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INSIDE STORY

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THE METROPOLITAN BUILDER

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PUBLISHER'S NOTE

Giselle Bernard
Publisher

After being in business for 14 years, I still run across professionals in the industry who don't know how I run my business. When introducing myself and the company name, the first thing I'm confronted with is, "I am familiar with your publication. I think it's a beautiful magazine." I always respond, "Thank you!" I'm grateful and immensely proud that they've given me positive feedback.

However, to this date, industry members still don't understand that The Metropolitan Builder magazine is just a tiny aspect of the business I run. The complete business model is hard to grasp since it's relatively unique. I've asked Marylynn Maybray, a beautiful and talented interior designer and writer, to interview me, ask questions, and write my story. I hope that after you read the article, you will better understand what makes The Metropolitan Builder unique.

On a different note: Let's face it. Whether as a sales professional or a business owner, being in business requires making sales.

Selling is a process, a process that is often time-consuming and sometimes frustrating. People on the receiving end of the sales pitch feel that if they engage in conversation with the salesperson, they will attempt to win them over and seal the deal against their will. They, therefore, avoid the conversation altogether to avoid "the confrontation." Engaging in industry networking opportunities serves to ease these awkward sales confrontations.

However, If you expect members in your networking

group to refer your company to their clients or customers, you had better make sure that you have the opportunity to build a more intimate relationship with that member. It would be best if you got to know them much more profoundly. What are their values? How do they handle problems that may arise? What do they enjoy about working for their company? Is the company they work for reliable, and do they back their sales force? How do they handle problems that arise? Let's face it! I wouldn't even consider passing a referral unless I was sure that the person and the company, they represent are honest and reliable regarding taking care of their customer base. The Metropolitan Builder offers its member's category exclusivity. It's a small and intimate group. Every single member has been referred by one or more of the outstanding building professionals in the industry. If you are interested, ask about attending one of our monthly meetings.



The Metropolitan Builder - Networking at it's best!

The Benefits of Building Strong Strategic Partnerships

by Sheles Wallace, Billionaire Thoughts

Recently, I was a guest speaker on a TV show that educates the entrepreneurial community. They asked me a question that stood out. “What is the best advice, as an expert in your industry, you think every viewer should know?” I was very clear about the advice I would give.

- Don't go it alone. Stay plugged into the industry. Entrepreneurship can be lonely without a community of like-minded people.
- Believe your dreams are possible. Protect your mind by avoiding and not getting caught up in negative news.
- Bridge the gap from where you are today to where you want to be faster. A key strategy to accomplish this is building valuable solid strategic partnerships that create a 3W environment. Your strategic partner wins, your shared customers succeed, and you win.

Strong strategic partnerships get you in front of qualified

buyers, including a layer of trust induced by your partner. This trust, in turn, increases your conversion rate without increasing your acquisition cost. Many business owners need to pay more attention to the lifetime value of these partnerships.

For example, let's say you go to a networking event with 20 individuals and acquire two customers directly from the event you attended that day. Congratulations, depending on your product or services, this would likely be an excellent investment of your time. Now let's say you go to the same networking group with 20 people and build 2 strategic partnerships. Each of those individuals provides you with 5-10 qualified leads a year. Hence 10-20 new qualified leads a year turn into new clients. But wait, there is more; if you nurture those partnerships, they can continue to pay dividends in years to come.



Check out these 7 tips to 30X your Strategic Partnerships.

1. Be impeccable with your word. Do what you say you're going to do.
2. Make more relationship deposits before you try to make withdrawals.
3. Have a clear written plan and expectations for your partnership.
4. Set a communication schedule to maintain great communication.
5. Resolve conflict quickly.
6. Be committed to the partnership and remain trustworthy
7. Remember it takes two to have a profitable partnership, be ok with cutting ties respectfully if the partnership does not pan out to be a good fit.

