

THE METROPOLITAN BUILDER



Trent Elliott Homes
Ready to Grow

Houston, Texas



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by **Kathy Bowen Stolz**

After almost 25 years as a builder, Trent Elliott is ready to grow his business.

More than two decades after his 1996 start may seem late for Elliott to push toward growth, but he waited until his three children – all of whom are athletes – were finished with their sports careers. He wanted to be available to coach their teams and watch their meets/games. But now that the youngest has graduated from high school and will no longer be participating in sports, Trent is ready to kick up his business a notch or two.

Previously he was doing business as Reinhardt Homes by Trent Elliott, but “the name got so confusing with everybody. They didn’t know how to spell it or understand that Reinhardt Homes was a DBA under our legal name of Trent Elliott Homes, Inc. We just decided to drop the DBA,” he explained. He named the homebuilding division of his company Reinhardt Homes to honor his grandfather,

Paul Reinhardt Stichler.

“And in the last six months to a year, we’re not relying so much on referrals. We’re more focused on growth. We’ve expanded our office space, although we’re in the same location, to allow for a bigger conference room and reception area and more staff.” He’s already started hiring office help and expects to hire his first field superintendent or two within a few years.

He said he’s expanded the company’s territory into northern Montgomery and southern Walker counties. Trent Elliott Homes also is building its first speculative home in at least seven years in the Texas Grand Ranch development in the Huntsville/New Waverly area. The modern farmhouse is serving as a model home to the homebuyers checking out the 2,500-acre development, which is an easy 30-minute drive to The Woodlands. “Homeowners have marveled at the many extras that we have included in the spec house



and the attention to detail that Trent Elliott Homes displays throughout the home,” Trent said.

Elliott finds the Texas Grand Ranch to be an exciting opportunity. “Customers are wanting to go further out in the country. It’s quiet and peaceful in the middle of the piney woods, and this development backs up to a state park. The lots are a minimum of two acres. These lots sell quickly when a new section opens up. I’m getting a lot of interest from potential homeowners.”

His company will build 15 houses this year, but his goal is to increase that number to 20-30 a year in less than five years. The average size of the homes he builds is 3,500 – 4,000 sq. ft., but one under construction is 6,000 sq. ft. of living space. “Half of what I do is a house with a barn-dominium. Most are on 1-2 acres, but some are on 15-30 acres.”

Shannon Elliott, vice president and partner, works with all of the clients to tweak or create floor plans before a build. She turns to an architect when designs get very intricate or elaborate, but she finds the Chief Architect software to fit most clients’ design needs. Shannon also works with clients

Our family couldn’t be happier with our new home. Trent is a joy to work with and was so patient with us. We spent countless hours in the planning phase with Trent and our architect, so once we broke ground it was a smooth process.

I have worked in our family business for many years, which includes real estate and construction. Because of that experience, I appreciated Trent’s attention to detail. When it came to selections and decorative choices I was comfortable with those decisions. I knew that I could focus on those aspects, trusting that Trent building an energy efficient and high quality home

The end result was a one of a kind home that is perfect for our family. We were building for our future, and Trent built it to last a lifetime!

Jennifer and Todd Nickerson

on selecting interior fixtures.

“Everybody wants a modern farmhouse, even if it’s just on the outside with board and batten siding and a big porch,” Trent noted.

“Shannon is a lot more active in the company [than in the early days]. She’s handling sales and design, especially on upfront specifications. I used to do it all myself,” her husband Trent stated.

He admits that he will have to redefine his role as the do-it-all owner as he doubles production. He expects to continue to be in charge of overall management and

construction, no matter how many houses Trent Elliott Homes builds.

“I enjoy working with the homeowners. I enjoy working with the trades. I enjoy working with my wife. It’s been a good balance of work and family life. I have no regrets over coaching my kids or taking them to church on Wednesday nights,” Elliott said.

“But if I could give my younger self some advice, I’d say to be more aggressive with the company’s growth.”

And good advice is never too late to take, right?



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