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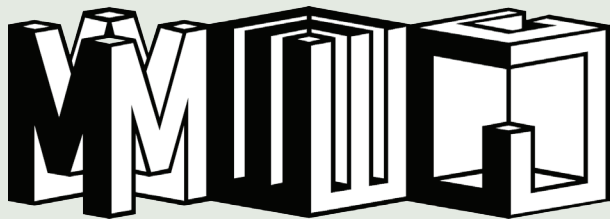
Lankford's  
Ambition

Results in Casa Capri

Elevare Developments:  
1+1+1 = Success

Dialogue with a Designer  
Jordan Newton





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# THE METROPOLITAN BUILDER

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# PUBLISHER'S *note*



**Giselle Bernard,**  
*Publisher*

## Trust-Building through Investment: The Metropolitan Builder's Approach to Successful Sales

In the intricate dance of sales, trust is the cornerstone upon which lasting relationships are built. When a prospective customer senses that you're genuinely invested in their success, it forms the bedrock of trust. This investment signifies more than a mere transaction; it signifies a commitment to their prosperity. It's this commitment that sets the stage for a strong foundation upon which to build a fruitful partnership.

Imagine a scenario where a team of vendors isn't just selling a product or service but is actively investing in the success of their prospective customer's company. This mindset fundamentally shifts the dynamics of the sales process. It's no longer just about closing a deal; it's about forging a mutually beneficial relationship grounded in shared goals and aspirations.

When a prospective customer knows that you plan to invest in the success of their company, it becomes more than just a sales pitch—it becomes a promise. It's a promise that you'll be there every step of the way, supporting and guiding them towards their objectives. This level of dedication resonates deeply with clients, fostering a sense of loyalty and reliability.

The team of vendors who have decided to invest in their prospective customer's marketing efforts pave the pathway for a foundation for a relationship. By demonstrating a genuine interest in understanding their needs and challenges, they lay the groundwork



for trust to flourish. This isn't about pushing products or services; it's about becoming a trusted advisor—a partner who genuinely cares about the client's success.

Investing in the success of a customer goes beyond the initial sale; it's an ongoing commitment to their growth and prosperity. It means going the extra mile to ensure that their needs are met and their expectations exceeded. This level of dedication breeds loyalty and fosters long-term relationships that are mutually beneficial.

In conclusion, the art of closing a sale isn't just about sealing a deal; it's about building trust through investment. When clients know that you're genuinely committed to their success, it forms the foundation for a strong and enduring relationship. By investing in their prosperity and becoming a trusted partner, sales professionals can cultivate lasting bonds that drive mutual growth and success.



# Navigating Recessions: Four Critical Mistakes to Avoid for Business Success

## 1. Overlooking Marketing Investment

- In tough economic times, slashing marketing budgets seems prudent, but it can harm brand visibility and customer engagement when they're most crucial.
- Solution: Optimize marketing spend, emphasizing digital strategies like content marketing and SEO to maintain brand presence and adapt messaging to address consumer concerns.

## 2. Neglecting Employee Development

- Viewing training as expendable during a recession overlooks its role in enhancing skills and morale, crucial for long-term productivity and growth.
- Solution: Leverage online learning platforms and virtual training sessions to equip your workforce with essential skills like AI integration and innovative problem-solving.

## 3. Ignoring Relationship Building

- Cutting back on networking isolates businesses when collaboration and support are vital for survival.
- Solution: Prioritize maintaining relationships with customers, suppliers, and competitors through digital engagement and exploring mutually beneficial partnerships.

## 4. Failing to Innovate

- In recessionary periods, companies often prioritize survival over innovation, risking irrelevance in evolving markets.
- Solution: Embrace innovation by rethinking products, services, or processes to meet changing market demands, exemplified by success stories like Warby Parker's strategic response to the 2008 recession.

### *Strategies for Thriving in Challenging Times*

#### **Conclusion:**

By avoiding these common mistakes and embracing strategic approaches to marketing, employee development, relationship building, and innovation, businesses can not only survive but thrive during recessions.

It's a time for strategic investments and adaptation, ensuring long-term resilience and growth. Ready to navigate the road ahead? Sign up for a business strategy session today and unlock your business's potential for success.