For more information on how to create a step-by-

step guide to build an Insanely Successful Strategic Partnership contact sheles@billionairethoughts.com or call 832-371-6642





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The Metropolitan Builder Magazine, An Industry Staple

By Mary Lynn Mabray, ASID

In the fast-paced world of homebuilding, The Metropolitan Builder leads the way in Houston, Texas. The business was founded by Giselle Bernard 13 years ago and features a unique touch uncommon with other industry marketing businesses. The Metropolitan Builder is more like a venue that provides “personal sales introductions, networking and marketing opportunities that lead to “business growth and relationships”.

Giselle has never met a stranger. If she did, they were not strangers long. She grew up in Lafayette, Louisiana, with two sisters and one brother. Both parents were in academia at the University of Southwestern Louisiana.

After graduating from U.S.L., now the University of Louisiana at Lafayette, with a Bachelor of Science degree in Psychology and a minor in English, Giselle began her career in sales. She started her career in industrial and institutional chemical sales, which transitioned to radio and advertising sales. Her love of sales then blossomed into a publishing career that lasted twenty years. There, her niche transformed from working with corporate businesses to mainly small and family-owned businesses.

She started her publishing career in Houston, working with Black Bear Publishing. In 2004 she started the launch of her first publication, The Builder’s Journal. That opportunity taught her how to help people with their business growth by putting together advertising opportunities that not only benefitted their clients; but grew their businesses exponentially.

Once Giselle moved to Houston, she saw a niche within the building industry that was not being filled and would continue to help people. The Metropolitan Builder was born and follows the tried-and-true model of helping vendors and professionals grow their businesses through sales introductions, business networking, and brand advertising. Giselle Bernard is the ultimate building industry maven in Houston, Texas.

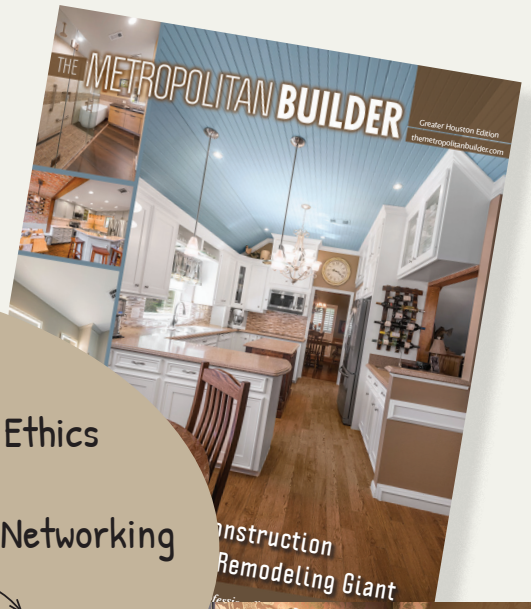
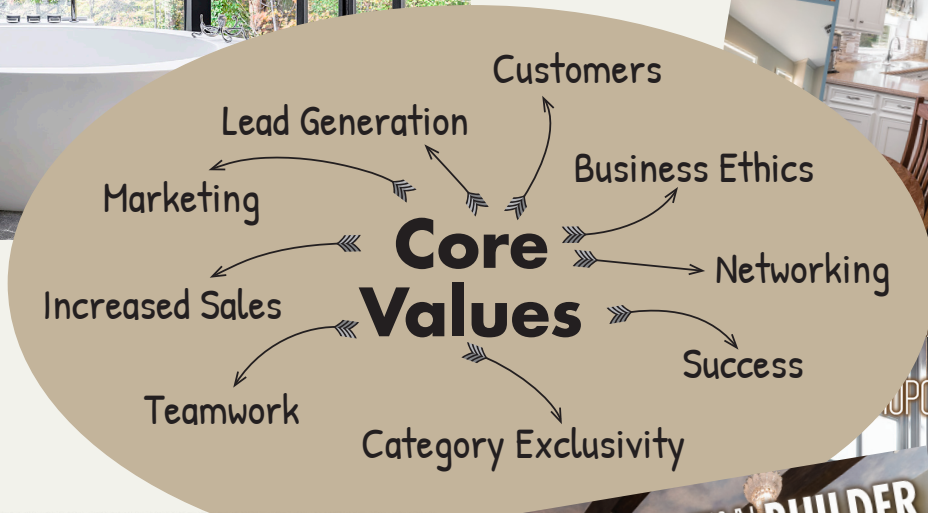


Readers and advertisers get more than a bird’s eye view into the building industry. It is a lead referral publication that takes pride in introducing a custom builder, a remodeler, and an interior designer to other industry pros with a professionally written, third-party-endorsed story that personally profiles their business.

