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Construction as Simple as Choosing Black and White

Black and White Construction | Houston, Texas



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By Kathy Bowen Stolz

Choosing an exceptional contractor to build a custom home or remodel a home can be as simple as black and white, thanks to the quality workmanship and top-notch customer service provided by Greg Simmons' Black and White Construction.

"We've been around so long that our experience sets us apart from other builders. We've done everything at this point," Simmons, who has 36 years of hands-on experience, said. He oversees a crew of employees that ranges between five and 10 skilled tradesmen in addition to experienced subcontractors.

"In our remodeling jobs, the homeowners see the same crew of my guys every day, mixed in with our long-term subs. The homeowners become familiar and friendly

with the crews and that lowers their anxiety about having strangers in their home. My people obviously know what they're doing. All that leads to a sense of trustworthiness towards my company and the people it employs."

In his role as owner, Simmons orders materials, prepares bids, coordinates the subcontractors' schedules and handles sales. "I have my hands in everything," he admitted. "Sometimes I jump in and do handwork because I can do most things and I enjoy it, but I'm losing money those days," he explained with a chuckle.

The company, which Simmons co-founded in 2006, specializes in custom home building, new construction, home and office renovations, home and office additions and large structure repairs, in addition to kitchen and



bath remodeling. The company reorganized in 2008, with Simmons becoming the sole owner.

“By choice, we do one or two smaller commercial projects, such as offices, each year, too,” Simmons added. He cited an unusual project where the walls were 17.5” thick to block the traffic noise on a busy road.

“I’m a bit of a micromanager. I rotate around our five to seven job sites daily, which never gives me enough office time,” Greg admitted. “But as the owner I’m not just handing it [the supervision] off to somebody. I want to be able to answer customers’ questions relatively fast.

“I’m always aiming for great customer service. We do our best to meet customers’ needs,” he summarized. “We do an exceptional job of keeping our construction out of

the homeowners’ daily surroundings, taking care to be respectful of our customers’ needs and privacy.”

Simmons can point to two notable awards as examples of fulfilling customers’ needs. Angie’s List recognized Black and White with its Super Service Award seven years in a row, in addition to Best of Houzz recognizing the company with its 2019 and 2020 Service Award. He mentioned that 80 percent of the company’s work comes from word-of-mouth referrals or from repeat customers.

“We work with each customer, making them a part of our team, developing ideas and solutions that take their project to the next level. We give them choices on materials and textures. We tend not to do entry-level work. We tend to do more creative work for our customers who can afford it



“We approach every project with an artistic eye. We don’t charge for the design in our remodeling projects, which allows them to save a lot of money. People have come to expect some pretty amazing outcomes from us, even museum-quality work. Our pricing is incredibly fair for what people want. My understanding from when we’re bidding out against other high-end builders is that we’re very reasonable.

“But we want to make sure at the end of the day that customers get what they wanted. We feel we are not just there to put up walls but to keep their vision at the forefront.”

Because 80 percent of Black and White Construction’s work comes from remodeling, Simmons said he has a good grasp of the materials that will endure Houston’s weather because he sees how they held up when he takes apart walls when remodeling.

He builds each structure using the best quality of products within the customers’ budgets. He puts special emphasis on “green” or sustainable building, using healthier and more resource-efficient methods during construction, renovation, operation, maintenance and demolition. In addition, its homes’ energy consumption is substantially lower and produces a smaller energy footprint than most others.

To offset its carbon footprint in building new homes, Black and White has donated funds, often in its customers’ names, to plant more than 30,000 trees within the United States, including Texas, through the American Forests organization, which has been protecting and restoring forests for more than 140 years. An average new home construction consumes more than 20 trees.

Black and White’s market area tends to be inside the 610 loop on the west, including the area along the 10 to Katy and along the 290. It will also leap up to Spring and The Woodlands on the north side of Houston, Greg said.

He said that there’s no niche for his customer; they are from the legal, medical, engineering, business and oil and gas business fields -- “we have all of them.”

The most difficult part of being a builder these days is navigating the industry, Simmons offered. In addition to dealing with deliveries that don’t arrive on time, he likened the coordination of the mix of people involved in a building project to being a football coach of a team comprised of a basketball player, a soccer player, a baseball player, a tennis player, etc. A mix of disparate personalities and skill sets that are not necessarily compatible. It’s up to the coach (or builder) to create a team that somehow wins a championship, that is, creates a product that leaves the homeowners smiling at the end.



Although he's been in construction since he was a teenager in California, Simmons still loves his work. "It's such a neat feeling for your work to be tactile, to build something that didn't exist. And to see a customer who's so happy about it. You don't get that with a lot of jobs."

To contact Black and White Construction, call Greg Simmons at 832-764-1049 (office) or 832-309-9108 (cell) or email him at info@bawcon.com or by visiting the company website, www.bawcon.com. The office mailing address is P.O. Box 8225, The Woodlands, TX 77387.

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