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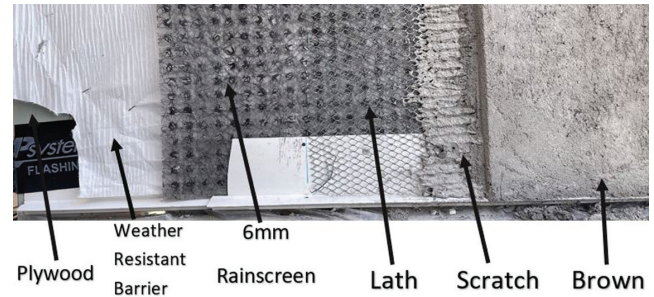
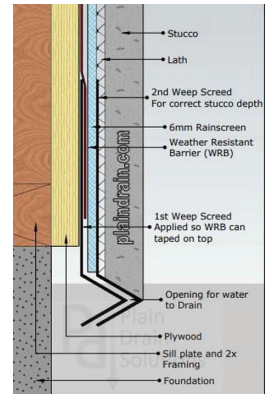
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# Elevare Developments: 1+1+1 = Success

**By Kathy Bowen Stolz**

For Elevare Developments, the formula for success in the Houston speculative home market is the collaboration among its three principals – Richard Simses, Jonathan Newton and Jordan Newton.

“The architectural design is a collaborative effort between the three of us. While Jonathan and Richard spearhead the plans, we all look at things from a different perspective, which is a plus,” Jordan said. Jonathan’s construction management background blends well with Richard’s engineering background and with Jordan’s interior design skills, they agreed.

“We hit the ground running with our combination of skills,” Richard added, saying they each have a lot of transferrable skills from their training and previous employment. “We truly care about detail and design and focus on elevating people’s lives.”

Elevare, which formed in 2017, builds custom spec homes in

the \$1.4 to 3 million range. It is always buying older homes to demolish as well as vacant lots to quicken the transaction process.

The company typically constructs three to six homes each year in the original suburbs right outside Houston’s inner loop with a focus on highly rated public schools. “Our target is a professional family. Many of our clients are in the oil and gas industry because we are close to the energy corridor,” Richard continued.

“We pride ourselves on taking the time to achieve a custom look at the right price point. People like what we’re doing. We pay attention to the details. Fortunately, we haven’t struggled to move the homes,” he stated.

The company’s marketing depends on signage at construction sites and branding in addition to high-end photography to use on social media and its website, [www.elevaredevelopments.com](http://www.elevaredevelopments.com). Because Richard is also a realtor,





the company markets itself, listing homes 30-60 days before completion. “One thing that differentiates us is our willingness to explain anything to prospective clients on a personal scale,” he said. “It’s important to us who we sell to.”

“Our projects sell very quickly. Our intention is to build a great house for a family to live and thrive in,” Jordan added. “We pride ourselves on designing for function to elevate your life,” echoed Richard. He cited providing adequate space between a kitchen island and dishwasher as an example.

*Continued on page 14*







*Continued from page 13*

Jordan, who also works independently with outside clients through her company Jordan Newton Interiors, said her interior design background sets Elevare apart from its competitors because she brings a high-end look to their homes. Richard noted that the company moved into the \$1 million-plus market because of Jordan’s designs, adding that most spec builders don’t have an interior designer in-house.

She added that she “curates” a design specifically for each house. “I hate to do the same thing twice, so every house essentially is new house designed by me.” Although the trio has learned some floor plans work especially well, they have never used the exact plans twice, she continued. “We tweak them each time.”

Richard agreed that they may re-utilize plans that work well; however, the lots are never the same, and their goal is to utilize the lot to the fullest. “Our plans are very well thought out for the lot.”

While they typically don’t install swimming pools, they plan for a pool on each property, even producing a rendering to help a buyer visualize where a pool may go.

The Newtons and Simses, a newlywed, even live in their houses, often moving to take advantage of improvements.

“We build for ourselves. We get to learn things and transfer the lessons we’ve learned,” Richard said.

With his degree and experience in petroleum engineering and private equity investment, Richard focuses on logistics, budgeting, planning and working with multiple vendors. Jonathan’s degree in construction management provides assurance that the workmanship is done to the highest quality and standards. While both are on-site at each build, Jonathan is the more technical person while Richard keeps the process on track, Simses said. “They both work extremely hard and push each other to set goals and achieve them,” Jordan commented.

Building on its success, Elevare Developments plans to grow its team later this year, adding project managers and doubling the number of homes it builds within a year. “We’re reinvesting everything in ourselves,” Richard stated.

