

# THE METROPOLITAN BUILDER

## INSIDE SHOWCASE



**HARDWOOD**  
PRODUCTS

McHugh Constructs Homes  
As If They Were His Own

Houston, Texas



# McHugh Constructs Homes As If They Were His Own

**By Kathy Bowen Stolz**

According to luxury homebuilder Paul McHugh, “Building a custom home is an exciting journey for most homebuyers because it’s a chance to put their personal stamp on the home of their dreams.

“At McHugh Homes we take pride in building beautiful, luxurious and well-appointed homes in the Memorial and Spring Branch areas of Houston,” he continued. “Every home we build is constructed as carefully as if it were our own. After all, you may live there, but our name is on it!”

For this self-described “super busy” builder, site locations are very important because they must be close (20 minutes or less) to other jobs to maximize his efficiency. Paul McHugh likes to be involved with all of his clients and handles the day-to-day communication that they expect, he said.

Since launching his company in 2011, Paul has focused

on making his custom homes as affordable as possible. He offers design services, with about 80 percent of every home done in-house, which allows a home to be built at a lower price and more quickly. He contracts for any services, such as engineering, that he needs.

McHugh closes on about five new construction projects a year, with four to six in the pipeline at any given time. McHugh Homes are typically in the \$1.4- to \$2.3-million range with 4,200 to 5,600 sq. ft. of living space. However, some of his projects are larger; he mentioned one home that he built with an eight-car garage (with lifts) for a “car guy.” Physicians, attorneys and business owners and executives are often the clients

This graduate of Sam Houston State University also builds speculative houses. “I love specs! I love the process where I can be fully creative!” He prefers to have three or four spec houses available at any given time because many



homebuyers don't have the time to go through the custom home process. He uses spec houses to fill in the gaps in his construction calendar because

McHugh said, "Schools are a driver for many homebuyers." Consequently, he lists on his company website, [www.mchughhomes.com](http://www.mchughhomes.com), the elementary, middle school and high schools that each of his homes will feed into. He noted that Katy attracts families with younger parents, while Spring Valley attracts a little older parent who also has young

children, all based on who "can afford the price of entry."

Because he spent years working in marketing for three large production homebuilding companies and for an annuity company, Paul said "all things are marketing," including selling himself and selling the end product of a house. He said it's important to have a clear, consistent message with the same colors and same logo for branding over time. He is active on Facebook, Instagram and LinkedIn, and he uses sponsorship of school events and



possible, using his real estate license when appropriate. Like all builders in the Memorial and Spring Valley areas, he stated that finding lots has become more difficult. He prefers to buy lots off-market.

sports teams to reach potential clients in areas where he is building. He also tries to go beyond the warranties to provide outstanding customer service after closing the sale because referrals “are still the strongest path to future business in the custom home market.” But “the best way to market is to build houses. The more you build, the more calls you get.”

He will build on a client’s lot or will procure a lot if

***To contact McHugh Homes,  
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or visit [www.mchughhomes.com](http://www.mchughhomes.com).***

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