The vendors represented by Giselle Bernard are represented on a category-exclusive basis and have all been referred by the building professionals she visits. All vendors participate in a monthly networking group meeting and assist each other in driving business via customer-client relationships. Building professionals are always welcome at these group meetings and are now invited to attend a gathering at least once a quarter.

Building professionals visited and featured in the publication are clients of the vendors that The Metropolitan Builder represents. All represented vendors have opted to invest in the featured building professional’s marketing efforts for an opportunity to meet. Each featured professional receives an outstanding packet of marketing material valued at well over \$4,000, as well as an opportunity to do business with the represented vendors.

All building professionals that Giselle Bernard personally meets with are presented with a media packet with the contact information of each represented vendor, who will follow up with either a phone call or email to



introduce themselves and their company to these experts. Each introduction is discussed in a follow-up monthly networking group meeting.

The entire business model which Giselle has created is a well-thought-out, organized process. Both the featured building professionals and represented vendors receive sales and marketing opportunities like no other business can give. The business has been designed in a way that if the vendors' sales professionals and/or owners work the model, more than a return on investment is realized. The result has always been a newly forged business relationship that benefits both the sponsored vendor and the building professional.

Giselle assesses and reinvents the business model annually. Just last year, at the request of represented professionals,

a digital directory was created and given to both the referred vendors and featured professionals at no cost. Both had expressed desired exposure to the consumer. Hence, Giselle created www.communityhomeguide.com. A digital directory created to represent mainly local Small Businesses, with an emphasis on the home building and home service industries. Consumers are invited to connect with qualified companies and view valuable information about their business, including photos, hours of operation, testimonials, and more. Consumers looking to build, buy, remodel or do home repairs and improvements can search, research and contact professionals right from their listing. The Metropolitan Builder targets the trade, where the Community Home Guide targets the consumer.

Giselle Bernard can be reached at 832-317-4505 and www.themetropolitanbuilder.com

Your Go-To Source For The Newest Building Products For Kitchens, Baths And Beyond!

By Linda Jennings

As we start the new year, we acknowledge some of the newest trends in home design. You'll love these brands as they offer quality, design aesthetics and inspiration that will create a space that expresses your personality with years of enjoyment. From the space-saving

freestanding Eryn tub from MTI Baths to the joyous sunburst hardware from MyKnobs, these fixtures, fittings and decorative hardware will activate the space and enhance your home in the year 2023!



MTI Baths Eryn Tub

A Perfect Fit

MTI Baths solves a common bathroom design dilemma with the introduction of their new Eryn tub. Freestanding baths are incredibly popular but do consume more floorspace than traditional alcove tubs, often creating a spacial challenge for smaller bathrooms. The MTI design team has cleverly engineered the Eryn with a compact footprint that allows it to fit neatly into tight spaces. Its beautiful single slipper design features an integral faucet deck that also serves as a convenient shelf for soaps, candles and other bathtime essentials. Measuring 60" long, Eryn is offered in their high-gloss Acrylic CXL or their exquisite solid surface DoloMatte with its velvety-soft touch and feel. Both options are incredibly durable and resistant to scratches and stains.

Sunshine in Unexpected Places

Add a little joy to any decor with eclectic yet elegant hardware designs by Hapny Home. Their aptly named Sunburst Collection brings a cheerful warmth with knobs and pulls for every room in the house, lending a touch of whimsy while still being fully refined and sophisticated. Now available through MyKnobs.com, the chic Sunburst Collection puts a fresh twist on a classic motif. Raised



Hapny Homes Sunburst Knobs through MyKnobs.com

detailing adds an unexpected textural dimension that makes each piece pleasing to both the eye and the touch. With prices starting from \$24, this chic collection features hardware in a range of sizes and finishes. Choose from traditional knobs and trendy t-knobs, along with cabinet pulls and appliances pulls. Finish options include polished nickel, satin brass, satin nickel and venetian bronze.

