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Geis Development  
Good Fit for Busy Professionals

Geis Development | Houston, Texas





# Geis Development Good Fit for Busy Professionals

By Kathy Bowen Stolz

Many of Houston's busy young professionals are finding the semi-custom building process that Geis Development offers is a good fit for their lifestyles ... just as the luxury homes themselves are.

Brandon Geis, owner, said his home-building process makes it easy for homebuyers to customize his home designs to match their particular needs. "They can take one of my designs and make changes to it." The buyers, who are typically double-income families with young children are purchasing homes for the second or third time and know what they want in a house but don't have the time to make the myriad of decisions necessary for a fully

customized house.

"About 10 percent of people want to be involved in every single detail. That's not my business model." He has found in his 24-year building career that it's overwhelming for a homebuyer, who doesn't do that sort of decision-making every day, to decide on room sizes and grout colors, for example.

"Home building is quite complicated. We deal with engineering, energy conservation and drainage. We know what the building codes are and what size of bedrooms are appropriate. We do the hard part, and the homebuyers do





the fun part [by selecting countertops, lighting, flooring and fixture options.] We simplify their choices of products within their budgets.” He said his buyers want something nice using their décor style that will re-sell easily in the future.

“Some people want a house that’s in the magazines,” Geis said. They also look at HGTV, Pinterest or other internet sites to get ideas. Lisa Roberts, his on-call designer, works with the homebuyers to “make each and every home special. We use their style but the brain of the designer. She does a lot of little things that set the house apart, things the homeowner doesn’t expect, but all with their approval and within their style.” Her team works closely with the clients to understand their unique style to make the house feel like their home.

“I have to build what people want. People are aware of trends, and I have to stay on top of those trends. Using Lisa as a designer is a big part of that,” he admitted.

Geis Development currently builds six to eight custom and speculative luxury homes in the Memorial, Spring Branch and Spring Valley areas of Houston each year, typically on tear-down lots because lots and land are getting harder to find. “I know the market, the square footage and the features in those areas that will attract buyers.” Many homebuyers sacrifice yard space for “cocktail” swimming







counters showcase countertops and back splashes.

Other trends include eliminating the living room and perhaps even the dining room in favor of that first-floor flex room. “Everybody still wants a big island open to a great room,” according to Geis. “We can enlarge the breakfast nook to allow an eight-seat table if there’s no dining room. Others like the design feature that comes with a dining room with its table and chandelier, even though they may not use it.”

Brandon said his “sweet spot” is a 4,000-4,500 sq. ft., five-bedroom home with four bathrooms that costs \$1-1.5 million. But he will build larger and smaller homes. His streamlined process shortens the time to build to 6-8 months instead of 18-24 months. He learned many efficiencies during the dozen years he worked for a production builder after graduating from Lamar University in Beaumont in 1996. He then turned to a more customized approach when he started Kinsmen Homes with a partner in 2008.

“I generally build a transitional type of home. I build what people want to live in and be comfortable in, something more livable than a photo-worthy home,” he noted. Each home features quartz countertops, Subzero Wolfe appliances, KwikSet “smart” door locks, Coyote outdoor kitchens and high-end hardwood floors.

pools and over-sized two-car garages. His homebuyers are aware of future needs, too. Many are requesting that an electric car charger be put in the garage.

Game rooms, media rooms and a second downstairs bedroom suite are current trends. That second suite can be used as a flex room, such as a second home office, or for nanny or mother-in-law quarters as well as for guests. One homeowner made the flex room into an extension of the master closet to create a “salon” for herself.

He said a walk-in “working” pantry with a countertop (in quartz), where the homeowner can keep small appliances out of sight, is popular too. The clutter-free kitchen





The company is currently building luxury homes for a neurosurgeon, a plastic surgeon, a lawyer, a commercial architect, a marketing business owner, a restaurant executive and a banker, Geis said, as an example of the type of clients it attracts. They want to be closer to work and to their children’s private schools than living in the suburbs allows.

He has found that his clients want to talk to a decision-maker, and he promises them, as the owner of Geis Development, that he will be at their home site multiple times a week, if not every day.

For Geis Development, which he created in 2018, Brandon expects to continue his current building process of semi-custom homes. But, “You have to evolve. Lots are getting scarce. Land is getting scarcer. There’re other projects out there, such as the build-to-rent concept. I have a project that will start next year. These are smaller homes that are almost like horizontal apartments in gated communities. I’m keeping my eye on trends in every way.”



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