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Memory Builders Evolving to Meet Human and Technology Needs

Memory Builders | Houston, Texas



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By Kathy Bowen Stolz

Despite being in business for less than a decade, Memory Builders is evolving to meet the needs of both humans and technology.

Brent Zuber, owner, said the Houston company is dedicated to “whatever makes you feel comfortable at home,” whether it’s waterfalls and bird feeders in the back yard or dual home offices to meet the needs of people spending more time at home.

For many busy homeowners, an element of being comfortable in their home is turning their home’s maintenance over to professionals. Zuber said many homeowners don’t have time (or skills) to complete honey-do lists. Instead, they are using professional services for grocery and food deliveries, landscaping and pool maintenance to manage their time.

Zuber said his company is following this trend by expanding its handyman services into a Custom Home

Maintenance Program that will offer a limited lifetime warranty so that their houses will “always be brand new.” Homeowners will be able to coordinate all maintenance services, such as pressure washing, air conditioner checks and annual window caulking through Memory Builders.

“We already know everything about your home because we built it; so let us use our knowledge to maintain it,” Zuber stated.

Recognizing that routine home maintenance will save homeowners time and money while increasing property values, Memory Builders will extend its program to maintain homes constructed by other builders in the last 10 years.

The program is evolving, he continued. “We are considering offering different plans at the platinum, gold and silver levels.” With staff and logistics in place on “the backside,” his goal is to have 20-30 homeowners subscribe to his monthly maintenance program.



However, Zuber foresees his company evolving in an additional way. He eventually wants to franchise his business model to up-and-coming building superintendents who want to be their own bosses and work in their own neighborhoods. “I know a couple of people right now who are interested in running their own businesses, but they aren’t quite ready.”

These franchisees will learn Memory Builders’ techniques at the company’s headquarters before they go out on their own providing building, remodeling and maintenance services under the Memory Builders’ name. “They must work at corporate headquarters until we feel comfortable with their skills,” Zuber said. His staff will provide sales leads and expert advice, including marketing and energy performance consultants, an important feature to this LEED-certified builder.

Although admitting that the scariest part of running a business is making the right decisions, Zuber feels confident that this idea will work based on his business school training and discussions with entrepreneur friends. “Homebuilding is a service industry,” so following a service industry franchise model should work, he said.

He is dedicated to using technology for efficiency. His company uses iPads and iPhones to communicate effectively with each other and with homeowners. It uses social media as a primary marketing tool.

But Zuber’s most excited about the technology within the Tesla Cybertruck that he ordered within two minutes of its launch. He plans to add a solar panel on the back of its bed so his crews can run all of their electric tools from it. “It’s so eye-catching that I’m not going to wrap it in



advertising,” he announced.

About 50 percent of the company’s current business comes from remodeling and the other half from new construction, but the percentages may vary based on market demands.

Memory Builders constructs four to six custom homes each year in the \$1-2-million range in addition to building one large luxury home in the \$10-million range. The company also completes five to 10 remodeling or home addition projects in the \$25,000-500,000 range annually. Brent said his staff also will tackle commercial projects, such as finishing interior retail spaces, when clients come to them.

He emphasized that Memory Builders’ staff focuses on the building performances of its houses because of Houston’s hot, humid air. It is crucial to Zuber that all facets of a

home – windows, doors, stucco – can meet the demands of the climate and prevent mold. He regularly analyses new products to determine if they can withstand the elements and improve the building performance.

Zuber’s proud that his company has had no warranty claims since it started in 2014. He said a group of friends and family helped him choose the name Memory Builders with the idea that homeowners will build lasting memories in each of his houses, whether they live in them for a year or a lifetime. His goal is to build a custom home where homebuyers can live in their style.

Memory Builders’ market area covers the Heights, Timbergrove, Garden Oaks, Spring Valley, Spring Valley Village, Spring Branch, Piney Point, Memorial, Tanglewood, River Oaks, Upper Kirby, Rice Military,



Montrose, Museum District, Texas Medical Center, West University, Southside Place, Galleria, Bellaire, Meyerland and Braeswood.

Besides new construction, remodeling and home maintenance, the company also provides project management.

Memory Builders' staff includes a project manager, a project coordinator and a superintendent who handles remodels and maintenance. Although he did everything in the early days of the company, Zuber's focus now is on sales and finances, utilizing his degree in finance from Stephen F. Austin University. He also concentrates on expanding the company's brand within the greater Houston market and on creating SOPs [standard operating procedures] so Memory Builders can function as a well-oiled machine.

"We are a small, experienced and highly focused team," Zuber stated. "We debrief after completing each project, evaluating our quality control, the finances, and the budget tracking. Everybody on my team is laid back and easy-going. We respect our clients. Our core values guide our actions, unite our team and define our brand."

To contact Memory Builders, email info@texasmb.com, visit www.memory-builders.com or call 713-853-9298. The mailing address is P.O. Box 70110, Houston, TX 77270.

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