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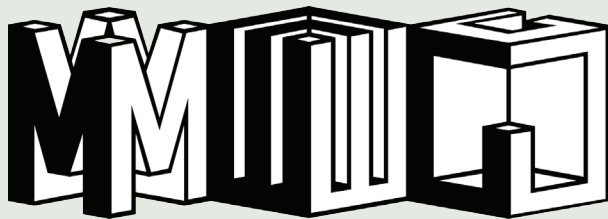
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Dialogue with a Designer
Sherrell Neal



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THE METROPOLITAN BUILDER

An Industry Trade Publication | February 2024



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Website
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Printed in the USA
by Seaway Printing

The Metropolitan Builder is a local trade publication published monthly in an informative and positive manner. Copies are mailed, free of charge, to building professionals throughout the greater Houston area. The opinions and facts expressed in The Metropolitan Builder magazine are those of the authors or columnist and do not necessarily reflect the views of the publisher, nor do they constitute an endorsement of products or services herein. The Metropolitan Builder strives to ensure the accuracy of the magazine's contents. However, should inaccuracies or omissions occur, we do not assume responsibility. The Metropolitan Builder reserves the right to refuse any advertisement. This publication may not be reproduced, in whole or in part, without the expressed prior written permission of the publisher.

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PUBLISHER'S *note*



Giselle Bernard,
Publisher

The Houston residential home-building industry is facing a pivotal moment in the 2024 election year. As the city grows, housing demand, affordability, labor & workforce, economic stability, and resilience against our climate are taking center stage. This year brings a presidential election that holds significance for the Houston home-building industry. I'm sure that Houston's residents and builders will closely follow the candidates' proposals and decisions to see how they will navigate the challenges and opportunities for the sector.

Population Growth and Housing Demand:

Houston has long been a population growth magnet driven by its booming economy and job opportunities. This trend is expected to continue in 2024 as more people flock to the city for employment and a better quality of life. As a result, the demand for residential housing, both rental and ownership, remains high.

Affordability Challenges:

Affordability remains a pressing issue in Houston's residential building industry. While the city is known for its relatively lower cost of living than other major metropolitan areas, rising home prices and rents have made it increasingly difficult for many residents to find affordable housing options.

Labor and Workforce:

Skilled labor shortages have been a recurring challenge for the construction industry nationwide. The election's outcome may have implications for immigration policies and workforce development initiatives, directly impacting the availability of skilled workers in Houston. Builders will be interested in how candidates plan to address labor-



related issues, as a robust and skilled workforce is essential for meeting housing demand.

Economic Stability:

The overall economic stability of the nation plays a crucial role in the Houston home-building industry's performance. Policies related to taxation, trade, and economic stimulus packages can have a direct impact on the industry's growth and profitability. As such, candidates' economic platforms should greatly interest builders and stakeholders in the sector.

Resilience and Climate Change:

Houston is no stranger to natural disasters, particularly hurricanes and flooding. The city's vulnerability to extreme weather events has become a significant concern for residents and the residential building industry. The industry will be closely monitoring discussions on enhancing the resilience of residential buildings and infrastructure against our climate.

On Target in 2024

Practical Advice for Business Owners & Their Team to Excel



Hello, Metropolitan Builder Community. Welcome to the New Year, a time brimming with potential and promise for your business. As we turn the page into 2024, it's not just about creating a plan for the year but committing to it with unwavering focus. Let's explore the critical importance of not only having a comprehensive plan but also sticking to and achieving it. We'll offer practical strategies for business owners and their teams to stay on track, emphasizing the power of quarterly planning and the role of habits and routines. We will also explore a real-world example of a business that soared to new heights thanks to its meticulous planning efforts.

The Yearly Plan: Your Blueprint for Success

A yearly plan is like a blueprint for your business's future. It outlines your goals, strategies, and the steps you need to take to achieve them. But the real challenge lies not in creating this plan but in the consistent execution of it.

The Power of Quarterly Planning

Imagine adding an espresso shot to your regular coffee; the energy you feel is exponential. While yearly goals give you a long-term vision, quarterly planning breaks down this vision into more manageable, achievable chunks. Sometimes, what you aim to achieve in a year can surprisingly be accomplished in just a quarter with the proper focus and acceleration. This approach allows for quicker adjustments and motivates you and your team with short-term wins.