*To contact Elevare Developments, call Richard Simses at 832-808-3074, email him at richard@elevaretx.com or visit [www.elevaredevelopments.com](http://www.elevaredevelopments.com).*

*The office is located at 1709 Huge Oaks St., Houston, TX 77055.*

# 2024 State of the Market Update

## Property & Casualty Insurance

(Insurance for Home, Auto, Commercial, Property, Builders Risk, Liability, etc.)

By Zack Baldwin



It's evident that the industry is grappling with significant challenges. The consistent rise in insurance premiums is affecting various stakeholders, including families, businesses, investors, and builders.

One major factor contributing to this trend is the increasing costs of reinsurance. Reinsurance is essentially insurance for insurance companies, providing coverage when their claims exceed profits. Due to a combination of factors such as more frequent and severe natural disasters and inflation, insurance companies are finding it harder to manage their risks. This has led to a prolonged struggle for survival among many insurers, who are resorting to measures like



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raising premiums, canceling policies, and reducing agent commissions.

The situation is particularly dire for property insurers, who are facing higher operational costs due to the heightened risk environment. As a result, they are passing these costs on to consumers, including real estate investors and builders. This translates into higher property insurance

*Continued on page 13*



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# Bathing Beauties

## *A spa-like primary bathroom tops the list of must-haves in new home construction and remodels*

By Linda Jennings

Adding a freestanding tub to a standard bath is one of the biggest makeovers to hit the builder market. This immediately creates a beautiful ensuite wellness vibe that is sure to appeal to homeowners and buyers of luxury properties! A focus on overall well-being is the cornerstone of design, and there is no more perfect

place for this than in the bath. From stunning gold tubs to freestanding prism geometric styles - the booming construction industry knows that an investment in a bath amenity like a tub more than pays back in revenue and years of enjoyment for homeowners.



Opal Quiz freestanding bathtub from Acquabella

### **Geometric Style**

The Opal Quiz freestanding bathtub from Acquabella is immediately distinctive with its singular geometric textured finish. As a trio of textures connected by a linear motif, the award-winning Quiz finish elevates the entire bathroom with its haute couture flair and tactile surface. The Opal Quiz is crafted in Akron, an amazingly durable compound of polyurethane and mineral fillers. The Opal Quiz is generously sized at 71" x 31 1/2" x 21 1/2" with ample space to stretch out for a truly restorative soak. This exquisite tub is offered in five versatile colors to suit any décor, including snow white, light grey, dark grey, latte and black.

### **Small Space Luxury**

MTI Baths' Adel 2 tub is an elegant design that fits impressive style into smaller spaces, with an infusion of therapies to create the ultimate spa-worthy experience right at home. The Adel 2 features a thin lip with an integrated faucet deck and is available as a soaker or air bath, both



MTI Baths' Adel 2 freestanding bathtub

are offered with indulgent options such as chromatherapy and thermal therapy. Measuring 57" x 31" x 22", the Adel 2 can easily fit into an existing 60" alcove. The tub is made of thermoformed cross-linked cast acrylic to create a non-porous surface that is highly resistant to scratches, and stains and is easy to maintain. The Adel 2 is offered in a glossy white or biscuit finish.

### **Indulgent Therapies**

With a refined sophistication and sleek profile, the VIBE by BainUltra offers indulgent therapies to help bathers recharge tired bodies, restore focus and relieve stress. Hydro-Thermo Massage® can ease muscle pain and increase circulation, while Illuzio® chromatherapy uses colorful lighting to soothe, energize and balance. Together, they create an extraordinary ritual that allows bathers to reflect and temporarily disconnect from a demanding world. The VIBE Collection has a tub to fit every installation. The beautiful freestanding version measures 58" x 28" x 21", and is offered in a glossy white, Ultravelour matte or an eye-catching black-and-white finish for a truly dramatic



the VIBE by BainUltra

statement. The VIBE is also available as a drop-in with undermount option, measuring 60" x 30" x 19" or an alcove model which is 60" x 30" x 19". All are crafted of durable acrylic that comes in a gorgeous glossy white finish.

### Glamorous In Gold

Crafted in Italy by skilled artisans, Ruvati's Sinatra is a showstopping design that makes an instant impression of glamour and sophistication. With a gleaming satin gold exterior and graceful oval silhouette, this beautiful freestanding tub is an opulent statement piece and a most memorable addition to the modern bathroom. The tub



Ruvati's Sinatra freestanding bathtub

is crafted in Ruvati's signature epiStone, with the look of natural stone yet silky and smooth to the touch, with a seamless, non-porous surface that is easy to clean and maintain. The tub's thick construction is naturally sound-absorbing and helps retain bath water's heat longer, creating a more soothing soaking experience. The Sinatra tub is available in 63" and 71" sizes, with a double-ended design that is gently sloped for maximum comfort. The tub's exterior is absolutely stunning, with a satin matte

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powder finish in a warm golden hue that contrasts nicely with the glossy white interior.

