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# The Key To Success Is A Solid Foundation

By **Mary Lynn Mabray, ASID**

Debo Homes evolved through a deep sense of family, unity, mutual support, and an intense pride in the business and its history, ensuring the family business's evolution and its' satisfied customers. Juan Carols Fernandez, Sr., and Juan, Jr. are an unbeatable father/son team in the Houston home-building industry. Both take tremendous pride in their family-owned and operated business. Juan Sr. handles the majority of residential construction. Juan Jr. joined his dad after graduating from college with a degree in finance and is now the company's director of financing.

Juan Sr. has been in the business since the early nineties and began his construction career as a foundation expert, which is the most critical construction factor. A foundation acts as a stabilizer against lateral or side movements, keeps walls from cracking, and studs straight and level. Foundations distribute the total load of the structure and prevent differential settlement of the overall design. All of

the company's foundations in their three developments are built on an elevated mixture soil and sand pad a foot and a half higher than street level to avoid flooding.

Designing and constructing foundations slowly evolved into the decision to build his own homes. He parlayed those early homes into cash, began buying small parcels of land, and gradually became a turned developer and home builder. Every pad for the foundation is a 60/40 mixture. Sixty percent clay and 40 percent sand, which makes for a solid base for the foundation.

The family has two sold-out developments, Los Pinos and Horseshow Estates, with a third in line for completion. The two prior developments were a mixture of set floor plans. "The company is now semi-custom in the newest development, Blue Jay's Landing in Needville, which Juan Jr. developed himself. All homes are built on acre lots",





stated Juan, Jr, “with deeper ditches and retention ponds.” The homes range in price from \$490,000 to the upper \$800,000.

Customer service has always been high on the list of the company’s policies. They want the families who purchase homes in their developments to have their “dream home” and work very hard to accomplish each client’s goal from start to finish. Every home is plywood wrapped with only the top-of-the-line materials. Blue Jay’s landings architecture consists mainly of popular farmhouse styles, board and batten, stone or brick in the common areas.

The company’s success is attributed to a strong and family-bonded team. Abraham Romero, who has been with Juan Sr. since the beginning, now supervises all foundation pours and is the lead foreman; architect Chris Dominguez, Juan and Eduardo Cisenros are the superintendents. Almost







all subs have been with the Fernandez company since its inception and are considered family.

The entire team at Debo Homes understands that a successful business harnesses the engagement of all its Employees and that doing the right thing ethically bolsters reputation, trust, and, ultimately, the company brand. They understand that it's important to remember that every customer is different, so it's essential to take the time to

understand their customer's wants and needs. At the same time, they strive to go above and beyond their customer's expectations. Surprise them with something they weren't expecting, and they will surely appreciate it

*For more information:*

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