completed without the benefit of the future homeowner’s constant scrutiny. My project was large and complex, and I was continually on the site, observing the quality and progress of the job. Even when conditions became challenging, Jon and his team stayed true, kept their promises, and consistently demonstrated integrity in word and deed.”

Audrey P.
The Action Builders Team

Jonathan, Riitta and Jeremiah Seppala

Jonathan Seppala, President of Action Builders, has been in the construction industry for 32 years. He has been involved in the building of everything from a 15 story glass skyscraper to more than 300 custom homes in the Upstate. Jonathan oversees the business side and can help you to create your own Custom Dream Home.

Jeremiah Seppala oversees the actual construction of customers’ new homes. He maintains daily contact with supervisors, subcontractors and specialists to ensure that each new home is built on time and that the quality never waivers.

Josiah Seppala heads up the design and marketing aspects of Action Builders. He designs most of the Action Builders homes in the area, and he is the reason for the distinct Action Builders style, which features very livable floor plans and that cut out wasted space.

Riitta Seppala takes care of the details behind—or rather inside—the homes from an interior design perspective by helping choose colors, lighting fixtures and finishes. Our homes are build not only with quality construction, but with gorgeous curb appeal and customized interiors.

Frequently Asked Questions

Where can we build our home?
We can build your home on land anywhere in the Upstate or your can choose from our inventory of homesites.

How can I finance my custom home?
You can finance through any lending institution or we can assist with financing. Through our relationship with SC Mortgage Associates, as well as other construction lenders, we are able to finance your custom home construction whether or not your present home is sold! We can also include the cost of the land in the construction, keeping your down payment to a minimum.

Custom Home Program
Your dream home made easy!

1. Contact us and together we will ascertain your needs and wishes for your new home.

2. We will come up with a Custom Home Design either from Action Builders stock plans, or you may bring us your plans. For a home as individual as YOU, we offer a Custom Home Design Service using our in-house large screen computer with 3-D Pre-construction viewing capability. (You have to see it to believe it!)

3. Once an agreement on a suitable design is reached, we will give you an estimated cost for the home.

4. When you approve the estimated cost we will complete the Final Plans and Specifications for your new home.

5. Upon your approval of the final plans and specifications, Action Builders will quote you a Firm Final Price and a Guaranteed Completion Date.

6. A contract is executed for construction.

7. The Action Builders dedicated ‘A’ Team begins construction on your new home On Time and Within Budget.

8. Welcome home! Your Dream is a Reality!