



Meier Design & Build Integrates In-House Interior Design Support into Design-Build Process

May 19, 2026

ROCHESTER, MN - May 19, 2026 - PRESSADVANTAGE -

Meier Design & Build has strengthened its custom home services by incorporating dedicated interior design expertise directly into its design-build workflow. The veteran-owned Rochester company now provides seamless guidance on finishes, layouts, and material selections as part of every new home project and renovation.

This integration allows clients to work with professional designers from the initial discovery meeting through final walkthroughs. The approach streamlines decision-making and helps ensure design choices align with construction timelines and budgets. By bringing interior design in-house, the company reduces the coordination challenges that often arise when working with multiple outside professionals.

Aaren Reidel, Vice President at Meier Design & Build, leads much of this effort. With a Bachelor of Interior Design from the University of Wisconsin-Stout and nine years of industry experience, Reidel brings both technical knowledge and practical insight gained from growing up in a home-building family. Her background enables her to bridge the gap between architectural plans and livable, personalized interiors.

Paul Meier, owner and founder, described the benefits of the expanded service. "Adding in-house interior design support creates a more unified experience for our clients," Meier said. "It allows us to coordinate every detail under one team, reducing miscommunications and helping homeowners make confident choices throughout the project."

The design-build model already combines architectural planning and construction. Interior design integration now completes the process by addressing aesthetic and functional elements in full coordination with the build team. Clients receive comprehensive support on selections for cabinetry, flooring, lighting, countertops, hardware, paint colors, and other finishes. These choices are carefully evaluated for durability suited to southeast Minnesota's challenging climate, including extreme temperature swings and high humidity seasons.

This structure supports efficient project flow from start to finish. Early designer involvement during the planning phase helps identify opportunities for customization while maintaining schedule and cost parameters. Designers participate in job site visits, material presentations, and ongoing consultations to ensure selections translate accurately into the built environment. The full team—including director of business Ryan Laudon and site manager Nathan Lilestol—coordinates closely to maintain consistency between design intent and on-site execution.

Meier Design & Build draws on Paul Meier's more than 25 years of experience as a second-generation builder and Air Force veteran. The company's emphasis on collaboration, integrity, and quality carries through to the enhanced design services. This veteran-owned business applies disciplined project management principles to every phase, from initial concept development to final punch list completion.

The interior design integration addresses common client pain points in custom home building. Homeowners often face overwhelming choices regarding thousands of finish options. Having dedicated support helps prioritize decisions based on lifestyle needs, maintenance considerations, and long-term value. For example, designers guide clients toward materials that balance beauty with practicality, such as stain-resistant countertops for busy kitchens or low-maintenance flooring for families with children and pets.

As a custom home builder in Rochester, MN, Meier Design & Build continues to focus on client-centered processes that simplify what is traditionally a complex journey. The interior design partnership reflects ongoing efforts to deliver complete solutions rather than partial services. Clients benefit from a single point of accountability across design, construction, and interior elements, which promotes better communication and fewer surprises during the building process.

The company maintains its commitment to clear communication and disciplined project management. Regular updates keep clients informed of progress on both structural and design aspects. This holistic

approach supports a wide range of projects, including new custom homes on lots in developments like Cassidy Farms, as well as additions and renovations to existing properties.

With this service enhancement, Meier Design & Build positions itself to better serve families seeking homes tailored to their specific needs—whether incorporating home offices, multigenerational living spaces, accessible features, or energy-efficient upgrades. The integrated team helps clients navigate trends while focusing on timeless design principles that ensure homes remain functional and appealing for decades.

The addition of in-house interior design expertise demonstrates Meier Design & Build's dedication to continuous improvement and client satisfaction. By investing in specialized talent and streamlined processes, the company aims to set a higher standard for the custom home building experience in the Rochester region. Prospective clients are encouraged to schedule a complimentary discovery meeting to explore how this full-service model can support their building goals.

Meier Design & Build remains focused on quality craftsmanship and personalized service. The enhanced design capabilities complement the company's established strengths in construction and project management, creating a comprehensive offering for homeowners ready to build their next chapter.

###

For more information about Meier Design & Build, contact the company here: Meier Design & Build
Paul Meier (507) 696-8899 paul@meiercompanies.com
6113 Rome Cir NW, Rochester, MN 55901

Meier Design & Build

Welcome to Meier Design + Build, where your dream home becomes a reality! With 25+ years of experience, Meier has built a reputation for quality homes and developments. Let's Build Your Story!

Website: <https://meiercompanies.com/>

Email: paul@meiercompanies.com

Phone: (507) 696-8899