Staying on Track: Habits and Routines

I remember my mentor told me he could tell me how successful I would be in achieving my goals just by hanging out with me for a few hours. The backbone of effective planning and execution lies in developing strong habits and routines. Daily planning, regular team meetings, periodic progress reviews, and consistent communication channels can create a rhythm of productivity and accountability. These habits ensure that everyone is aligned and moving in the same direction.

Consider the story of People Solutions Center, a human resource and recruiting firm that transformed its trajectory through meticulous planning. Through our Power Up Business Coaching Program, they laid out a clear, ambitious yearly plan. They met and exceeded their annual targets in just nine months by breaking this down into quarterly objectives and establishing robust routines. Their secret? Regular progress tracking, adaptive strategies, and a culture that embraced the discipline of following the plan.

Practical Tips for Stay on Track

Set Clear, Measurable Goals: Be specific about what you want to achieve and by when.

Break Down Your Yearly Plan: Divide your annual goals into quarterly targets for more manageable planning.

Establish Strong Routines: Implement regular check-ins

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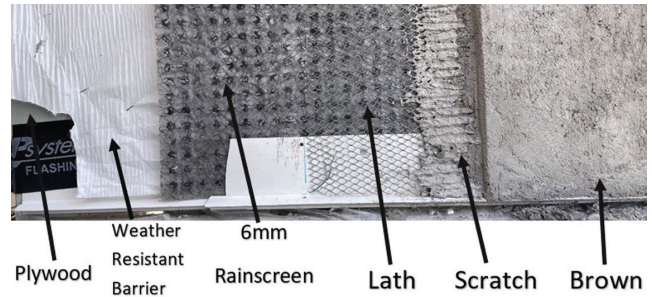
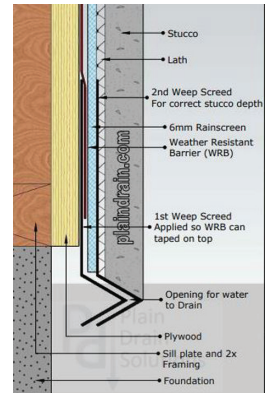
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Refresh For The New Year

Inspirational Products for Kitchen + Bath Design

By Linda Jennings

Adding new hardware and innovative features like a textured bottom kitchen sink can give the home space a fresh update. Updating knobs and entry door hardware is also an easy way to achieve that immediate wow factor. And to create a wellness space, consider adding a classic

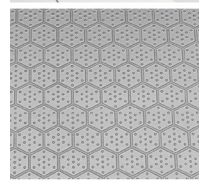
freestanding bath with traditional design and customized therapies. Whether renovating or planning a new build, these brands offer clever fixtures and fittings to polish off the home's design look, providing years of lasting beauty and enjoyment.



Lucia freestanding tub from MTI Baths

Asymmetrical Beauty

MTI Baths brings a fresh look to a classic bath silhouette with the Lucia freestanding tub, blending the best of modern and traditional styling. Its elegant slipper design, rolled rim and gentle curves contrast beautifully with the asymmetrical profile and minimalist lines. The finished look is simple yet sophisticated, with ample versatility to take center stage in any setting. Measuring 71" x 33.5" x 21", the Lucia is sized to accommodate up to two bathers comfortably. Available as an air bath or soaker, Lucia is crafted by artisans using MTI's proprietary SculptureStone solid surface material. The tub is offered in a variety of exterior colors in matte or gloss finish. Choose from Blue Lagoon, Terracotta and Sapphire Blue, or neutral shades such as Onyx, Stormgray and Stratus Gray. Bring a new air of elegance and luxury to the bathroom with the lovely Lucia tub.



Hex bottom sinks from Ruvati

Kitchen Functionality

The Hex bottom sinks from Ruvati features premium stainless steel with an embossed hexagonal pattern and matte finish for a semi-reflective look. The geometric textured bottom protects the sink from scratches and everyday wear and tear, making a protective grid unnecessary. The collection includes the standard Gravena Hex models as well as the Roma Hex Workstation sinks with a built-in ledge that provides a platform for Ruvati's

unique accessories, such as a stainless steel colander, patented, foldable drying rack, and cutting board. Ruvati's Hex sinks expertly combine upscale style with impressive durability and fabulous functionality backed by their limited lifetime warranty for years of hassle-free enjoyment.

