

# Grainda Builders

BY CONTRIBUTING WRITER HANNAH DURHAM  
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Nestled along the shores of Lake Norman, The Peninsula is more than just a residential community – it’s a lifestyle. With its sweeping vistas, world-class amenities and tight-knit community, The Peninsula has attracted residents from all walks of life. Among them are Liza and Joe Grainda. Joe, who is founder and CEO of Grainda Builders, Inc., has not only made The Peninsula his home, but has also played a role in shaping its landscape.

Joe moved to Lake Norman in the late 1980s, and he and his young family became part of The Peninsula community in 1993. Initially drawn to the area by the lake, Joe and his family quickly fell in love with the small-town feel of Cornelius.

“Initially, we were attracted to the lake as big boaters,” recalls Joe, who originally grew up boating on the Chesapeake Bay. “But what’s kept us here over the years is the location – it’s a beautiful tucked-away community on the water, yet it’s convenient to the highway and the Charlotte airport.”



Over the past 30 years, Joe and Liza have witnessed The Peninsula evolve and grow. One of the youngest families when they first moved in, they happily raised their daughters in this welcoming environment, eventually shifting from a golf course home to waterfront living – a transition that many families in the community have made.

“The Peninsula has a lot going for it,” Joe observes. “The club and facilities are always kept current, which makes you comfortable making large-scale investments in a home because the community continues to appreciate in value.”

For Joe, working where he lives is both an enjoyable challenge and a distinct privilege. As founder and CEO of Grainda Builders, he has helped to shape The Peninsula, building and remodeling many homes that reflect the neighborhood’s values of quality and community. It’s a responsibility he doesn’t take lightly.

“The Peninsula is a unique neighborhood because of its location, convenience and the club amenities,” says Joe. “There’s immense value in the management of the community and the HOA oversight in helping to protect and maintain the property values and integrity of the community.”

One of the best parts about living in The Peninsula for Joe and Liza has been the opportunity to make lasting memories. From teaching their kids to swim and water ski and educating them on water safety, to enjoying evening boat rides and attending holiday parties, the Grainda family has truly embraced The Peninsula lifestyle.

When asked about their favorite spot or activity in The Peninsula, Joe smiles and says, “We just love hanging out at home,” a feeling that significantly impacted their decision to renovate their own house.

For the renovation, the family focused on creating spaces that were comfortable and inviting. “The kitchen was really an important focus for us because it’s a huge entertainment hub. We shifted rooms around so that the spaces we used a lot were the ones with the amazing views,” Liza says. “We added features and details we knew we’d use, like enhancing the two-story deck to have a fire table. We really focused on how to make the outdoor living spaces shine.”

“The best thing about renovating is that you’re taking something you already like and thinking about how you can make it better,” Joe adds. “There’s a reason you didn’t *want* to move and chose to invest in updates and remodeling instead.”

As for the future of The Peninsula, Joe envisions Grainda Builders continuing to play a part in making it one of the most desirable neighborhoods in Lake Norman. “Our hope is that people see opportunities to invest in their own homes and properties as a way to keep elevating the community and make it truly one of the best spots to live on the lake,” says Joe.

In The Peninsula, Joe and Liza found more than just a place to live – they found a community where Joe can put his passion for building to work, a tranquil haven for their family and a lifestyle that’s hard to beat. As The Peninsula continues to grow and evolve, one thing is certain – Grainda Builders will be there, building a better community, one home at a time.



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