### Modern Twist To The Traditional Japanese Tub

Immerse into total relaxation with the new Elko freestanding tub by Acquabella. The Elko was inspired by the rich cultural traditions of the Japanese soaking bath. Measuring 27" tall, the Elko tub is generously sized



Elko freestanding tub by Acquabella

to allow for total submersion while featuring a compact design with a relatively small footprint, making it a smart choice for bathrooms with limited floor space. Sized at 55" x 31", it's ideal for tight space renovations where wellness bathing is desired. The Elko, available in gloss or matte finish, is a beautiful addition to any bathroom and offers a luxurious soaking experience that soothes the body, mind and spirit.



The Blake by MTI Baths

### Elegant Silhouette

The Blake by MTI Baths was born from a creative partnership with a renowned NYC design firm. Available to designers and consumers alike as a luxurious soaker or air bath, this sleek tub is notable for its distinctive lip that accentuates its elegant silhouette and invites adding a contrasting exterior color. The Blake is available in material colors of white or biscuit, in either matte or hand-finished deep high-gloss, with eight optional exterior colors, including the two newest colors, Sapphire Blue and Stratus Gray. It is crafted from MTI's proprietary SculptureStone, a 70% mostly organic mixture of natural minerals mixed with high-performance resins to create a molded stone appearance that is solid, non-porous, and resistant to stains, mold, and mildew. Measuring 66" x 32" x 22.5", The Blake offers an optional integral faucet deck to add an extra design dimension and accommodate typical tub faucetry.



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# Elevating Your Brand:

## The Importance of Professional Photography for Custom Home Builders and Remodelers

by Matt Pierce

In today's age of social media and online scrutiny, the significance of professional, high-quality photography cannot be overstated, particularly for custom home builders and remodelers. As someone immersed in the world of professional photography, I've witnessed firsthand how well-crafted images can transform the perception of work and enhance brand image. It's more than just aesthetics; it's about effectively communicating the essence and caliber of your craftsmanship to potential clients.

Professional photography captures the intricate nuances of design and craftsmanship that set your work apart from competitors. By highlighting textures, colors, and fine details, it elevates your projects in a way that amateur photography often fails to achieve. This attention to detail ensures that potential clients get a true sense of the quality of your work from their very first glance.

Investing in professional photography not only underscores your commitment to quality and professionalism but also communicates your brand's core values. By showcasing attention to detail, superior craftsmanship, and impeccable aesthetics, it sets the tone for potential clients and can sway their decision in your favor.

Professional photographers bring a narrative element to your projects, telling the story of each space from conception to completion. Through carefully curated angles and compositions, they evoke emotional responses from potential clients, enabling them to envision their

own dreams coming to life through your work.

In the digital age, your online portfolio serves as the initial point of contact with potential clients.

Professional photographs ensure that this first impression is impactful, conveying not only the visual appeal of your projects but also the essence of your brand. They are an investment in your brand's image, helping to attract new customers by effectively communicating the quality and care you invest in every project.

For custom home builders and remodelers, the decision to invest in professional photography is strategic. It's not just about creating beautiful images but about strategically positioning your brand to attract the right clientele. High-quality visuals serve as a powerful marketing tool, conveying your expertise and craftsmanship in ways that words alone cannot achieve.



*Continued from page 9*

premiums, which directly impact the profitability and financial stability of real estate projects.

Real estate investors and builders, in particular, are feeling the squeeze as they often deal with large investments and long-term projects. The increasing cost of reinsurance not only means higher upfront expenses but also makes

it harder to secure adequate coverage. This poses a dual challenge: leaving investments vulnerable to natural disasters and making it less appealing to undertake new projects in high-risk areas.

In response, real estate professionals are reassessing their risk management strategies. They're exploring alternative insurance options and adopting measures to mitigate these escalating financial risks.





