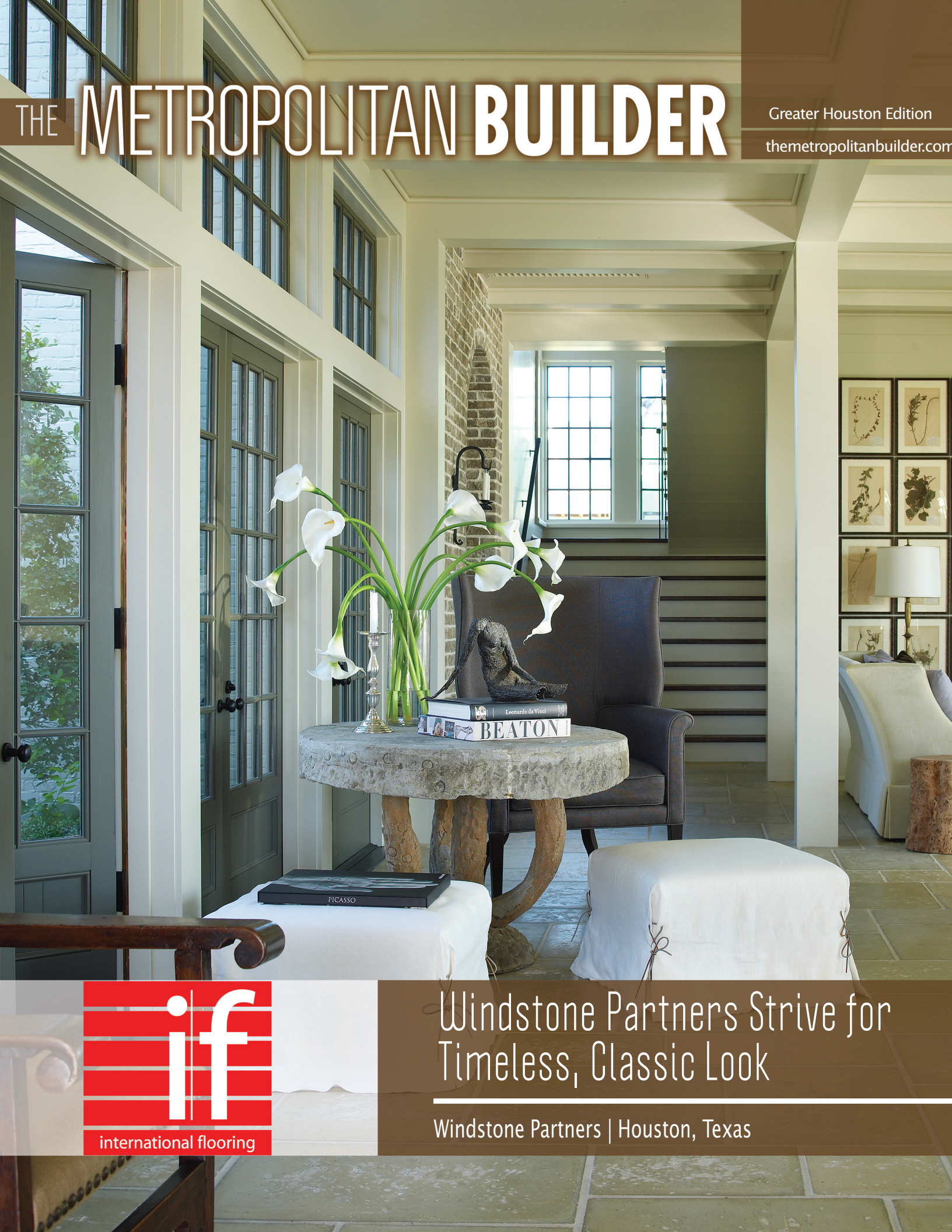


THE METROPOLITAN BUILDER

Greater Houston Edition

themetropolitanbuilder.com



Windstone Partners Strive for Timeless, Classic Look

Windstone Partners | Houston, Texas



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By Kathy Bowen Stolz

Good design is paramount to Windstone Partners, a Houston building/remodeling and design firm owned by brothers Dan and Kevin Spearman. They strive for a timeless, classic look that they consider to be their signature look.

According to Kevin Spearman, “We want things to be organically authentic with a purity in design. That is done through color, texture and scale. I’ve used the tagline ‘sophisticated and understated’ in the past. It can be hard to create that timeless look unless you know what you’re doing.