Hotel Luxury

Luxury British brand Barber Wilsons & Co. is delighted to announce an exciting new chapter in the company's history with the launch of their latest range, the Milne Collection. Used in the recent refurbishment of the Claridge's Hotel, this continues the brand's proud heritage of collaborating with the world's finest hotels. The Milne Collection's core range consists of beautifully designed and engineered wall and deck faucets and showers, characterized by strong and elegant cross-top handles and clean lines. The Milne Collection is crafted at their London workshop with the highest quality materials, continuing Barber Wilsons & Co's legacy of traditional quality.



Milne Collection from Barber Wilsons & Co.



BainUltra Libra Aurora

Warmth And Wellness

BainUltra brings new light to the luxury bathing experience with the Libra Aurora. Inspired by Greek and Roman mythology, Aurora promotes a balanced lifestyle with its perfectly symmetrical silhouette and wealth of wellness-focused therapies. Softly sloped interior walls mirror each other and provide restful lounging space for two bathers

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Delivery Services Available

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to enjoy a restorative soak. Measuring 66" x 34" x 24", this stunning tub is available as a luxurious soaker tub or Thermomasseur, which provides hydro-therapy massage via 40 adjustable air jets, a heated backrest, and a Geysair hot air system. The Aurora tub can be personalized by adding options such as Illuzio chromatherapy with soothing colored lights, the WarmTouchShell system with heating zones, and universal armrests that enhance the comfort of the bath while providing extra stability. Aurora is available in a beautiful glossy white finish, a dramatic black and white combination, or UltraVelour matte finish.

Mix It Up

Mixing metal finishes is a great way to add an interesting and contemporary look to your home. Viaggio Hardware lets you get creative with their mixed finish hardware, whether you're going for a chic, modern, timeless, or elegant look. The brand offers a bold mix-and-match series of knobs, plates, pulls and deadbolts crafted from solid forged brass available in Satin Black and Satin Brass. Shown here is the Circolo Hammered Rosette with Rebar Lever in Split Finish. Viaggio hardware is built for lasting beauty and performance, is precision-polished for a flawless finish and is backed by an industry-leading Lifetime Warranty to guarantee years of hassle-free use and enjoyment.



Viaggio Hardware Split Finish Hardware Collection

To find out more about the hardware and fixture products mentioned here, visit their websites:

mtibaths.com • ruvati.com
barberwilsons.com • bainultra.com
viaggiohardware.com



Continued from page 4

and progress reviews to keep everyone on track.

Stay Flexible: Be prepared to adapt your plan in response to unexpected challenges or opportunities.

Celebrate small wins: Recognize and celebrate the achievement of short-term goals to maintain motivation.

Review and Reflect: At the end of each quarter, review your progress and adjust your strategies accordingly.

The journey from planning to execution differentiates successful businesses from the rest. Focusing on quarterly achievements, fostering productive habits, and staying committed to your plan can drive your business toward remarkable growth and success.

Let 2024 be the year your business not only DREAM BIG BUT ACHIEVE BIG!

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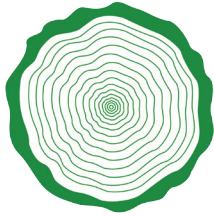


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Sales Professionals



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.



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Sales Professionals



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.



Hillary Ratliff -
hrtliff@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.

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.

Rosenberg + Gibson Designs

After having a horrible experience at another appliance dealer, we Baths of America has been Rosenberg + Gibson Design's go to bath and kitchen gallery since 2018. They offer an extensive range of top-tier products, all conveniently available under one roof, which makes the purchasing process seamless. But their best asset is the exceptional customer service experience. Their entire team is knowledgeable and friendly. It's always a pleasure to work together on design projects and we are grateful to have them as an industry partner.

Missy Stewart Designs

Baths of America is a key partner for sourcing plumbing, appliances, and hardware for my interior design company. Working with Baths of America has been an advantageous experience, thanks to their exquisite showroom and a team of knowledgeable staff dedicated to providing top-notch service. The showroom at Baths of America is nothing short of inspiring, showcasing a diverse range of high-quality products that align perfectly with my projects' aesthetic and functional requirements. The variety and sophistication of their offerings have significantly contributed to the success of my interior design ventures, allowing me to curate spaces that exceed my client's expectations.



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Best Homes

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Fairmont Homes and Clients Partner in Creating Dream Homes

By Kathy Bowen Stolz

Michael Pelletier, president and owner of Fairmont Homes, uses his almost-30 years of experience in building and his people skills to a great advantage when creating custom homes on the west side of Houston, an area that he foresees will be in increasing demand.

