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Designer/Remodeler Susan Fruit
Focuses on One Client at a Time

Houston, Texas



Designer/Remodeler Susan Fruit Focuses on One Client at a Time

By Kathy Bowen Stolz

Few interior designers approach their work the way Susan Fruit does, for she is not only a designer but also is a remodeling contractor who focuses on only one major client project at a time.

Notably, she is the only registered ASID interior designer in Houston who is also a GMR (a nationally certified master remodeling contractor) and a CAPS (certified aging-in-place) specialist. Her clients hire her because they like the benefits she brings to their projects in her dual role and the professional certifications she has achieved, she confided.

No doubt they also hire her because of her extraordinary attention to detail, for which she is known. As the owner of Susan Fruit Interiors, Susan's philosophy is that each home renovation project is deeply personal and important to its homeowners and therefore "requires my complete attention and focus."

She explained that one of the major complaints she hears from homeowners about remodelers is that they are "seldom on site throughout the process." That's certainly not a complaint that clients of Susan Fruit Interiors can make.

"I set up shop at the worksite and am there every day, constantly supervising." Relying on her highly skilled tradesmen, "if there's a problem, I'm right there with a solution. If a change order is needed, I'm ready at a moment's notice to create the order and then act on it immediately. That way we can keep making progress without any delays.

"Because I am on the jobsite every day, my clients' comfort level goes 'way up. They appreciate having a designer who is also their remodeling contractor so things don't fall between the cracks. This enables the intention of the design



to be followed all the way through the project. The client gets a much better outcome.”

Another complaint that many homeowners have with their remodelers is that their job site isn’t kept clean, cited Susan from information obtained from the National Association of Home Builders. She readily identifies with this homeowner complaint and feels that it’s extremely important to keep a job site be swept clean at the end of each day and all tools and equipment be stored away in order, not only for safety reasons but as a matter of respect for homeowners because they are typically living in their homes during the remodeling process. “It builds mutual respect when they see their home being taken care of in this manner each day.”

Fruit freely admits that her method of focusing on one major project at a time and being constantly available each day for that one homeowner is not for everyone, but it works well for her, and she has more than four decades of experience in the Houston market to prove it.

“For me, this is a problem-free way to operate. I have virtually no callbacks at the end, and I typically finish ahead of schedule. Clients are so grateful and happy. Some even go on vacation during their remodeling project because they know they can trust me to run their project seamlessly while they are gone.”



One of the benefits of having Susan Fruit as the contractor on a remodeling job is that after that portion of the project is complete, the homeowners often call upon her in her designer/decorator role to finish the home by creating fresh new window treatments or selecting a few new furniture pieces while reupholstering others. Her clients also know they can trust her to select just the right artwork and accessories because, at this point, she knows their home so well. "They trust me not to make a mistake."

It's not unusual for her clients to continue to use her services over the years as they first expand and then later downsize their homes or buy vacation property. Some of them even have adult married children who are now using her services. Susan remarked, "That brings me such joy, to have such wonderful continued loyalty."

While the majority of her work is based in Houston and the surrounding areas, Susan has designed, decorated and remodeled homes in Florida, California and South America.

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