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William David Homes Makes
Building Process Transparent

William David Homes | Cypress, Texas



William David Homes Makes Building Process Transparent

By Kathy Bowen Stolz

Transparency, honesty and communication are the cornerstones of William David Homes, for they combine to create trust, according to David Sanders, president and owner of this design/build company headquartered in Cypress.

“What sets us apart is our transparency in the building process and in our pricing structure,” he said. “We are building trust with our customers through that transparency. And communication is a really, really big deal for us.”

Sanders admitted that building a custom house is something like being married. It’s a long, emotional process with a big financial commitment, developing into an intimacy between clients and builder. “You really, truly get to know families as they make decisions based on their lifestyles during a build, such as requesting his-and-her toilet closets and showers.”

William David Homes (WDH) typically builds 10 homes a year in the greater Houston area, with no two homes being the same. “We work together with the clients and our creative team to design and build unique spaces,” Sanders

said. “Every William David project is custom-crafted with creativity and originality, providing every feature you expect in a luxury home. But we also produce an impressive design feature at every turn.”

The company specializes in Build on Your Lot custom homes from acreage on the outskirts of Houston to tear-downs in areas such as Spring Valley and Memorial Villages. It also specializes in building on lots in master planned communities, including Towne Lake, Willowcreek Ranch, Benders Landing and Cane Island.

WDH also has at least one speculative home under construction at all times, in part because the master planned communities require such as project, but also because a spec home provides an opportunity for Sanders to showcase his company’s products. “Spec homes are risky but advantageous for sales. We carry one spec home for every 10 pre-sold homes,” he stated.

Because Houston has no zoning laws, he said he sees more and more families moving into master planned communities. “My goal ultimately is to increase our



footprint in master plan communities because they appeal to families.” He said that he sees the company entering the semi-custom home market while continuing in the high-end, true custom home market.

WDH houses range from 3,000 to 10,000 sq. ft., with 5,000 to 6,000 sq. ft. being its most typical size. Prices can vary from \$550,000 to \$2 million, with most averaging about \$1 million.

Its clients are split between empty nesters who are often downsizing to a smaller home but still want all of the “bells and whistles” and professional couples in their 30s and 40s moving up from a starter to a custom home. Those families usually choose a four-bedroom home with a large, casual dining space and outdoor living area.

Sanders said his clients appreciate the transparency of the WDH building process, which starts with “discovery” discussions with an architect, designer and WDH staffers talking with the clients about what they want in their homes. “Many of our clients come to us without a plan, but they bring their Pinterest boards and ideas from Houzz. At

this stage we also talk about the budget. We meet again two weeks later and show them the floor plan. Elevations come later.”

When it’s time to build, one of the three project managers on staff takes the lead on the construction, although Sanders visits the job sites and often communicates with the clients. As company owner, he oversees the daily operation of William David Homes with a focus on sales and budget.

The two administrative assistants handle office operations and his retiree father works on estimates and tracking construction loan draws from the banks. WDH includes third-party interior designers who are involved in every aspect of construction, both on the exterior and interior of the homes.

°Sanders said he prefers advertising his business via social media instead of traditional media. “Instagram has been really big for us.” In addition, he has found that putting himself in front of the camera when producing content for social media seems to attract interest.

Sanders started his building career 16 years ago, working



for a production builder after graduating from the University of Houston’s Bauer School of Business with a degree in finance. In 2008-09 he took a voluntary layoff and starting doing home renovations with a partner. They had only one client lined up for a whole-house renovation, but Sanders was willing to take the risk. When that partnership ended in 2012, Sanders went solo and formed William David Homes, creating his company’s name by combining names from his and his wife Becky’s families. William David also happens to be their older son’s name

“I love being an entrepreneur. I love the risk, the game of it, the idea that you ‘eat what you kill.’”

But Sanders also loves serving others. “The way we win is by serving our clients better than anyone else. To serve is to care,” a lesson he learned from his years of working in food service, starting at age 15. The first one in his family to attend college, he worked as a bus boy, cook, server, bartender and manager to pay his way through college.

“It took me five-and-a-half years to get through college, but the restaurant business prepared me so well for being a builder. Working in restaurants for nine years was very fast paced and stressful, but I learned how to treat people with respect. You have to have a true passion for serving people. I think it would be beneficial for everyone to wait tables at some point in their lives.”

He continues to serve others through his business. A stint working on his church’s staff while he was starting his business ignited Sanders’ passion for helping others. From WDH’s beginning he decided to give a portion of profits from every house that he built to nonprofit organizations, such as Rescue Pink, Camp Hope and Dan’s House of Hope, among others.



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