Going All Out

Ruvati elevates al fresco entertaining with the latest addition to their extensive Merino Collection of outdoor sinks. Model RVQ6290 is an ingenious combination of workstation sink and insulated ice chest – a perfect pairing that is certain to be the centerpiece of backyard parties for years to come. Crafted from marine-grade T-316 stainless steel, this ultra-durable sink is built to withstand weather extremes and is loaded with practical features that make the most of compact spaces. The innovative ice chest component really sets the RVQ6290 design apart from the competition. With double-walled construction and triple layers of insulation, this incredible sink can keep ice frozen for up to 24 hours. Its 10-gallon capacity can accommodate up to 30 cans of beer or 15 bottles of wine. The workstation side of the Model RVQ6290 offers all Ruvati's



The Merino Workstation Sink from Ruvati

most in-demand features. Integrated ledges support included accessories, such as a stainless steel colander and a thick cutting board made of food-grade polymers that are resistant to water, UV rays and other elements.

Modern Spin On Vintage Charm

Acquabella brings balance to the design world with their new Sidley freestanding tub. Featuring an effortless blend of modern chic and vintage style, the Sidley is a visually stunning design with classic lines and soft curves. A graceful rolled top rim mirrors a similar design at the foot where the tub flows neatly to the floor. It is seamlessly sculpted from the brand’s signature Dolotek, an innovative mineral composite that creates a flawless finish that is silky smooth to the touch. Sidley is generously proportioned at 66” x 33” with a 25” deep bathing well. The tub comes standard in a lovely Snow White color with gloss or matte finish.



Acquabella’s Sidley tub

Traditional Design with a Twist

MICO Designs brings a fresh look to traditional faucets with their new Simone Collection of chic kitchen fixtures. This distinctive series has classic lines and an elegant silhouette, along with soft curves and gently rounded features that are as pleasing to the eye as they are to the touch. Its high-arch spout accommodates even the largest piles of dirty pots and pans, while a convenient side sprayer is nearby for quickly rinsing dishes or washing fresh



The Simone Faucet from MICO Designs

produce. Simone faucets are crafted in Italy with the finest components. Each fixture is made from lead-free solid brass and includes premium features such as ceramic disc cartridges and stainless-steel inlet hoses. Each Simone faucet is minutely finished to flawless perfection in a choice of four metallic finishes, including chrome, polished nickel, satin nickel, and oil-rubbed bronze.

To find out more about the hardware and fixture products mentioned here, visit their websites:
www.acquabella.us • www.micodesigns.com
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uphold the National Wood Flooring Association's (NWFA) standards from initial product sourcing and selection to final finishes and clean-up. Clients are left with expert care tips to ensure you get the most out of your design. We believe the best business is done with partners. We foster these long-term relationships through quality products, on-time services, and post-installation clean-up. We also provide professional technical advice like how to save your floors post-flooding and the best products to protect your floors from Houston's humidity. That's why most of our clients have been with us for over ten years.

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Richard Arnold -
richard@ifhouston.com

Richard Arnold is the proud co-founder of International Flooring and is based in Houston, TX. With over 25 years of experience in the building industry, Richard has worked his way up from Construction Manager overseeing over 200 home

builds to becoming the CEO of three construction companies: International Flooring, Texas Treads, and Karina Homes. His robust construction knowledge qualifies him to solve a variety of building needs, from product sourcing to installation, crew management, and more. Richard takes a hands-on approach with clients through multiple job site visits and straightforward advice. Working with Richard means connecting with Houston's top custom builders, designers, and remodelers





Baths of America is a family-owned and operated wholesale distributor of decorative and luxury plumbing, hardware, cabinetry, and appliances, based out of Houston since 2005. Owned and operated by brothers Ali Sultanali, alongside his brother Zeeshan Sultanali, the company has two showrooms — one in Sugarland, Texas, and its showcase showroom in Houston’s Galleria area. One offsite distribution center serves its customer base of builders, remodelers, and designers. In total, the company currently has 32 employees. The Galleria showroom is roughly 11,000 square ft and has five live kitchens, where demo dinners are made, including happy hour meetings for builders and designers. We love hosting events and industry parties at our showroom. It’s very accommodating and inviting; people love hanging out here. There are hundreds, thousands of products to select from, so we have designed our showroom to make decisions for homeowners easier. Seeing live products, appliances, coffee machines, tubs, and shower heads helps make it easier to select products. Builders, designers, and remodelers always enjoy bringing their clients here because they can utilize our showroom with their clients.