“We want the best possible fit with our clients because building a home is a partnership. We spend 12 to 18 months with these clients, so it’s important to get along, to respect each other. We have very detailed construction meetings to help clients understand what is included in the budget for their new home. There are so many decisions in building a house. We like to build the home on paper first to make sure we’re all on the same page.”

Pelletier, who earned the Graduate Master Builder designation, works with many architects and will introduce his clients to the ones that he thinks will be the best match.

“It depends on the clients’ vision. Every client has a different background, so helping clients find the best fit is very important.

“We work hard to provide whatever the client wants; we modify our services to meet their needs. We’re very good at catering to their needs.

“We’re committed to the highest quality of service and a better homebuilding experience at a fair and competitive price. We’re honest and have integrity. I think we’re very competitive,” stated Pelletier, who got his start in construction in a high school building program.

He is also aware that his clients are busy people. “We also offer sound advice and experience to produce a home that’s low maintenance so the clients can live their lives,” he added.



While Pelletier handles the sales, marketing and estimating for each home, Robert Cox takes over once construction starts. “I can’t do what I do without him,” Mike said.

Mike and Robert were college roommates and fraternity brothers at Southwest Texas State in San Marcos. Mike studied business management while Robert studied construction management. Their major fields of study and skill sets continue to be a good fit for Fairmont Homes’ success.

As vice president of construction, Robert is responsible for staying connected with the clients during building. “Robert

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Location is a factor in building a dream house. “We build in Fulbrook, which is one of the few communities where you can buy a piece of land for and build a true custom home.” The Fulbrook neighborhood offers acreage, large trees and water features.

Although the company does some projects in the West Memorial neighborhood, it typically builds in the country on acreage. It usually builds eight homes a year, starting at about \$1.2 million; the cost depends on the lot and the size of the home, of course. It is currently building a 12,000-sq.-ft. home in the \$5 million range.

Although Fairmont Homes won a Best of Houzz Service award in 2022, Pelletier is far more concerned about what his clients think about the company than by winning any awards. “We end up being friends. We even get invited to dinner, to parties.”

Continued from page 13

is in the heat of the battle with contractors making sure the homes are built per the plans and specifications. He is the liaison between the customer and the contractor. We are really good at setting expectations and really good at keeping communication going as we help manage the customers’ expectations through the process,” Mike said.

Mike notes that the building industry uses the word “custom” on production homes, ones that repeat the exterior or interior from house to house. Fairmont Homes takes the clients’ inspiration and helps them create pieces of art that will last a lifetime, he said. Fairmont’s staff prides itself on building a true custom home for its clients.

**To contact Fairmont Homes,
call 713-539-0048
or email mp@fairmontcustomhomes.com
or visit www.fairmontcustomhomes.com**

**The office is located at
30525 1st St., Suite 2D, Fulshear, TX 77441.**





Dialogue with a Designer

Sherrell Neal

MWG INNOVATIONS - 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. Esvin takes great pride in creating unique pieces of art designed to bring life to the ideas given to him by the builders, designers, and trades he partners with. His work includes intricate designs of fabricated unique custom metal, wood, and glass pieces for shower doors, vanities, mirrors, handrails, and more. MWG Innovations is committed to providing all clients with high-quality products and services in which yield outstanding customer satisfaction.

This month, MWG INNOVATIONS speaks with Sherrell Neal, owner of the Sherrell Design Studio. Sherrell is known for crafting interiors that mold timeless elegance with contemporary living for local Houston projects and beyond. She masterfully layers comfortable palettes with recognizable textures and patterns, emphasizing quality materials and meticulous craftsmanship, making it a hallmark for today's American family home. Sherrell holds a Bachelor of Fine Arts degree in Interior Design from The Art Institute of Houston and is an Allied Member of her local ASID chapter. Sherrell's planning is greatly influenced

by her goal to assist clients in building connections and memorable experiences in their homes. Her enduring connections with repeat clients attest to her approachability and considerate design solutions, and she finds value in creating multilayered, efficient spaces that reflect her clients' styles.

MWG INNOVATIONS: What motivated you to enter interior design?

Sherrell Neal: I've always had a keen eye for problem-solving and details. My exposure to the field greatly enhanced my educational experience. Having a remodeling company that served both residential and commercial projects was an added benefit for my family. During those years, I gained a great deal of knowledge and developed an interest surrounding the challenges involved in planning, organizing, and executing a project. After earning my design degree, I worked under architects and builders to gain relevant technical experience that propelled me into my career after graduation.

