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The Targaryens came from the ancient civilization of Valyria, bringing dragons from the eastern continent and settling on the island of Dragonstone. After an unknown disaster known as the Doom of Valyria wiped out their homeland and killed most of the world's dragons, the Targaryens invaded Westeros.
Located in the Vale, the Arryns serve as wardens of the East from their mountain stronghold, the Eyrie – a key defense against the violent clans that surround their home. According to lore, the Andal knight Ser Artys Arryn took the Vale from the First Men, fighting from the back of a giant falcon.
For centuries, the Tyrells served and occasionally intermarried with House Gardener, the ancient family of the King of the Reach. But after the Targaryen conquest eliminated the Gardeners, the Tyrells bent the knee to the Iron Throne — and then rose to become principal house and warden of the South at Highgarden.
House Greyjoy’s power dates back to the great Grey King during the Age of Heroes. Legend has it that the Grey King ruled the sea itself and took a mermaid for his wife. After the Targaryen conquest, the people of the Iron Islands chose the Greyjoys to serve as lords from Pyke.
House Frey

Wealthy and powerful, the Freys are bannermen sworn to House Tully and control the river crossing known as The Twine. The House is led by Walder Frey, who took his eighth wife, a 15-year-old, when he himself was over 90. With his enormous brood of children, it is said of him that he could “field an army out of his britches.”