Customer service is the other main reason our clientele has grown tremendously. Products can be purchased from anywhere, and prices are all respectively close, but we shine and take pride in the customer service we offer before, during, and after sales. Our entire staff, sales, warehouse, delivery, and appliance install team, enjoy what we all do here, and it shows. With our entire team, we can offer what we offer as a company.

*Baths of America * 713-572-2284*



OUR SALES PROFESSIONALS



Zeeshan and Ali Sultanali

Zeeshan, Sales Director and VP, manages and leads the Houston and Sugar Land design showrooms. He has been in this industry since 2005 and loves to learn new ways to improve the business and offer customers the greatest experience at both showrooms.

Ali Sultanali, President and Operations Director, shares the same thoughts about offering customers a stress-free and hassle-free experience at Baths of America. Taking care of the logistics and improving our communications between staff, customers and builders is key. They are always implementing new tools to improve this experience as a team.



Jeff Steiner - jsteiner@bathsofamerica.com

Jeff has always enjoyed working with people and being able to offer them his exceptional services.

No matter the size of the job, Jeff makes sure that the customer is satisfied and that the job he started gets his full attention until completion. After sales, Jeff also follows up with clients to ensure they are aware of the functions of the products they have purchased and if he can assist in any product demo in person. Jeff, along with his assistant, Hillary Ratliff, started the appliance builder sales division at Baths of America. He has been in the appliance industry for 30 years now and has led Baths of America to one of the largest appliance dealers in Houston, TX.

Customer Reviews

Brian Phillips - Cayson Graye/Alair Homes

As a custom home builder, we have specific needs when it comes to appliances for our projects. Jeff and his team offer not only the selection we need for our clients, but also the expertise, competitive pricing and professional installs. Baths of America is a vendor with whom we are very proud to partner.

Courtney C - client

After having a horrible experience at another appliance dealer, we stopped into Baths of America on a whim and were paired with Vincent. We told him about our situation and the terrible experience we had been having with the other company, and he was able to get us our appliances in a reasonable time. Not only was he upfront with us, but he was in constant communication with us throughout the whole process. We had some issues with installation on our end due to our contractor's mistake, and Vincent was even able to help us remedy the situation. Thank you, Vincent for helping us 100% through the whole process and always being in constant communication. True customer service!

Coraline Wheeler - Designer Details

Love! Love! Love this place. You will be pleasantly surprised to enter a beautifully designed showroom with a lot of exciting eye candy!! Every time without fail, the customer service has been excellent. Their knowledge and quick turnaround with quotes are always impressive, especially given the current environment. The range of products is a visual delight as well as impressive to take clients to when sourcing appliances, faucets, hardware etc. A must-visit! You won't be disappointed.



Hillary Ratliff - Hratlif@bathsofamerica.com

Hillary has been in appliance builder sales for the past four years and has no plans to go to another industry. Assisting Jeff with his builders, Hillary makes sure that products are ordered, scheduled for installation and