# Lankford's Ambition Results in Casa Capri

By Kathy Bowen Stolz

Nick Lankford, owner of Lankford Custom Homes, Ltd., admits he's ambitious. Certainly, his ambition is obvious in his latest project, the most expensive speculative home ever built on Galveston Island. Listed at \$4.25 million, Casa Capri is taking Galveston homebuilding to the next level, he said. "When you have the best sunset view, you have to build big!"

Casa Capri's 23,173-foot lot is located at 426 81st St., Galveston, or "where luxury meets the waterfront," according to its promotional information.

Nick claims the house, facing west to the waterfront, has the best sunset view on the island. Residents will be able to sit in the living room or bedroom to watch the sun go down, whereas others on the island have to leave their homes to see the sunset because most properties face north, south or on canals, he explained.

He thinks the home's proximity to the causeway, The

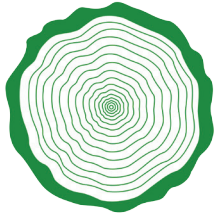
Strand and Pleasure Pier also enhances its desirability.

"We did not cut any corners. Any place I could make an upgrade, I did," Lankford emphasized. Those upgrades include 1,400 square feet of covered porches that provide panoramic views of Galveston Bay with decking and handrails that cost more per foot than the interior space. Lankford also insisted on premium luxury white siding that wraps around the corners of the house because he wanted a custom look. Another upgrade is the concrete pier foundation that exceeds FEMA building requirements by 8 feet.

The house's multi-level exterior features a grand entrance with lighted brick stairs that lead to a massive 10-foot front door which opens onto a 26-foot-high living room and two sliding glass doors that are the largest windstorm-rated doors available. Other ceiling heights are 12 feet

*Continued on page 16*





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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.





*Continued from page 15*

on the lower level and 10 feet on the higher level. The 4,310-square-foot interior includes seven bedrooms and five full bathrooms.

“I like to build high-end luxury houses that have a ‘Wow’ factor. Everything about this house will make you say ‘Wow!’” Nick stated.

Although Nick and his wife Allison, a real estate agent, designed the exterior of the house, they left the interior design completely in the hands of Cathy Osoria of Cathy O Designs, whose design uses white walls and cabinetry along with light wood floors to create an airiness throughout. Her open concept design lends itself to entertaining.

In fact, Lankford envisions that a prospective buyer might use the property for a large family, a short-term rental or for corporate groups, claiming the house is perfect for entertaining. The soon-to-be-finished house next door, a mirror of Casa Capri, would allow one home to be a rental and the other to be a residence if the purchaser wanted to combine business with pleasure. The two properties include a dock that could accommodate a 150-foot yacht and even a large concrete pad that could allow a helicopter to land or





For more information about Lankford Custom Homes, call Nick Lankford at 832-315-9511, email [nicklankford@lchconstruction.com](mailto:nicklankford@lchconstruction.com) or visit [www.lchhomes.com](http://www.lchhomes.com). The office is located at 1401 Winnie Street, Galveston, TX 77550.

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“There’s no better time to invest on the island. It’s booming like I’ve never seen it because of tourism and short-term rentals. The tourism industry now drives Galveston’s economy. Cruise ships are bringing in new people every day. It’s just so wonderful that people never want to leave the island. Property values are sky rocketing. That’s changed the real estate market.”

He’s happy that he bought the waterfront lots where these two houses sit before the land became unaffordable. He held onto the land for several years. “These two lots are really unique.” This project was five or six years in the making, he added, with construction taking a year and a half.

While Nick hasn’t decided on his next project after completing these two homes, “I always try to get bigger with every job I do. I want to keep building on the island and on the waterfront.”

He attended Texas State University, where he earned a bachelor’s degree in technology with a major in industrial technology and construction technology. After gaining experience with production and custom builders, he started his own business in 2006. “I’m very much a goal setter. I preach to my kids about setting goals. I have always set big goals and achieved them.”

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# Dialogue with a Designer

## Jordan Newton

**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 Jordan Newton, Jordan Newton Interiors. Jordan's passion for designing elegant, modern, and sophisticated living spaces for her clients start with a deep dive into creating a lifestyle. Jordan believes good design opens up wonderful opportunities for her clients when they have a home or workspace that inspires them.

Jordan Newton Interiors was founded in 2015 to share her creativity and passion for a well-designed way of life.

**MWG INNOVATIONS: What motivated you to enter interior design?**

**Jordan Newton:** As a child, I was very sensitive to my surroundings and constantly tried to update and improve my living spaces. I didn't realize that my brain was always functioning in an interior design process. After leaving the fashion industry, I was able to work and train under the best. Eventually, I started my own company when my husband and I remodeled a 1950s ranch, our first major project together.