MWG INNOVATIONS: How has the field of interior design changed since you graduated?

Sherrell Neal: Social media has bridged an information gap for design enthusiasts and homeowners. We're sharing



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more insight about our field and internal processes with the public. People have more access to information they want to educate themselves about than when I was in design school. Although AutoCAD is still a necessary tool for spatial planning, computer modeling, and fully rendered spaces are gaining hierarchy as a more favorable way to communicate design concepts and finished products.

MWG INNOVATIONS: *How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?*

Sherrell Neal: Designers analyze the big picture and determine how every element should fit together. Considering the amount of decisions that must be made, an experienced interior designer can assist the customer at every stage of the project. Our ability to convey the project's technical aspects and components benefits the build team and the client.

MWG INNOVATIONS: *What has been your most challenging project and why?*

Sherrell Neal: It's been part of our field of study to find solutions and strategize how to navigate through them. No project comes without its share of challenges.

MWG INNOVATIONS: *How do you begin the materials selection process when working with builders' and remodelers' clients?*

Sherrell Neal: Our process begins with fixtures and

equipment at the onset of the selection planning, which includes flooring, countertops, hardware for cabinetry and doors, plumbing, and appliances. Paint and lighting selections are also weaved into this phase for a complete packet to hand off to the construction teams.

MWG INNOVATIONS: *Speaking about staying current, how do you keep yourself up to date with all the design trends happening in the industry today?*

Sherrell Neal: I enjoy attending trade shows throughout the year, like High Point Market in North Carolina or What's New What's Next in NYC, which also allows our vendor reps to connect with us. I also subscribe to a few print magazines in our related fields and attend local forums as part of my continued learning.

MWG INNOVATIONS: *What is your favorite design style?*

Sherrell Neal: Neo-classicism and all things related to traditional design.

MWG INNOVATIONS: *What fascinates you, and how have you incorporated that into your designs?*

Sherrell Neal: I'm always fascinated with analyzing our clients' lifestyles and how their needs will shape the design. Because we center the homeowner in every functional and practical decision, no two of our projects are alike. As a result, we're consistently pushing the envelope and sharpening our design skills.

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MWG INNOVATIONS: How would you characterize your style?

Sherrell Neal: My personal style is not far off from my design aesthetic. I appreciate a collected design approach that balances old and new elements for a timeless environment.

MWG INNOVATIONS: What would be your recommendation for “what to do first” in a decorating project when working with the builders and/or homeowners?

Sherrell Neal: Review their work before hiring anyone and request referrals from previous clients. I often ask potential clients if they’ve previously worked with an Interior Designer. It clarifies the expectations from the start.

MWG INNOVATIONS: Any last thoughts or comments?

Sherrell Neal: Houston is a city that’s fortunate to have a diverse pool of designers and builders. Thank you for this opportunity to share with your community!

Sherrell Neal

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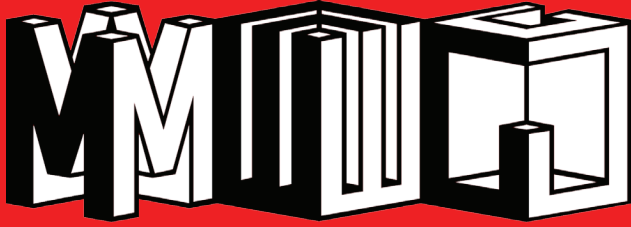
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Customer Reviews

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 been 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.

Double L Interiors -

Double L Interiors has worked with Metal, Wood, Glass Innovations (Esvin) on a several jobs. The process has been nothing but short of perfection. Interior design process can be trying. However, the right vendors make all the difference! MWG is one of those vendors you can rely on to make your idea come to life. Esvin "gets design!" He understands and appreciates the details that go into every space. Keep up the excellence Esvin!

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

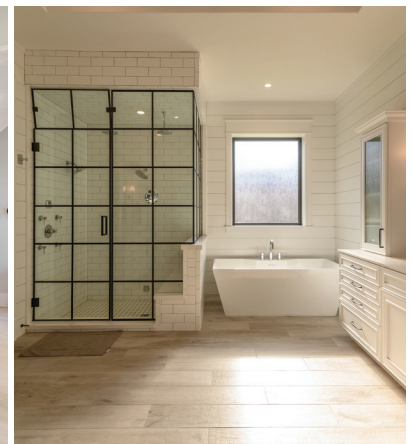
metal, wood, and glass consisting of shower doors, vanities, mirrors, handrails, and more. He credits his passion to his loving family and success to his professional team. When his not working, you will find Esvin enjoying the beautiful Houston weather fishing, hoping to catch more than a cold breeze 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.