“When we started Windstone 10 years ago, we decided that was the look we wanted to define us. We owe it to everyone to build really good houses because houses stand for decades. We’re trying to do really good quality work. We consider it part of our responsibility as builders.”

Spearman noted that Windstone Partners’ homes generally re-sell quicker than others that are for sale in the same

neighborhood. He attributed those sales to the timelessness of Windstone homes’ design, to their quality and to the builders’ attention to detail. “We create a high-end look that never goes out of style. We try to stay away from that current fad.”

Spearman noted that Americans are being exposed to good design more than at any time in the country’s history. He highlighted architect Michael Graves’ design of household items – spatulas, toasters, tea kettles – for Target about 20 years ago. “You can have good design at every price point.”

He added that Americans demand good design the more they are exposed to it. “I’ve seen such a difference in 25 years. People recognize it and appreciate it. Less is more.”

Windstone Partners is a collaboration between the Spearman brothers, who are five years apart in age. Kevin is the design partner while Dan is the builder partner. They split responsibilities based on their natural abilities. “My brother has the engineering/accounting brain. I’m the



marketing/sales/creative guy. We don't have clearly defined roles, however. It just flows. We have great trust in each other's strengths."

Kevin, who has worked as a designer for 25 years, has his own self-named design firm (formerly Bella Casa) in the same downtown Houston building as Windstone Partners, but he stated that the two companies do not work exclusively with each other. It's acceptable that a homeowner might hire Kevin's company to design a home constructed by another builder and that a homeowner might hire a different designer after having Dan build the house. Kevin splits his effort between the two companies, with Kevin Spearman Design projects consuming about 70 percent of his time.

However, it is often to the homeowners' advantage to use the efforts of the Spearman brothers in tandem. "We are a one-stop shop" for many clients, Kevin said. "Clients can get a builder, designer and architect with Windstone."

Design clients who want to update their homes may need a contractor for something as simple as replacing kitchen cabinet doors or as complex as a complete gutting of an existing home. "We're not afraid of both. We [Windstone] take on all types of projects."

Windstone's projects split pretty evenly between new



construction and remodeling with projects' sizes beginning at about 8,000 sq. ft. and price averaging between \$2 and \$5 million, "but we're not afraid of doing less expensive homes," according to Kevin. In fact, Kevin said the company would like to venture into the million-dollar price range to appeal to young couples.

Windstone Partners and Kevin Spearman Design accepts projects throughout greater Houston, whether inside or outside the Loop. Kevin said they will work anywhere, citing a current project in Nashville, Tenn.

He also mentioned a \$30-million home he designed in Tel Aviv, Israel, which was featured in the "wanderlust" issue of Veranda magazine in September 2018. "It was a great experience, the



highlight of my career.” During the project he traveled to Tel Aviv 18 times in five years.

As a college student in his home state of Minnesota, Kevin said he became smitten with new construction during a visit to the Street of Dreams home show and knew he had to be involved somehow. “I had that epiphany,” leading him to return to the parade of homes several times by himself.

When he got involved in a commercial building project for his family’s business, he showed a talent for interior design despite being a business major studying marketing. The interior designer on the project told him “You can do this,” giving him the confidence to consider a shift in his career plans.

During the next few years, no matter what he did in his family’s business, he gravitated toward the aesthetics of a project, such as packaging and advertising. Six years later he opened his own design firm.

“I have worked with builders my entire life. My brother Dan has always had a love of building. I told my brother it was my goal to also build houses, and we formed Windstone.

“We love homes, and we love what we do. We have a passion for it. I love helping people create a sense of home

for themselves.” Home is a very important part of their lives.

“I feel privileged and honored to take people to a level they couldn’t reach themselves, although it can be a challenge to convince people that a designer can save them money. As a designer, I reel them back into reality, keeping them from spending \$10,000 on a refrigerator and not being able to buy a breakfast table. I keep them within a balanced budget and a balanced space.”

Yes, for the Spearman brothers, their signature style is timeless, quality construction with understated design, leading to a reputation for “inheritable homes.”

***For more information, contact
Windstone Partners
at (713) 714-2499 or info@windstonepartners.com
or visit www.windstonepartners.com.***

***To contact Kevin Spearman Design,
call (713) 413-0005, email info@kevinspearman.com
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