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

**Jordan Newton:** As an interior designer with a lot of experience with custom home building, I think about living spaces from a different perspective. How will the space be used and lived in? How and when will they enter? Can they move around and store things appropriately, etc.? I think about more than just the build. Small tweaks and catching things early is key to making a comfortable home for a client.

**MWG INNOVATIONS: What sets you apart from other**

*Continued on page 20*





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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

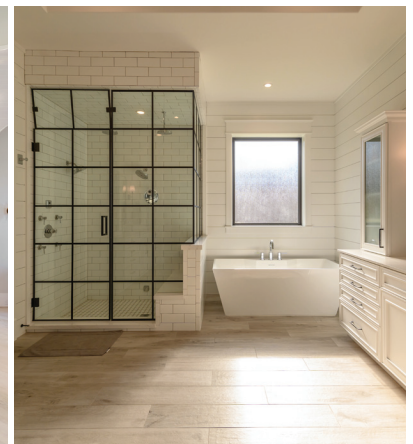
metal, wood, and glass consisting of shower doors, vanities, mirrors, handrails, and more. He credits his passion to his loving family and success to his professional team. When his not working, you will find Esvin enjoying the beautiful Houston weather fishing, hoping to catch more than a cold breeze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



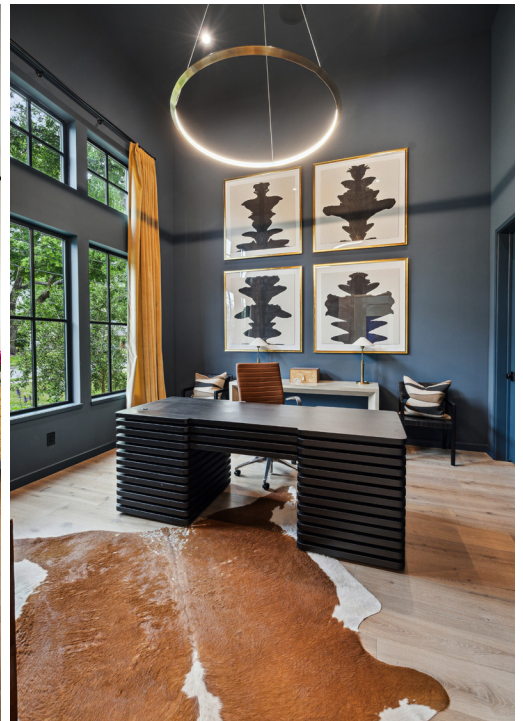
**Lilian Tista -** *ltista@mwginnovations.com*

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.







*Continued from page 18*

**designers?**

**Jordan Newton:** When I design a space, I focus on getting the “box” right. If I can choose beautiful, durable, and sophisticated materials, you won’t get tired of them. I usually keep the “box” fairly neutral so I can bring in the color and other elements to the design that are riskier. Down the road, if you get tired of something, it’s easy to change out, but your box, the hard surfaces and mainstays are always beautiful and relevant. Good design never goes out of style. I like to keep things simple, not overly decorated.

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

**Jordan Newton:** It comes to me in different ways! Sometimes, I’ll see a material or fixture that I love and will build my design plan from there, and it will take shape. Otherwise, I will start with a vision for the room and will track down materials and pieces to fit the vision.

**MWG INNOVATIONS:** *What are some common mistakes builders and homeowners make?*

**Jordan Newton:** Following the trends too closely and trying to over-decorate. Just because you can add something else does not mean you should.

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

**Jordan Newton:** I live it every day. I always look at magazines, my vendors and manufacturers, trade shows, Pinterest, and social media. I love seeing other designers and builders’ good work. It motivates me to do better and



stay relevant. Inspiration can come from anywhere!

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

**Jordan Newton:** French Modern

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

**Jordan Newton:** I love natural stone, the movement, feeling, and texture. I always think, wow, this took millions of years to make, and we get to use it and see it every day in our homes. I would never use a manmade stone. It’s so lifeless to me. Simultaneously, the plumbing, metals, and lighting are my next favorite parts.



**Jordan Newton**  
**Jordan Newton Interiors**

**Phone: 832-689-3471**

**Email:**  
**[jordan@jordannewtoninteriors.com](mailto:jordan@jordannewtoninteriors.com)**





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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 -**  
*hratliff@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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