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Herzog Doesn't Negotiate Quality in His Homes

Herzog Homes Texas | Houston, Texas



Herzog Doesn't Negotiate Quality in His Homes

By Kathy Bowen Stolz

“Quality is not a negotiation” according to builder David Herzog, owner of Herzog Homes Texas.

And to ensure quality, David himself sweeps every one of his houses before the drywall is installed because sweeping allows him to see every imperfection, including that individual nail that wasn't set. He uses green spray paint to mark those spots so the subcontractors can correct the imperfections before they're hidden.

“We are going to get it right. We're all on the same side of the table when it comes to customer service. Customer service is something we provide to all the team members.

“Certainly, our homeowners are customers, but it's even more than that. Everyone along the supply chain is a customer. Making sure the material on the job is of high quality and available to the trade partners when we say it will be there. Keeping our schedule, communicating clearly and paying on time strengthens our ability to ensure we get the best from everyone throughout the entire process. That

is one of the reasons we believe we get the best results. Accordingly, we're not afraid of tough home inspectors,” Herzog continued.

David has spent his entire professional career in the real estate business. He has built approximately 2,000 homes in the states of Maryland, Delaware, Virginia and now Texas after relocating to Houston four years ago when he married his wife Heidi, a native Texan and Houston resident.

“Everything is better in Texas. Having built in 16 counties in four states, this is the best. From the permitting process to the final inspections, everyone is helpful,” he stated.

He added, “I love this ‘Texan thing.’ There's a swagger about this state and a friendliness that's unique. Everywhere and everyone in every corner of the globe knows about Texas. I went into a Texas BBQ restaurant in Moscow and told the staff I was from Texas. I showed them my driver's license to prove it. The food was terrible, but they got so excited to meet a real Texan that the meal was free, and the



manager even snapped a selfie with me.”

Herzog Homes Texas focuses on building speculative and custom homes in Houston neighborhoods where gentrification has been enormously successful – Garden Oaks, Oak Forest, Spring Branch, Briar Grove and Bellaire. Herzog specializes in tearing down the original homes, some built in the 1940s, in these neighborhoods and replacing them with 3,000 to 5,500 sq. ft. modern homes in the \$800,000 to \$1.3 million price range.

“Gentrification allows residents to choose their neighborhood and the school districts that they prefer while getting a great home more suited to their families,” according to Herzog.

“Our focus with our customers is that you can do anything you want. Tell me what you want, and we’ll do it. Pinterest has been a huge help to us. People bring in pictures of what they saw on Pinterest or HGTV. Everything can be done. And most times, your kitchen idea doesn’t cost any more

than my kitchen idea, so let’s do it.”

He admitted that using the team’s creativity is his favorite part of building. “I love the ‘dreaming’ process. We come up with something exciting, execute it, then I get to marvel at it, and our customer gets to enjoy it.”

Not surprising for someone with two master’s degree dealing with numbers, David admitted, “I’m a systems guy, a process guy. For us, the home-buying experience is so much more user-friendly for our customers because of our processes. And we firmly believe you get more value from us than almost anyone.”

Herzog has been in the building business since he was 15 when he joined a construction crew building houses in Annapolis, Md. He went on to build his first home in 1994. That first house turned into a career that he has been passionate about for almost 30 years. And after decades in the residential building industry, David anticipates that he will always build houses.



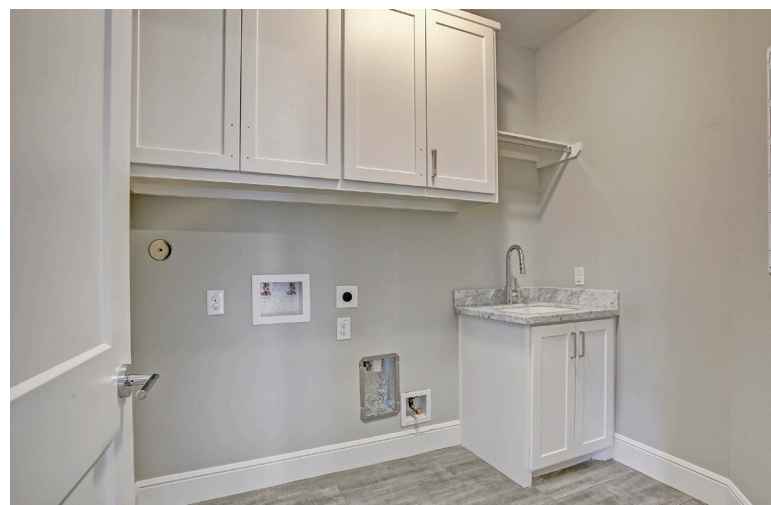
Today Herzog is content to build 20 houses a year rather than the 300 he produced as a production builder. “I missed being in houses every day. I now know every one of my customers. Being completely involved makes me love my business even more. I’m much happier today than when I ran a \$200 million business.”

His wife Heidi, who also holds an MBA degree, helps David with color palettes, kitchen and bath designs and more. “She has a discriminating eye; she will notice a

thumb print on a surface. She is the most encouraging person I know, and she loves the home business as much as I do. I’m a lucky guy.”

Herzog continued, “Our goal is to earn raving fan referrals. We want our customers who are standing in line at the grocery store to say something cool about our homes rather than talk about some disappointment.”

He cites his mother’s influence as a key to his success. “My mother gave me hope. My mother gave me confidence. My



mother told me to be kind, always be kind first.”

Being kind is one of the philosophies he’s used in his businesses. “For us, it is all a ‘we-thing.’ Nobody along the supply chain, from demolition crew to the settlement company is permitted to be a less than helpful. We want to make sure our customers ‘love where they live.’”

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