

THE METROPOLITAN BUILDER

Greater Houston Edition
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Ellis Custom Homes:
Known for Custom Detailing

Ellis Custom Homes | Bryan, Texas



Ellis Custom Homes: Known for Custom Detailing

By **Kathy Bowen Stolz**

With more than 30 years of experience in custom home building, Keith Ellis, president and owner, brings his own in-depth knowledge and expertise, along with his handpicked team of highly qualified craftspeople, to every Ellis Custom Home project. Eye-catching exteriors that cause passing traffic to slow to a crawl, and expansive interiors so perfect that there's no room for improvement, are the hallmark of every Ellis Custom Home.

“We are set up well for people who want quality and high-end details. In fact, the more custom details and necessary expertise, the better fit we are,” said Ellis. “We specialize in customization. We have an impeccable track record, with the proper staff and expertise to give customers a lot of options and opportunities for custom detailing.”

Keith employs true project managers. Because



communication from customer and staff flows through that person, they assure that there are no misinterpretations and are better able to maintain satisfaction and quality.

“Our staff of seven comprises a lot of expertise; that number really allows us to have some flexibility to go beyond [our home base of Bryan],” Ellis added. “Custom homes take so much supervision, so much time, that whenever I have found quality employees who had the same desire to keep the highest quality standards, I added them to my staff.”

Ellis Custom Homes builds in the Brazos Valley area – including College Station, Bryan and Brenham – and in all counties south to Houston. Keith Ellis started his company in Houston in 1990, but he returned to his hometown of College Station five years later. “I’ve been building

between the two markets ever since.” He’s happy to have a strong combination of architects, designers, vendors and tradespeople that allows him to cover such a wide swath of Texas.

He’s also happy that the area appeals to those who comprise much of his customer base. “A lot of folks are leaving bigger cities for smaller towns and open spaces. Fifty percent of our builds are ranches, and the other 50 percent are in subdivisions in towns and we have the expertise to handle projects big or small, in any location.”

“Our extensive experience with a wide array of techniques and building materials allows us to speak with firsthand knowledge to help our customers navigate the complex aspects of building a completely custom home.”



Keith points out that each Ellis Custom Home is unique in its design, materials and methods of construction with a wide range of styles and sizes befitting the customers' needs and desires.

The company builds anything between 3,000 sq. ft to 30,000 sq. ft., which results in a build time of eight months to three years. The projects often come in over a million, depending on the customer selections and desires for their projects. The company also engages in some add-on remodeling projects for existing customers if they fit into the schedule and the staff can handle them.

Houzz recognized Ellis Custom Homes with its Best of Houzz Design in 2022, 2021, 2020, 2017, 2016 2015 and 2014, including a service award in 2015. The Texas Association of Builders awarded Ellis Custom Homes with

its 2012 TAB Star Awards for Best Kitchen for a Home of \$2 Million and Over and its Best Architectural Design Award for a Home of \$2 Million and Over. In 2011, it awarded the company its Best Architectural Design for a Home \$1 Million - \$2 Million and its Best Overall Interior Design for a Home Over \$1 Million and Best Kitchen for a Home Over \$1 Million in 2010.

An industry leader, Keith is active in the National Association of Home Builders (NAHB) as well as participating in one of its Builder 20 groups for the past 15 years. His "craftsman" group includes non-competing builders across the nation, including Montana, Utah, Florida and Washington, D.C. "We are able to collaborate daily by email or phone on every aspect of home building, such as quality, staffing programs, systems accounting,



you name it.” In addition, he is a past president and current builder director of the Bryan/College Station Home Builders Association as well as a life director of the Texas Association of Builders.

When he started his company, Keith was just out of college, and had been working for a production builder in Houston. “I like taking care of folks. I like the smiles on their faces as I help create their dream. It’s very, very rewarding.” When you love your work, you never work a day in your life, as the saying goes.

Ellis worked his way through college, earning a bachelor’s degree in Building Construction at Texas A&M University

in 1988. “It was a great leg up,” noting that the well-rounded program gave him a background in architecture, engineering and business. Interestingly, his wife is currently a Senior Lecturer and Associate Department Head of the program, and soon all three of his children will have graduated from the program. The future of Ellis Custom Homes may be with one of the three, but he requires that his children work for someone else first. He’s waiting to see how it works out.

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