LBJ Construction's Team Works Hard To Make Customers Happy

By Kathy Bowen Stolz

When you see LBJ Construction on a sign, think of the Breck Powers family, not the former President's family.

At the Houston-based construction company, you'll find Breck and Jeannine Powers, co-owners, who run the remodeling, custom home building and handyman services company, which also includes their son among its 12 employees.

"We have a very strong team of highly skilled professionals who cares about doing well for our customers. We enjoy working together and work really hard to make our customers happy. We want our projects to be a good experience for our customers," Breck said. "The majority of our business is built on referrals because we consistently go the extra mile.

"When working with our homeowners, we keep the projects on time and on budget, maintaining the greatest

level of communication between the homeowner and the LBJ team. We make sure that all jobs are done to our clients' satisfaction. The majority of our business is built on referrals." Breck Powers noted.

Its market area is Houston's Inner Loop and the Memorial neighborhoods, although it's venturing out to The Woodlands and Spring to the north of the city. Typically, the company juggles 10 to 15 projects at one time, with its "sweet spot" being projects costing \$100,000 or more, although some projects cost more than \$1 million. In fact, the company currently has a \$1.5 million remodeling project underway on a very large home.

For those clients who don't know where to start, LBJ offers a Partnership Agreement for a fee to help the clients navigate the process of taking a remodeling project from an idea to a plan. "We like to be there from the very beginning



and help throughout the process. There are a lot of variables that the client typically doesn't understand, and we want the process to be a good experience," stated Powers,

According to the company website, www.lbjconstruction.com, all homeowners have a vision or dream of how their newly remodeled home will look when completed. Because the fine details are often missed by other builders, delivering those details and finishing touches are LBJ's keys to a successful project. LBJ understands and believes that these special features make the biggest impact on its clients. That's why, during the planning phase of construction, homeowners meet with LBJ's designers to customize their own dream sheet, down to the smallest detail.

The company provides a showroom so clients can look at options at the beginning of the process to get ideas on

selections. LBJ staffers then route the clients to preferred vendors who can help the clients procure the perfect faucet, tile or paint color.

Powers, who he has earned the Certified Graduate Remodeler (CGR), Graduate Master Builder (GMB), and Certified Aging-in-Place Specialist (CAPS) designations, takes a lifetime approach to his clients. Although remodeling is his company's core business, LBJ Construction also offers LBJ Handyman Services to help clients maintain their homes through the years. Clients can use an app to schedule maintenance. Jeannine Powers oversees that division with its four full-time workmen.

"Our maintenance program is a great way to take the stress out of maintaining a home. Our clients know our employees and trust them. About 75 percent of our clients will use us

Continued on page 20



Continued from page 19

again down the road,” he said. “Our goal is to be a client’s builder for life.”

Its custom home clients are typically former clients who trust LBJ Construction to build their dream home, although some are referrals from an architect or designer who is familiar with LBJ. LBJ typically builds two custom homes each year.

Breck, who took over LBJ Construction in 1995 after a brief corporate career, is drawn to remodeling because it allows him to develop a long-term relationship with his clients. “If you’re a builder, you’re starting over with each house. With remodeling, we will often do multiple projects for the same client. Our service division is a great marketing opportunity to stay in touch with clients. It gives us the ability to have a long-term relationship with them.”

The services include a home inspection package, a door maintenance package and a HVAC maintenance package. All are semi-annual inspections.

*To contact LBJ Construction, LP,
call 713-781-0169*

or visit www.lbjconstruction.com.

*The company is located at
5438 Guhn Road, Houston, TX 77040.*



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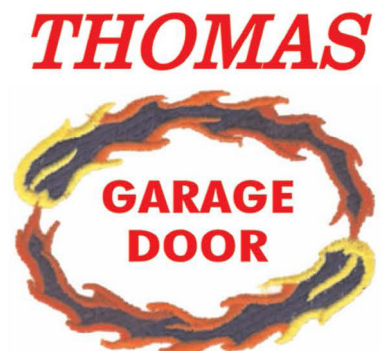
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