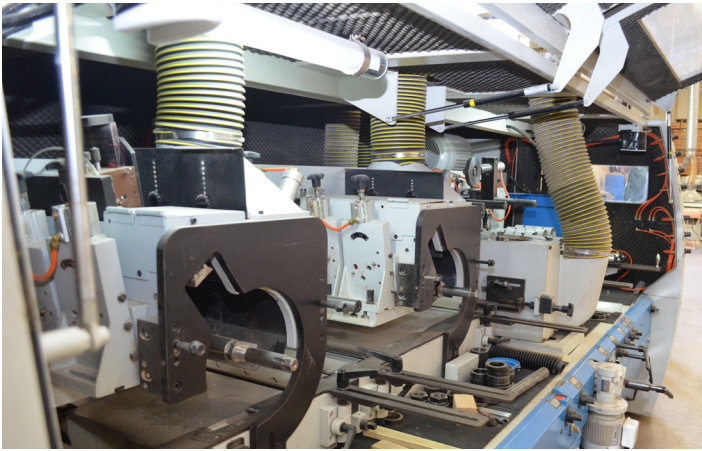
the logistics of jobs are handled sufficiently. Hillary enjoys the appliance category as it is a very niche, and the relationships that she's made in this industry. Helping builders and meeting new clients and industry partners has become a reason why Hillary plans to keep continuing her plans to grow in the appliance industry.



Chadney Alvarez - chadney@bathsofamerica.com

Chadney has been in plumbing and hardware sales for 25 years now. Starting as a bookkeeper at EXPO Design Center at age 18, she has developed herself into one of the leading salespersons in the plumbing and hardware industry.

Developing customer relationships is very important to Chadney and a key reason why she's been very successful in maintaining her business. Starting from the beginning, when plans are just on paper, making selections, and seeing the final projects come to fruition a year or so later makes me love what I do.



HARDWOOD

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Hardwood Products, Inc. Delivers Quality and Value to its Customers

Hardwood Products, Inc. is a family-owned business established in 1983 and is now a well-established part of the Houston Building Industry. Today, Chris and Greg Gibbs are proudly carrying on the family legacy.

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The warehouse and distribution center maintains large inventories of all products to fulfill customer's immediate needs. They stock many profiles and species of boards and standard moldings and have the ability to quickly manufacture Custom Moldings as well.

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OUR SALES PROFESSIONALS



Charlie Molloy -
cmolloy@hwp.us

Charlie has over 30 years of experience in the building material industry, dating from 1992 to the present. He has expert knowledge of most building products, including hardwood lumber, plywood, cabinet hardware, plastic

laminate, and custom moldings. In his previous years, he was a manager in the grocery industry for Eagle Discount Supermarkets and Randall's Food markets in the Houston area.

His strengths include managing employees, customer service relations, logistics, and outside sales. He has lived in the Houston area since 1968 and spent his childhood in Spring Branch, graduating from Spring Woods High School.

He went to the University of Houston where he majored in Music, Hotel and Restaurant Management, and Business management. Hobbies include playing the National Anthem with his trumpet at professional baseball games, hiking in the Big Bend area, and woodworking. Charlie has been married 39 years and has one son, a daughter, and two grandchildren.



Kenny Francis -
kfrancis@hwp.us

Kenneth has 32 years of experience in the building industry from 1990 to present. He started at Wilsonart in 1990-2001 in the Houston area. He was employed as the operations manager of over 27 employees. He decided to take

his sales knowledge & expertise to Hardwood Products 2001 - present. Kenny enjoys working with companies & building relationships. From commercial millwork shops and remodelers to Custom Builders. Every day is a challenge, from supply & demand to rising costs. Providing innovation & service for the customer is the bottom line.

Kenny has lived in Houston his entire life & knows the area well.

His hobbies are anything outdoors, from hunting and exercise to sports. He has a wife of 17 years & two beautiful daughters.

Customer Reviews

Cullen Franz - Savannah Grace Homes

"Hardwood Products has gone over and above to source the best quality materials for the best price to help me grow my business. Kenny Francis and the HWP team has provided me with outstanding customer services that leaves other competitors in the dust. I can't say enough about the value that I have received in partnering with HWP. My custom homes have never looked so good !! Thank you Kenny and HWP !!"

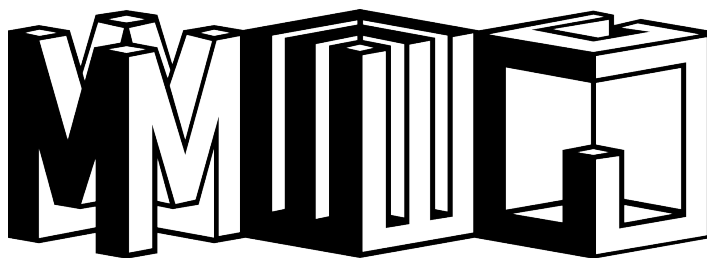
Matt Sneller - Sneller Custom Homes and Remodeling

"I have known and worked with Kenny/Hardwood Products for over 15 years. We consider them to be one of our most loyal and trusted trade partners. We are a custom builder/remodeler and use them for a lot of our interior and exterior trimwork/materials. Their pricing is fantastic, but even better than that is their customer service. Kenny is always easy to get a hold of and super

responsive to any issue that arises. We would highly recommend using them!"

Rick Davis - DC Kitchens & Remodeling

I can't say enough about working with Hardwood Products. I've been in business for about 35 years and have been working with Hardwood products for as long as I can remember. I find their entire staff trustworthy and extremely professional, especially Kenny and Laura. The entire staff has a full understanding of their extensive line of hardwood products. I find that they are extremely dependable, and their customer service is outstanding. They always go out of their way in providing the very best in high-quality materials and for the best price. Not only that, I find them to be very dependable. I can trust that they will always be on top of things. I feel more comfortable working with them than anyone else.



METAL WOOD GLASS
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High Quality Work In Every Project

With a passion for designing and working with glass, Esvin Tista founded MWG Innovations in 2018 on the idea that offering custom bath glass and mirrors for new construction and remodeling projects should fall in the line of an exquisite art job. His passion and vision are to create unique pieces of art and help bring to life ideas from builders, designers, and trades alike in Houston and surrounding areas.

There is little he cannot do when your project involves glass. Esvin designs and fabricates custom unique metal, wood, and glass pieces for shower doors, vanities, mirrors, handrails, and more. Each and every single one of his projects shows his loyalty and hold to the customer's expectations. MWG Innovations is committed to providing all clients with high-quality products and services in which yield outstanding customer satisfaction.

MWG Innovations • 832-488-3524



Photos courtesy of Fairmont Custom Homes

OUR SALES PROFESSIONALS



Esvin Tista - *Esvin@mwginnovations.com*

In his 12 years of experience in the glass industry, Esvin found himself wanting to do more than install glass. As a true Texan, he believes everything is bigger in Texas and decided to open his own business in 2018. Esvin is talented and has the passion

and vision for designing and fabricating unique pieces of art for metal, wood, and glass consisting of shower doors, vanities, mirrors, handrails, and more. He credits his passion to his loving family and success to his professional team. When his not working, you will find Esvin enjoying the beautiful Houston weather fishing, hoping to catch more than a cold breeze on a sunny, rainy day, all in one trip to the bay!



Lilian Tista - *ltista@mwginnovations.com*

Lilian is experienced in management accounting. In search of a better balance between work and family time, she joined Metal Wood Glass Innovations LLC in 2021. Her commitment is to provide excellent service, helping the corporation

to create and build a better business. She enjoys the opportunity to serve customers on a personal level and the originality behind each project. She spends her free time with her son. She loves to run, and occasionally you will find her running marathons and obstacle course races.

Customer Reviews

Matt Sneller - *Sneller Custom Homes*

We are a custom builder/remodeler and have been working with Esvin/MWG for about 4 years now. They are one of our best trade partners that we have. Esvin is extremely creative and great around our clients, but he also does what he says he's going to do and is great about staying in communication. He has done everything from simple framed glass shower doors to very detailed shower enclosures to custom cabinet doors to a custom metal and wood table for our new conference room. I would highly recommend working with MWG!

Michael Pelletier *President/Owner
Fairmont Custom Homes*

We have been working with Esvin Tista and MWG Innovations for over 5 years. Esvin is our go to for shower glass and mirror work. I am proud to say that we have be able to set market trends with the help of

MWG Innovations and his excellent customer service. Rarely, do I find an individual that is as reliable as Esvin in our world of building custom homes.

Esvin has been a great partner for Fairmont Custom Homes bringing excellent value to our customers and helping us become the number one builder in Fulshear, TX. We look forward to our continued relationship with MWG Innovations.

Brandon Kraut - *Construction Project
Manager at Urban Craftsman*

The MWG team does beautiful work, has great customer service, communicates clearly, and provides a great experience! I am a project manager for a custom home builder and we exclusively use MWG for our shower enclosures and glass work. I had them do my new shower enclosure at home as well. You can't go wrong with MWG!

Single-Family Construction Slows in Post-Covid Hot Markets

The big jump in single-family home-building activity that occurred in the aftermath of the COVID-19 pandemic in large metro outlying counties and exurban areas has shown a marked decline over the past 12 months, according to the latest findings from the National Association of Home Builders (NAHB) Home Building Geography Index (HBGI) for the third quarter of 2022.

“The single-family construction slowdown is not just limited to regions of the country that experienced the fastest production growth over the past year,” said NAHB Chairman Jerry Konter, a home builder and developer from Savannah, Ga. “Home building activity has slowed in nearly all regions and large and small metro markets as high mortgage rates, elevated inflation and stubbornly high construction costs act as a drag on consumer demand and housing affordability.”

“While the bulk of single-family construction continues to occur in the South and lower density markets where job conditions are more favorable and housing costs are lower, the data clearly show these areas are acting as a leading indicator for the entire housing market,” said NAHB Chief Economist Robert Dietz. “They are registering the largest production declines, even as other regions—including large metro core and suburban counties—are also displaying weakness as the national housing market has fallen into a recession due to rising mortgage rates and a slowing economy.”

The HBGI is a quarterly measurement of building conditions across the country and uses county-level information about single- and multifamily permits to gauge housing construction growth in various urban and rural geographies.

The index shows that large metro outlying counties (exurban areas) registered the largest 12-month decline in single-family production, falling from a 31.9% growth rate in the third quarter of 2021 to a minus 4.4% rate in the third quarter of 2022. Smaller metro outlying counties also saw a significant deceleration, registering a 30.6% percentage point drop for its growth rate during the same period. Urban core areas in both large and small metro areas also posted negative growth rates during this time frame.



National Association of Home Builders

Rural counties, including micro counties and non-metro/micro counties, were the only counties to post a positive year-over-year growth rate.

However, the multifamily market tells a different story, as the HBGI's submarkets in multifamily home building showed the following increase in growth between the third quarter of 2021 and the third quarter of 2022 for large and small markets as metro area economies reopened following covid-era restrictions:

- Multifamily construction in large metro suburban counties increased from an 18% growth rate to a 27.5% rate, and large metro core counties experienced a 7.1 percentage point increase.
- Large metro outlying counties decreased from a 44.1% growth rate to a 31% rate.

Other key findings from the third quarter HBGI show that building activity continued to shift away from centralized markets toward more outer, smaller areas:

- From the first quarter of 2020 to the third quarter of 2022, the market share for single-family home building in large metro core and inner suburbs fell from 44% to 41.3%.
- In contrast, single-family home building in outer suburbs and exurban areas in large and medium-sized metros has increased from 18% to 19% during the same time frame.
- Despite the recent uptick, high-density multifamily construction in large metro core areas registered a similar decline during this two-and-a-half-year period, falling from 41% to 38.4%.

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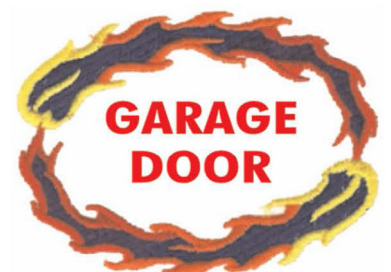
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As a service to area building professionals, The Metropolitan Builder presents this listing of local suppliers and service providers in which are working with some of the most outstanding builders in the Greater Houston area. They have all been referred and/or vetted. Shouldn't they be working for you?

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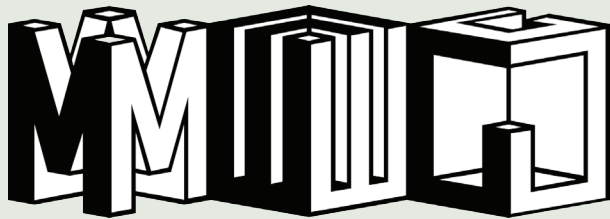
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